



Creative Industries Clusters Programme

Creative R&D Partnership FAQs

These FAQs were last updated on 23/11/17

Introduction

This Frequently Asked Questions (FAQ) document will be a 'live' document on the AHRC website, with further questions added as the application timetable progresses. The FAQs will be routinely added to on the following dates:

- w/c 9 October
- w/c 16 October
- w/c 14 Nov
- w/c 20 Nov

Please contact the [AHRC](#) if you have any specific questions that have not been covered here, or in the [Call Specification](#) document.

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Programme

What is the Industrial Strategy Challenge Fund?

The Industrial Strategy Challenge Fund was created to provide funding and support to UK businesses and researchers, part of the government's £4.7 billion increase in research and development over the next 4 years. This programme responds to the 'technologies for the creative industries' strand. More information can be found on the [RCUK website](#).

What is a 'cluster'?

For the purposes of this programme, a 'cluster' is defined as either a geographic concentration of interconnected creative enterprises, organisations or institutions, or a sector-based collection of entities that operate in specific fields but do not necessarily fall within pre-existing recognised boundaries (e.g. government office regions).

How do you define an 'existing cluster'?

Nesta data [Geography of Creativity](#) and further research recently commissioned by AHRC (available soon on [www.ceprogramme.com](#)) is available as a starting point, however we recognise this does not cover the full extent of what could be considered a creative cluster. We would expect applicants to fully justify the inclusion of the cluster that they are working in.

Does a cluster need to be well-established/ large to be considered existing?

It will be for the applicant to make the case for the cluster that they are part of, articulating the value to and quality of activities within that cluster.

How do the Creative R&D Partnerships relate to the Policy and Evidence Centre?

The Policy and Evidence Centre (PEC) will be independent but complimentary to the work of the Creative R&D Partnerships. The PEC will provide insight and independent analysis on the creative industries that is of national and international significance, working both with the Creative R&D Partnerships and alongside other key sector stakeholders. The call specification for the Policy and Evidence Centre will be launched at the beginning of November 2017.

Why are AHRC leading on this programme?

The Creative Economy is an area of strategic importance for AHRC therefore we have considerable experience as a result of previous Creative Industry-focused investments. AHRC are administering ISCF money in this area on behalf of all Research Councils and subsequently UKRI, the investment is not from AHRC's core budget. AHRC ambitions and visions for the programme are set out in the [Programme Scope Document](#).

Scope and Eligibility

Who can apply?

Applications to this call must be made by a UK Higher Education Institution (HEI) compliant with AHRC's eligibility criteria as published in section 3 of the [AHRC Research Funding Guide](#). The HEI will be making the application on behalf of the partnership. The Principal Investigator must be employed by an eligible UK Research Organisation and meet the contractual eligibility requirements set out in the Research Funding Guide.

Can an IRO be the lead organisation?

IROs are not eligible to lead Creative R&D Partnerships but can be a Co-I. IROs can apply to lead the Policy and Evidence Centre.

Does the Partnership Director need to be from an Arts and Humanities department?

No but the Partnership Director does need to have the appropriate skills and experience to lead a bid focused on the identified creative industries challenge.

Can you apply for/be a part of more than one proposal?

Yes, research and creative organisations can apply to be part of more than one proposal; however an individual cannot apply to take a significant role (e.g. Director or Co-Director) on more than one proposal.

Are there requirements on the number of partners in a partnership? (minimum/maximum)

The Creative R&D Partnerships must be led by a HEI, with a minimum of two HEIs or IROs for each application. There is no upper limit on the number of HEIs or IROs that can be involved in a partnership. However applications must set out a clear case for the contribution each of the partners (including HEIs, industry and others relevant stakeholders) will make to addressing the identified challenge(s).

How can we include practitioners who aren't fully registered as a business and who don't fit into recognised audit and compliance models?

It will be for the applicant to suggest the how this group could be included as appropriate to their specific challenge. Applicants should also specify how they will account for this group through their governance model.

Can studentships be funded through this call?

Funding for PhD studentships is not permitted in the Creative R&D Partnerships; however partnerships may offer short term placements or projects to PhD students funded through existing Research Council doctoral studentship schemes such as DTPs and CDTs, to support the next generation of researchers to be able to work closely with industry. We are also open to HEIs

providing institutional funding for PHD students or MA programmes as part of their matched funding commitment. This commitment will be seen as a relevant factor in assessing the integrated approach of the HEI/cluster to the long term development of their work.

Can there be more than one proposal from the same geographical region?

Yes, as some regions will have multiple different creative clusters featuring different sectors with distinct challenges, this would be permissible. We will be aiming to fund a balanced portfolio of partnerships however, so it is unlikely that we will be able to make multiple awards within the same regions.

Does the partnership need to be tightly geographically located?

Partnerships can have a reach across different 'regions' if appropriate for responding to the identified creative industries challenge or the dynamics of the cluster they are working within; however applicants should also bear in mind that an objective of this scheme is to 'provide impetus to local and regional economies, and step-up the growth and impact of the creative industries in those places' so a clear justification of how the proposed partnership will do this in the regions identified will be required

If an area/region does not feature in the Nesta data, what can we do to demonstrate an existing cluster?

AHRC has commissioned new data in order to explore sub sectors in more detail. The Nesta data is a reference point, however it is for the applicant to demonstrate the creative strengths of their areas as explain possible reasons for why their area hasn't appeared.

Can international partners be included?

Yes. Relevant international partners can be included; however their engagement must be focused on the UK Creative Industries cluster that the partnership sits within and play a clear role in responding to the specific challenge identified. The AHRC's International Co-investigator policy has been incorporated into this programme, so International Co-I's can be accepted.

Is there a particular slant towards local rather than global industrial partners?

No, industry partners should be selected on the basis of being appropriate to address the Cluster's challenges that will be the focus of the Creative R&D Partnership.

How should international aspects be incorporated into the Cluster?

The AHRC's international co-investigator policy has been integrated into this call, so partners from outside the UK can be formally involved if their specific role in the cluster, and how they are helping to address the challenge, can be clearly articulated. Please note that direct funding to business cannot go to companies based outside of the UK.

Will the commercial drive behind the programme exclude not for profit cultural organisations?

This programme is focussed on solving specified R&D challenges that have an economic benefit to the U.K. Cultural organisations can play a key role in creative innovation and will have a role to play

in Clusters, however, Creative R&D Partnership activities need to be designed to achieve economic impact.

Are you open to cross sector bids?

Yes, bids could focus on a collaboration of different sectors, or a sector in one or more geographical locations. Cross sector bids that include sectors outside of the creative industries will need to be predominantly focused on the creative industries aspect of those collaborations.

Are you expecting proposals to focus on particular sectors?

There is no expectation that proposals will focus on specific sectors; this will depend on the strengths of each particular cluster and challenge area identified.

Are you looking for a narrow focus on a specific challenge or would you also be interested in a number of complementary challenges that could be pulled together under one narrative?

Proposals should reflect the needs of the chosen cluster; however they should also be focussed. In regions where there might be a number of creative industry sectors represented in a cluster, applicants will need to consider whether to focus on the needs of one sub group with common challenges, or the needs of the cluster as a whole. Proposals should also focus on challenges addressable by R&D; these challenges could be cluster specific, sector specific or have national industry relevance.

Is the call seeking bids which look to tackle more ambitious, long term challenges that are less likely to demonstrate immediate impact or is it equally open to bids which address more immediate challenges, which might have more immediately visible impacts and returns?

The objectives of the Creative Clusters Programme are focused on measurable impact and growth; however R&D itself can be a measurable impact. Challenges which involve both long and short-term returns will be considered. Some challenges might be more ambitious and long-term, but intimately involved with industry, and therefore relevant to the programme. AHRC will also be providing support for the impact and evaluation process.

Will AHRC have a role in brokering partnerships and collaborations?

A series of engagement events have been planned across the UK in October, the dates for these can be found [here](#). These will both offer advice on the programme as well as allow the opportunity to network with other interested parties. It is expected that further brokering and engagement will be undertaken by applicants as part of their work to develop a proposal. We are also considering options on how to share information from the engagement events more widely to enable greater collaboration.

Can partnerships include activities, organisations and researchers with a focus outside of Arts and Humanities disciplines?

Applicants should start from the point of the challenge and then assess what disciplines are appropriate for dealing with that challenge. Partnerships will need to provide appropriate disciplinary research combinations that draw on the arts, humanities, social sciences and STEM disciplines in order to respond to the needs of the specific challenge(s) that the partnership intends

to address. Schemes must have a strong Arts and Humanities component, however AHRC are not setting a prescriptive amount and the amount of Arts and Humanities remit may fall below the usual 51% requirement.

Is this call designed to result in an equitable distribution of bids across the UK?

There is no specific requirement for equitable distribution of bids within the design of the call. However, we are seeking a balanced portfolio of funded bids. If all of the proposals received focus on one area/sector then the programme is unlikely to achieve its aims.

What are the links to Local Enterprise Partnerships (LEPs) and how involved should they be?

Local Enterprise Partnerships are expected to have a strong role to play in the programme. Most LEPs are likely to have strategies that closely align with cluster challenges and the wider support of the creative industries. Working with LEPs is a good way to illustrate a commitment to regional industrial strategies.

Are University spin-out companies able to be included as industry partners, or would this be deemed a conflict of interest?

HEI spin-outs can be included in a bid as an industry partner, provided they are registered as a business with Companies House, and their relevance to the cluster and role in responding to the challenge/s are clear and justified.

What are the expectations around how bids should deal with entrepreneurship?

We would expect an industry focussed programme such as this to encourage entrepreneurial approaches. You will be expected to outline your strategy for supporting entrepreneurship through your partnership.

What does “full involvement” of partners mean over the lifetime of the programme?

We view the Creative Industries Clusters Programme as a genuine collaboration between industry and academia, so we expect key delivery partners to be involved at every stage of the project - from the design and implementation to the management and governance. Bids that are primarily lead by and focussed on the academic side of the partnership are unlikely to be successful.

Is collaborative working between Clusters encouraged? If so, would there be potential to “reserve” money in the programme in advance of this?

We are expecting the funded CR&DPs to cooperate and collaborate where possible in order to maximise the impact of the programme. If applicants want to propose innovative methods or mechanisms for cross-partnership working, we would not stop them from doing so. We envisage the Leadership Board as a prime avenue for Partnership Directors to share best practice and identify and exploit opportunities for collaboration and shared learning.

Governance

How much time should be allocated to the Director?

A minimum of 0.6 FTE is required; the role should be for one individual with the primary focus being on leadership and the delivery of a large-scale collaborative R&D programme. Please see page 6 of the Call Specification for more information on roles that can be costed into Creative R&D Partnership proposals.

How much time should be allocated to the Co-Director(s)?

It will be up to the applicant to decide what is appropriate for the scheme, as well as outline what additional specialist skills and sector experience the Co-Director(s) will contribute.

Can a co-director coming from industry be appointed through their own company?

A Co-Director can be appointed through their own company and do not need to be employed by a HEI. Directors must have a contract at a HEI.

Is there a difference between the Co-Director and Co-Investigator?

The Co-Director and Co-Investigator are different roles with separate responsibilities. Please see the Management section on page 6 of the call specification for further information. The Co-Director forms a part of resource costs (funding capped at 10%) and the Co-Investigator forms a part of the funding delivery budget, this is outside of the 10% funding cap.

How big should the steering board be?

We are not setting minimum or maximum numbers for steering board membership, but we would expect it to be large enough to effectively cover the key interests of the partnership and small enough to be manageable.

Budget

How much of the budget can be allocated towards project management costs?

Project Management costs need to fall within the 10% administrative allowance or can be covered through an in-kind contribution.

Are Programme Directors costed within the 10% management and admin allowance?

Project management costs need to fall within the 10% administration allowance; this should include the Director's costs. We do recognise that where a director might be recruited from industry this could be challenging however, it should be remembered that the 10% administration allowance could be complimented with additional leverage funding.

Should Co-Investigators/Co-Directors costs be split across Project Management and Project Delivery if they have a foot in both areas?

The Co-Director should be costed against management and delivery accordingly, the amount under management would need to fit within the 10% funding threshold for management and admin costs. Co-Investigator costs should be included within the project delivery budget, outside of the 10%.

If a company partner is a delivery partner, can these be funded at 100%?

Yes

Can costs for an industry partner to contribute towards management be costed at 100%?

Yes

How is the 30% eligible cost for micros and SMEs calculated?

The 30% should be calculated as 30% of the full economic cost, not 30% of the AHRC grant.

If Co-Directors are from industry, does their time come out of the 30% eligible industry costs?

Co-Directors time should form a part of management costs. The 30% direct funding for industry is primarily to support R&D activity.

How much should we be spending on admin beyond evaluation?

AHRC are not giving a prescriptive amount for administration, however applicants should ensure that the management of the Partnership is adequately costed, using the capabilities outlined on page 6 of the call specification as a guideline.

Can the HEI contribution be partly covered by the PI and Co-I time?

Yes staff time will be considered as a contribution; however we expect to see the main management roles costed into the proposal.

Is the capital funding compulsory?

It not is mandatory but applicants are expected to make use of the available funds, which can be used to cover the costs of equipment, limited infrastructure and the development of data assets.

Can the capital fund be used for venture capital?

Using the capital allowance as an investment (or venture capital) fund is not in the spirit that the capital budget is intended for. AHRC intend for the capital allowance to enable the development of, or access to, an asset (such as data, infrastructure, equipment etc.)

Is there any guidance on how funds should be allocated across the consortium?

The AHRC will not mandate how funds are distributed between partners; however there is an expectation that funds will be distributed appropriately according to each partner's contribution to the challenges identified by the applicants. We would not expect the majority of activity to be delivered by the host institution.

What are the fEC requirements for the 5-10% Capital funding?

5-10 per cent of the total amount of funding requested from the AHRC can be allocated to capital expenditure; this will be subject to standard 80% fEC requirements.

How much detail is expected in the application regarding State Aid?

We expect host HEIs to comply with State Aid rules when devolving funding to partners, in particular business partners.

Could company costs associated with evaluation and monitoring be included within the exceptions?

No, we would not expect to see this cost as it is not part of the delivery of R&D activity

Leveraged Funding

How much evidence do you need on leverage/ partnerships at stage 1?

Applicants are asked to make a commitment to raise the required amount of leverage funding; proposals should articulate a clear strategy to achieve leverage, however funds do not need to be wholly committed at this stage. Applicants should also provide an indication of partners agreed at the point of application and others that they are going to work to secure.

Is there an expected ratio between cash and in-kind leveraged funding?

Creative R&D Partnerships will be required to leverage approximately an additional 33.3% funding from HEIs and / or partner organisations over the period of the award. Leveraged funding can be either cash or in-kind contributions from HEI and / or partner organisations, and will need to be supported by auditable records.

There is no minimum cash contribution requirement, however applicants are advised to seek opportunities for leveraging funds and should develop a coherent strategy for this. As well as considering HEI in-kind contributions, applicants should also ask industry partners to calculate the value of any uncosted time that will be contributed.

Are there any restrictions on what can be used as leverage funding?

It is expected that existing sources of funding for R&D, research or knowledge exchange, such as HEFCE, ERDF or Research Council funding, will not be considered leveraged funding; however where new sources of funding complements the ambitions of the Creative R&D Partnership a clear justification should be provided for how the funding will be used.

Why can't NPIF fellowships and studentships be used as match funding?

As NPIF students are funded through the Industrial Strategy Challenge Fund, they would not be considered eligible to be used as matched funding as these funds are from the same source. We would, however, encourage NPIF fellowships or studentships to be aligned to a successful R&D bids to ensure that there is the opportunity to develop skills in the creative industries.

Can we consider access to data assets as leverage funding?

Yes. There is also a capital allowance within the fund to allow for access to data, please see page 13 of the Call Specification for further information.

Can Research Organisations contribute Estates and Indirect costs as leverage funding?

The Estates and Indirect costs that would usually be charged to AHRC, cannot be taken out of the 10% funding for administration and covered by the applicant wholly as leverage as this would be against the principles of FEC.

What are the expectations on industry partners for contributing leverage?

We expect a contribution to match funding to come from business but not whether it should be cash or in-kind. If larger companies within the cluster are benefitting significantly from the R&D and we would expect to see a cash commitment from them to support further R&D activity, however there is no explicit expectation of cash match from smaller companies and SMEs

Is there guidance on the amount of leverage directed to staff posts?

No, however we expect the costings to be reasonable and represent value for money. A clear case should be made for what level of staff resource is needed for the programme proposed, and that they will be working specifically on activities necessary to respond to the challenge/s.

How do you see investors engaging in the programme?

Applicants could use the experience of public investors to enhance access to finance; an opportunity based on R&D is something investors are familiar with in other sectors.

There are references to both 50% and 33.3% match funding contributions in the call document, how should these be calculated?

The 50% match funding expectation should be calculated against the total AHRC cash contribution (i.e. maximum £6m at standard RCUK terms of 80% FEC - resulting in a maximum match-funding amount of £3m)

When added together, this would equate to 33.3% of the overall value of activity (including leveraged funding) (i.e. £6m+£3m = £9m)

We have not included the standard HE contribution of 20% of the Full Economic Cost into this equation, as this sum is not factored into the AHRC cash budget received through the ISCF for the programme. As with all Research Council funding, there is still the expectation that the partnership will cover the 20% FEC. There is no expectation however, that they will either match fund the 20% or count it towards the overall amount of leveraged funding.

What happens if you haven't achieved the leverage by the time proposals are peer-reviewed?

At the point of peer review we are expecting to see a commitment to meet the required level of leverage funding over the lifetime of the award and a strategy for achieving this. There is no minimum requirement for leverage funding to be secured until after a proposal is awarded; therefore as much detail as is known should be included at application stage.

We are expecting to see at least 20% of this leveraged funding met by the mid-point of the award. If this goal has not been achieved and the Creative R&D Partnership is deemed to be at high risk of failure, then AHRC funding could be ceased. This would be considered a worst-case scenario and ensuring that robust governance structures are in place should mitigate against failure. AHRC representatives will be present on the various governance boards and will be able to enter a dialogue around risks to leveraged funding commitments at an early enough stage to take positive action. More detail on expectations for leverage and the timescales for this can be found on page 10 of the Call Specification.

Intellectual Property

What are the requirements for intellectual property?

Applicants will need to outline approaches to intellectual property (IP) in their Collaboration Agreement. AHRC will commission support to consider different types of IP and articulate IP policy between Stage 1 and Stage 2. AHRC are open to partnerships proposing innovative methods for managing IP and will not be prescriptive on how IP is managed.

IP could cover every company we work with. How should we manage this?

The applicant should provide a flexible policy that works across the partnership, essentially terms of reference.

Outputs, Impact and Evaluation

What is the expected balance between commercial and academic outputs?

Partnerships should be primarily focused on commercial outputs; however it is acceptable for academic outputs to be produced through the R&D process. R&D that solely leads to academic outputs would be out of scope.

Is there support for CRDPs to measure economic growth?

It will be for the applicant to demonstrate how the R&D activity proposed will lead to growth within the creative industries. The AHRC will work with the successful Creative R&D Partnerships to identify an efficient approach to designing a long-term reporting structure, developing 'SMART' KPIs and agreeing objectives prior to the award start date. Please see the Monitoring, Reporting and Key Performance Indicators section on page 8 of the Call Specification.

Assessment Process

Do Co-Is need to be known at Statement of Intent stage?

No, only the Partnership Director (if known) and any known partners are requested at this stage. You should provide as much detail as possible, however it is accepted that much of the information will be 'outline' at this stage. If Co-Is are known at this stage it will help us manage conflicts of interest in peer review in a much more pro-active way.

Do you need a named Director at Statement of Intent stage?

No, we are aware that it may take longer to select an appropriately qualified Director, particularly if this is to be an industry representative. If you are intending to appoint a Director from industry and do not have a named individual at the point of the Stage 1 application, you will be expected to demonstrate a robust strategy for recruiting the right person and have a clear role description and person specification in place.

Can you submit more than one Statement of Intent?

Yes, however HEIs can only apply to host one partnership. Applicants must select one partnership between submitting their Statement of Intent and Stage 1 application.

How much evidence for industry partner buy-in is required for the Statement of Intent deadline?

This does not need to be hugely detailed at this stage. It can be added to and changed over time. The important elements for this would be a clear strategy, objective, a clear grasp of a specific challenge and an indication of interest from industry. Ideally, we want to know which organisations are interested in which bids.

Who should be included in the list of “10 partners” in the Statement of Intent form?

Please include names of the key organisations involved in the delivery of your potential R&D partnership. We expect this list to grow and/or evolve between the Sol submission and Stages 1 and 2 of the full application process, so we are looking for the most accurate picture you are able to provide at the time.

Is equality and diversity being considered as part of the funding process?

Equality and diversity in the creative industries is one of the issues we are hoping to address at a programme level, so we are fully committed to a ‘creative case for diversity’ as a key part of the success of cluster bids. The funding process will be reflective of this as well through complying with RCUK equality and diversity policy. (<http://www.rcuk.ac.uk/funding/diversity/>).

How will inter/multi-disciplinarily be dealt with during peer review?

This programme will be subject to a collaborative assessment panel process, with membership drawn from a full range of relevant disciplines. We will also strive to ensure membership includes representatives from industry, sector/trade bodies, international experts and other relevant stakeholder institutions and organisations, to provide a balanced and informed perspective on the proposals. The panel will see all proposals and will be able to make a comparative and balanced judgement on quality and relevance. This will not be a standard AHRC assessment or moderation process with reviewers solely drawn from our peer-review college.

Will stage 1 and 2 have the same assessment panel?

The Statements of Intent will inform the make-up of the assessment panels in order to mitigate against any conflicts of interest. Members will be drawn from Research Council peer review colleges and industry, representing a wide range of disciplines and sectoral knowledge and expertise. Changes may be made to panel representation between Stage 1 and Stage 2 to reflect the proposals taken forward.

What is the degree of change expected between stage 1 and stage 2?

The scope of the Programme will not change between stages 1 and 2. Shortlisted applicants will be given direct feedback on their application by the assessment panel; this should be responded to in the Stage 2 proposal.

What does a stage 2 submission look like?

The requirements of the Stage 2 submission will be broadly similar to Stage 1, except that we will expect applicants to respond to the feedback provided by the assessment panel. You may also be in a better position to supply additional detail on your partnerships, leveraged funding and the shape

of proposed R&D activities by this stage, so you can use this as an opportunity to update these, and other areas. If, during the process of assessing Stage 1, we decide that the content of the application and attachments need to change we will ensure updated guidance is given to all shortlisted applicants.

Making an Application

Can I get advice before making my application?

Information events have been scheduled across the UK in October; these will offer both an overview of the programme as well as practical advice for making an application. Surgeries will also be offered in November to provide specific advice for applicants. Any specific queries not addressed in the call document or FAQs can be directed to creative@ahrc.ac.uk.

Who is responsible for submitting the application?

The HEI that is nominated to host the partnership is expected to submit the application form via Je-S and be the point of contact throughout the bidding process.

Can the lead HEI change between Statement of Intent and Stage 1?

Yes, however the new lead HEI must have been named as a partner in the Statement of Intent.

What are the different expectations of the Statement of Intent and Full Proposal Stages?

All prospective applicants to the Creative R&D Partnership are required to submit a statement of intent in order to be eligible to submit a Stage 1 application. The purpose of the statement of intent is to inform AHRC officers of the breadth of challenge-type, sub-sector focus and place-based focus, investigate the potential for greater initiative-level partnerships and support brokering, collaborations and bid development. Detail submitted in the Statement of Intent should be sufficient to allow this process. The Statements of Intent will not be formally assessed and it is unlikely proposals will be rejected at this stage. More information on Statement of Intent is supplied in Annex 2 of the Call Specification.

Stage 1 applications are a formal part of the assessment process, the criteria under which these will be assessed is supplied in the Call Specification.

How developed should the research proposals be for the stage 1 application given the expectation is that these will be led/informed by the needs of the industry some of which may only become evident during the programme?

At Stage 1, outline proposals are anticipated which include as much known detail as possible within the timescales. It is fully expected that proposals will be further refined between stages 1 and 2 as more is learnt about the sector challenge/s and partnerships develop.

I have missed the deadline for Statements of Intent; can I still apply for Stage 1?

No, unfortunately a Statement of Intent must be submitted in order to be eligible for Stage 1. There may, however, be opportunities for involvement in bids currently in development; information about these can be found on the [AHRC website](#).

What will the stage 2 application look like?

The Stage 2 application will require similar information to Stage 1, however at a more defined level. There will be opportunities for feedback between the stages as well as the opportunity to respond to reviewer comments.

What is the difference between a partnership agreement and the collaboration agreement?

A partnership agreement sets out the expectations of a particular partnership and is not legally binding. Page 74 of the [Research Funding Guide](#) gives information on the expected content of project partner letters of support. A collaboration agreement is more along the lines of a terms of reference and sets out policies and legal requirements e.g. agreement for dealing with intellectual property. The Collaboration Agreement will not be required until Stage 2.

What headings should I use for the Case for Support?

Please use the principles set out on page 2 of the call specification to write your Case for Support:

- The characteristics and strengths of the creative cluster that will be directly benefiting from the Partnership;
- The challenge, or challenges, to be addressed by the Partnership;
- The partner organisations involved and how they will enable the Partnership to address the challenge(s);
- How the R&D activity will lead to growth within the creative industries
- Strategies for leverage funding

Is a Technical Plan required at Stage 1?

No, this will be requested at Stage 2, if applicable to the activities proposed by the R&D Partnership.

Will you be publishing information from the Statement of Intent?

Yes, we have produced an infographic map to provide information about the lead institutions, geographic regions and sub-sectors that feature in bids currently in development. This can be found on the [AHRC website](#).