



# CREATIVE INFORMATICS

## Creative Informatics Challenge Holders Application Form

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### Page 1: Challenge Holders Application

Challenge Projects are part of Creative Informatics, an initiative to bring the city's world-class creative industries and tech sector together, utilising innovative data-driven technologies to develop ground-breaking new products, businesses and experiences.

Creative Informatics is funded by the Arts and Humanities Research Council (AHRC), Industrial Strategy Creative Clusters programme, the Scottish Funding Council and the City Region Deal Data Driven Innovation Programme. Creative Informatics is delivered by the University of Edinburgh working in partnership with Edinburgh Napier University, CodeBase and Creative Edinburgh.

Please complete all the questions in the application form, you can save the form and return at anytime. The closing date is **Monday 29th April, 2019**.

Guidance notes are provided within the application form. Further information on the application process, selection criteria and IP arrangements is available on the [Creative Informatics website](#). You can also download a PDF version of the application form here to review the questions before completing the form.

If you have any questions about this form, the application process, or anything to do with Challenge Projects we will be very happy to help. Email: [creativeinformatics@ed.ac.uk](mailto:creativeinformatics@ed.ac.uk)

# Challenge Holders Application

### Data Protection

In providing your completed application you are giving explicit consent for us to use this data in our programme application, monitoring and reporting processes. The data is managed confidentially. Your data will be held by the Creative Informatics delivery team based at the University of Edinburgh, with some data shared with our funders the Arts and Humanities Research Council and the Policy and Evidence Centre based at Nesta. Your data will only be reported in anonymous aggregated forms and will always be processed in accordance with the Data Protection Act 2018 and therefore also in accordance with the General Data Protection Act 2018 and therefore also in accordance with the General Data Protection Regulation (GDPR).

Applicants can withdraw or modify their consent to collection and processing of personal information at any time by writing to [creativeinformatics@ed.ac.uk](mailto:creativeinformatics@ed.ac.uk).

## Page 3: Challenge Holders Details

1. Organisation Name: \* Required

2. Registered Address: \* Required

2.a. Trading address (if different):

2.b. Which address would you like us to contact you on. \* Required

Registered address  
 Trading address

2.c. Website:

3. When was the business founded? \* Required

4. What is your Standard Occupational Classification (SOC) code? \* *Required*

+ More info

5. What is your Standard Industrial Classification (SIC) code? \* *Required*

+ More info

## Page 4: Lead Contact Details

6. Firstname and Surname: \* *Required*

7. Job Title/Role: \* *Required*

8. Telephone No: \* *Required*

8.a. Is this telephone number....

9. Email: \* *Required*

Please enter a valid email address.

## Page 5: About Your Organisation

Please tell us about the current status of your organisation and business objectives for future activities. This information will enable us to better understand the business and economic context of the creative industries and the impact of the Creative Informatics Programme.

10. Company registration no: \* *Required*

+ More info

11. Which of the following Creative Industries sector(s) best describe the work as defined by Department for Media Culture and Sport classifications (DCMS): \* *Required*

- Advertising/Marketing
- Architecture
- Crafts
- Design (Product, Graphic, Fashion etc.)
- Film, TV, Video, Radio & Photography
- Tech - IT, Software, Hardware and Computer Services
- Museums, Galleries and Libraries
- Music, Performing & Visual Arts
- Publishing
- Other (please state)

11.a. If "Other" please tell us which sector you work in.

12. What is the main focus area of your organisation? \* *Required*

Your answer should be no more than 1000 characters long.

## Page 6: Organisation Profile

In this section, please provide as much information as possible about the profile and structure of your organisation.

13. What was the business turnover for the Last Financial Year (LFY)? \* *Required*

+ More info

13.a. What proportion of the business turnover for the Last Financial Year was for exports? \* *Required*

+ More info

13.b. What was the net profit of the business for the Last Financial Year? \* *Required*

+ More info

### Research and Development

14. What was the expenditure of your business on research and development (R&D) for the Last Financial Year? \* *Required*

+ More info



15. What is the average R&D expenditure over a 3 year period: \* Required

16. What was the estimated revenue from new products/services introduced by your organisation in the last 3 years (this should be a percentage of annual turnover)? \* Required

17. Number of active R&D projects: \* Required

## Staff Information

18. Total number of staff in your organisation: \* Required

+ More info

Please enter a number.

19. What is the Full Time Equivalent (FTE) of employees in your organisation? \* Required

+ More info

20. What is the FTE of employees dedicated to Research & Development (R&D)? \*

Required

## Business Objectives

21. Which of the following describes your current business objectives? Please provide a brief explanation to any objectives which apply:

	Yes/No		Brief explanation	Please rank top 3 business objectives:		
	Yes	No		1	2	3
Development of new products	<input type="radio"/>	<input type="radio"/>	<input style="width: 100%; height: 25px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development of new services	<input type="radio"/>	<input type="radio"/>	<input style="width: 100%; height: 25px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development of new processes	<input type="radio"/>	<input type="radio"/>	<input style="width: 100%; height: 25px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased revenue from sales	<input type="radio"/>	<input type="radio"/>	<input style="width: 100%; height: 25px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased revenue from licensing	<input type="radio"/>	<input type="radio"/>	<input style="width: 100%; height: 25px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased revenue from exports	<input type="radio"/>	<input type="radio"/>	<input style="width: 100%; height: 25px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduced costs/increased production efficiency	<input type="radio"/>	<input type="radio"/>	<input style="width: 100%; height: 25px;" type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Improved quality of products or services	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased employment of R&D staff	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased employment of other staff	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduced employment (e.g. due to efficiencies)	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased use of research infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New business models	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. Have you worked with any of the following organisations on R&D projects, either currently or previously?: \* *Required*

- Universities or Independent Research Organisations
- Local Authorities
- Devolved Administrations (NI, Scotland, Wales)
- Department for International Trade
- Department for Business, Energy and Industrial Strategy
- Other Govt Department
- Competitor Businesses
- Investors
- Supply Chain Partners
- Freelancers
- Other businesses - complementary, consultants, etc
- Design Council

- Other trade organisations/bodies
- Cultural funding bodies (arts, council, Creative Scotland)
- Knowledge Transfer Network (KTN)
- Enterprise Europe Network (EEN)
- Catapults
- Innovation and Knowledge Centres (IKCs)
- Research and Technology Organisations (RTOs)
- Other Regional Enterprise Orgs
- Growth Hubs or LEPs
- None of these

23. Has the business previously received funding from any funding body within UK Research and Innovation (UKRI) or Scottish Funding Council (SFC): \* *Required*

+ [More info](#)

## Publicity Statement

Creative Informatics may share information about projects with the Arts and Humanities Research Council (AHRC) and the Policy and Evidence Centre based at Nesta and any other appropriate organisation in the interests of developing and promoting the Challenge Project.

The University of Edinburgh is subject to the Freedom of Information (Scotland) Act 2002 and as such may be requested to disclose information regarding the Challenge Project. Awarded applicants will be consulted before any decision to disclose information is taken. However, any refusal to disclose may be appealed to the Scottish Information Commissioner.

24. I agree to assist with a case study using non-confidential information to promote this project. Please select one of the options: \* *Required*



## Page 7: Challenge Details

25. Please describe your organisation in a way that is easily understood by others and provide a summary of the key products/processes/services. *(Please restrict your company profile to under 200 words): \* Required*

Your answer should be no more than 3000 characters long.

26. Please indicate which of the four Innovative Challenges this project addresses: \* *Required*

Please select no more than 4 answer(s).

- Access and engagement to new audiences/markets
- Support the development of new modalities of experience
- Unlocking hidden value of archives and datasets
- Reveal and develop new business models

27. Please summarise the proposed challenge. Provide some background, why this challenge is important to your organisation and what you hope to achieve. Please do include examples of any similar work that has inspired this proposal, or will help explain the challenge being addressed (up to 350 words). \* *Required*

[+ More info](#)

Your answer should be no more than 3000 characters long.

28. What resources do you have available to support the proposed collaborative project? This might include staff expertise, resources and/or contribution to the project budget. \* Required

+ More info

Your answer should be no more than 1500 characters long.

29. Please outline what is innovative about this challenge, indicating what is being explored and how it is new, novel, pioneering or significantly different. What change will be effected as a result of a successful solution being applied? (up to 350 words) \* Required

+ More info

Your answer should be no more than 3000 characters long.

30. How does this challenge fit within your organisation's wider strategy and development plans? (up to 200 words) \* Required

Your answer should be no more than 3000 characters long.

31. Are you aware of any other organisations facing the same or similar challenges? Do you think there are opportunities for an SME/Entrepreneur responding to your challenge to develop a solution for a bigger market? (up to 350 words) \* Required

+ More info

Your answer should be no more than 3000 characters long.

32. Provide information on the prospective benefits to the organisation from the outcome of this challenge project. (up to 350 words) \* *Required*

Your answer should be no more than 3000 characters long.

33. What are the anticipated impacts of addressing this challenge? Please highlight the economic, social and cultural benefits. \* *Required*

Your answer should be no more than 3000 characters long.

## Intellectual Property (IP)

We want to ensure that IP is clearly articulated at all points in the Challenge Project process so that your organisation's IP is protected, as well as ensuring that any R&D work funded under this project can be appropriately commercialised.

The questions included here will help to inform IP agreements if your Challenge is successful. Whilst we have standard models for IP we are very happy to discuss alternative arrangements where appropriate - please contact the Creative Informatics team if you would like to discuss this before submitting your application.

Please also be aware that under the Challenge Project agreements we will usually expect the IP arising from Creative Informatics funding to be made available under free license for research and teaching purposes by the academic team. The conditions of this licenses will not in any way



compromise Challenge Holders background IP, or Challenge Respondents commercial activity.

Further information on Intellectual Property can be found here: <https://www.gov.uk/intellectual-property-an-overview>

**34.** Please describe any background IP your organisation will bring to the project. This may be in the form of datasets, other types of digital material, code or toolsets, etc. If there are any known restrictions/licensing terms we should be aware of (e.g. restrictions on how data can be used or combined; any privacy or ethical implications; data available under open license and for commercial use), please also note this. \* *Required*

**+** [More info](#)

Your answer should be no more than 1500 characters long.

# Page 8: Equality and Diversity Information

## What data are we collecting?

The Equalities Monitoring Information will be used by Creative Informatics, a collaboration across the University of Edinburgh, Edinburgh Napier University, Codebase and Creative Edinburgh. Your data will be held and used by the Creative Informatics delivery team based at the University of Edinburgh with some data shared with our funders the Arts and Humanities Research Council and the Policy and Evidence Centre based at Nesta.

We are requesting aggregated organisational data which should present minimal privacy implications.

## How will the data be used?

As part of the Creative Informatics programme we are monitoring the diversity of the applications we receive to ensure we are reaching and serving appropriate diverse audiences. This information also enables us to provide anonymised demographic reporting to funders, partners and stakeholders to ensure the programme is open and accountable in our commitment to diversity and equality.

The information we collect will not relate to our assessment of your application for the programme, but is captured separately and for monitoring only. We include questions on age, gender, ethnicity, disability, and sexual orientation - all defined 'protected characteristics' in [The Equality Act 2010](#). As this information is sensitive and personal these questions are optional, but (where provided) this data does contribute to our ongoing review and improvement of our programme. We will always ensure that equality and diversity monitoring data is reported anonymously and with respect for your privacy.

## Consent

In providing your completed response to these equality and diversity questions, you are giving explicit consent for us to use this data in our programme monitoring and reporting processes. The data is managed confidentially and will not have any bearing on your application to the Programme. Your data will only be reported in anonymous aggregated forms and will always be processed in accordance with the Data Protection Act 2018 and therefore also in accordance with the General Data Protection Regulation (GDPR).

Applicants can withdraw or modify their consent to collection and processing of personal information at any time by writing to [creativeinformatics@ed.ac.uk](mailto:creativeinformatics@ed.ac.uk).

Please provide an indicative overview (if known) of the following. This information might be available from your organisation's HR department:

35. Gender:

	% Percentage * Required
Female	<input type="text"/>
Male	<input type="text"/>
Other	<input type="text"/>
Not Known	<input type="text"/>

36. Age range:

	% Percentage * Required
Up to 18	<input type="text"/>
18 - 24	<input type="text"/>
25 - 34	<input type="text"/>
35 - 44	<input type="text"/>
45 - 54	<input type="text"/>
55 - 64	<input type="text"/>
65 +	<input type="text"/>
Not Known	<input type="text"/>

37. Nationality/Ethnicity:

	% Percentage: * Required
White	<input type="text"/>
Mixed/Multiple Ethnic Group	<input type="text"/>
Asian or Asian British	<input type="text"/>

Black/African/Caribbean/Black British	<input type="text"/>
Other Ethnic Groups	<input type="text"/>
Not Known	<input type="text"/>

38. Sexual Orientation:

	% Percentage: * <i>Required</i>
Heterosexual	<input type="text"/>
Bisexual	<input type="text"/>
Gay	<input type="text"/>
Lesbian	<input type="text"/>
Other	<input type="text"/>
Not Known	<input type="text"/>

39. Please provide an indicative % (percentage) of employees within the Organisation who identify as having a disability. (Please indicate 'Not Known' if information not available). \* *Required*

[+ More info](#)

## Page 9: Declaration and Signature

I certify that the information given on this form regarding my company is accurate to the best of my knowledge.

40. Please type name here. A signature is not required.

[+ More info](#)

	<i>* Required</i>
Name of authorised signatory:	<input type="text"/>
Role of authorised signatory:	<input type="text"/>
Contact email address for authorised signatory:	<input type="text"/>
Date:	<input type="text"/>

## Page 10: Final page

Thank you for completing the application for Challenge Holders. Your application has been submitted. You will be contacted by a member of the Creative Informatics team following the selection process.

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### Key for selection options

#### 8.a - Is this telephone number....

Business

Mobile

#### 24 - I agree to assist with a case study using non-confidential information to promote this project. Please select one of the options:

Agree

Opt out

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