Creative Bridge Application - Cohort 8

This application form is to apply to Creative Bridge Cohort #8 which will run every Wednesday from **Wednesday 23 March to Wednesday 25 May 2022, from 1pm to 4pm.**

Please note, if Scottish Government restrictions allow, we plan to deliver this cohort of Creative Bridge in a hybrid format, and participants may opt to join sessions either online or in person. Both experiences will be interactive and flexible to participants' needs - if you'd like to know more, please get in touch at creativeinformatics@ed.ac.uk.

Online sessions take place via Zoom video conferencing so you will need a laptop or phone and an internet connection to participate. If this will potentially be an issue for you but you're still keen to apply, please get in touch.

We understand you may have other things booked in - we're looking for people who can attend at least 8 of the 10 sessions, ideally including the first and last. If you can't make this programme, we'll be running it again later in 2022. For more information, please get in touch.

Creative Bridge is part of the [Creative Informatics Programme](https://creativeinformatics.ed.ac.uk), which aims 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. The Creative Informatics Programme is being delivered by the University of Edinburgh working in partnership with Edinburgh Napier University, CodeBase and Creative Edinburgh.

**Applications will close on Monday 7 February 2022 at 5pm.**

We strongly recommend you read our [selection criteria and FAQs](https://thisiscodebase.com/creative-bridge) before applying, and read more about the course at [thisiscodebase.com/creative-bridge](https://thisiscodebase.com/creative-bridge) if you haven't already. You can also download a PDF version of the application form from the [Creative Informatics website](https://creativeinformatics.ed.ac.uk), if you would like to download and review the questions before completing the form.

If you have any questions about this form, the application process, or anything to do with Creative Bridge we will be very happy to help.

**Email:** creativeinformatics@ed.ac.uk

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1. Where did you hear about Creative Bridge?

   - Creative Informatics Mailing List/Newsletter
   - Creative Informatics Labs
   - Creative Edinburgh Newsletter
   - Creative Circles
   - Codebase Newsletter
   - Edinburgh Napier University
   - Creative Scotland
   - Twitter
   - Facebook
   - Instagram
   - Word of Mouth
   - Other

1.a. Other - please specify:

   - [ ]
2. Are you able to attend the course via Zoom for approximately 3 hours every Wednesday afternoon from Wednesday 23 March to Wednesday 25 May 2022?

- Yes - I can attend all 10 sessions
- No - I have prior commitments but can still attend 8+ sessions
- No - I have prior commitments and can attend fewer than 8 sessions
- Unsure
- If you can only attend 8 or fewer sessions, please contact us

3. How would you like to attend the course? Note that you may be able to mix between in person and virtual attendance for different weeks. Please respond with the option you are more likely to take. This is not a commitment, but helps us understand demand for each option.

- Virtually via Zoom
- In person at CodeBase Edinburgh, 37a Castle Terrace, Edinburgh, EH1 2EL
Page 2: Your Data

Creative Bridge Application

About you

First, we'd like to get to know you a bit. Below you will find more information about how we'll handle your data - please do read it. We will take care of your data and it is important that we understand your application for the selection process. Understanding you and your application is also important for our reporting back to funders who enable us to offer funded (free) places on Creative Bridge.

Please note that in order to be eligible for the programme, you should be based in and/or the work or projects you are undertaking must have an impact on the Creative Industries within Edinburgh or South East Scotland Region. If you are unsure, please contact us.

If you have any questions about this form, the application process, or anything to do with Creative Bridge we will be very happy to help. Email: creativeinformatics@ed.ac.uk

Data Protection

In providing your completed application you are giving explicit consent for us to use this data in our programme application, monitoring, reporting and research processes. The data is managed confidentially. Your data will be held by the Creative Informatics delivery team based at the University of Edinburgh and partner organisation Codebase, with some data shared with our funders the Arts and Humanities Research Council, evaluation partners, 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 Regulation (GDPR).

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 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. If you prefer not to provide this information, please indicate this in the ‘Prefer not to answer’ box for the appropriate question(s).

Applicants can withdraw or modify their consent to collection and processing of personal information at any time by writing to creativeinformatics@ed.ac.uk.
Page 3: About you

4. Name: *Required

5. Email address: *Required

5.a. Is this email.... *Required

5.a.i. Business email, if different to your personal email:

6. Phone number: *Required

6.a. Is this phone number... *Required

6.a.i. Business phone number:

7. Postcode of residence: *Required

Please enter a valid UK postcode.

8. Do you have any accessibility requirements:
Page 4: About the Programme

We want Creative Bridge to give you the best experience and we would like your help to shape how we communicate with you, and how we best support and nurture the community around the programme.

9. How would you prefer to be communicated with about your application outcome?  * Required

- Email
- Phone
- Other

10. Have you previously been on a similar programme, or are you looking at any similar programmes to Creative Bridge? Let us know about your experience if so!  * Required

11. What is the main focus of your creative practice or creative interests?  * Required

More info

12. Please let us know three key objectives for you in attending this programme which you think will support your business activities or business ambitions:  * Required

13. Please indicate at what stage your product idea is currently?

- I have a product idea but I am unsure how to develop it
- I have several product ideas but I am unsure which one to take forward
- I have a product idea already in development
- I don't have a product idea yet

13.a. Please tell us more:
14. Please outline your product idea(s) and explain how it is innovative, new or novel. (200 words maximum)

15. Please tell us a bit about your career history, your organisation or a recent project - including information about work undertaken and any achievements to date (200 words maximum) *Required
In this section we would like you to tell us about the work you do and your business. You may be a freelancer, sole trader, have a micro-business (fewer than 10 employees) or a small or medium sized enterprise - an SME (up to 250 employees).

Please tell us about the current status of your business 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.

**Please note:** If you are currently not trading, or you do not have a registered company, please be assured this will not count against your application.

If you complete an annual tax return or submit accounts to Companies House, you might find these documents useful to have to hand to help answer some of these questions. If you don’t have the answers and need some help, please read the guidance and information notes provided or contact us at creativeinformatics@ed.ac.uk. We will be happy to help!

16. Is your business currently trading?  ★ Required

17. Business Name:  ★ Required

18. Registered Address:

18.a. Is your registered address the only address for your business or do you also have a separate...  ★ Required

- Trading address
- Contact address

18.a.i. Trading address (if different):

18.a.ii. Contact Address (if different):
<table>
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<th>Question</th>
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<tr>
<td>19. Postcode where majority of work will be carried out:</td>
<td>Required</td>
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<tr>
<td>20. Companies House no. or Unique Taxpayer Reference:</td>
<td>Required</td>
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<td>21. When was the business founded?</td>
<td>Required</td>
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<td>22. What is your Standard Occupational Classification (SOC) code?</td>
<td>Required</td>
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<tr>
<td>23. What is your Standard Industrial Classification (SIC) code?</td>
<td>Required</td>
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<td>24. Which of the following Creative Industries sector(s) best describe</td>
<td>Required</td>
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<td>the work you do?</td>
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<tr>
<td>Advertising/Marketing</td>
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<tr>
<td>Architecture</td>
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<td>Crafts</td>
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<td>Design (Product, Graphic, Fashion etc.)</td>
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<td>Film, TV, Video, Radio &amp; Photography</td>
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<tr>
<td>Tech - IT, Software, Hardware and Computer Services</td>
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<tr>
<td>Museums, Galleries and Libraries</td>
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<td>Music, Performing &amp; Visual Arts</td>
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<tr>
<td>Publishing</td>
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<td>Other (please state)</td>
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24.a. If “Other” please tell us which sector you work in.
Page 6: Business Profile

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

Note: Please be assured that your revenue levels are not taken into consideration when selecting candidates. Applicants reporting higher revenue will not be given preferential treatment.

If your business is not yet trading and you are therefore unable to answer any of the financial questions, please note “pre-revenue” in the answer box.

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

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

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

Research and Development

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

27. What is the average R&D expenditure over a 3 year period? *Required

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

29. Number of active R&D projects: *Required
30. Has the business previously received funding from any funding body within UK Research and Innovation (UKRI) or Scottish Funding Council (SFC):  *Required

Staff Information

31. Total number of staff in your organisation:  *Required

32. What is the Full Time Equivalent (FTE) of employees in your business?  *Required

33. Number of employees dedicated to Research & Development (R&D):  *Required

33.a. What is the FTE of employees dedicated to Research & Development (R&D)?

Business Objectives

34. Which of the following describes your current business objectives?  *Required

Please select at least 3 answer(s).
- Development of new products
- Development of new services
- Development of new processes
- Increased revenue from sales
- Increased revenue from licensing
- Increased revenue from exports
- Increased use of research infrastructure
Reduced costs/increased production efficiency
- Improved quality of products or services
- Increased employment of R&D staff
- Increased employment of other staff
- Reduced employment (e.g. due to efficiencies)
- New business models

34.a. Please rank your top 3 business objectives from the following: *Required

Please don't select more than 1 answer(s) per row.
Please select at least 1 answer(s).

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<tr>
<td>Development of new products</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Development of new services</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
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<tr>
<td>Reduced employment (e.g. due to efficiencies)</td>
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<td>✓</td>
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<tr>
<td>New business models</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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35. Have you previously 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
In order to minimise distortion of competition the European Commission sets limits on how much assistance can be given without its prior approval to organisations operating in a competitive market.

This Annex sets out what is needed to ensure compliance with those limits. You should note carefully the requirements and the obligations. Under EC Regulation 1407/2013 (the “De Minimis Aid Regulation”) as published in the Official Journal of the European Union 24 December 2013, certain of the support provided in relation to the Challenge Project is a de minimis aid.

There is a ceiling of £350,000 for all de minimis aid provided to any one organisation over a three fiscal year period (i.e. your current fiscal year and previous two fiscal years). Any de minimis aid provided to you under the Challenge Project will be relevant if you wish to apply, or have applied, for any other de minimis aid. The value of the aid under the Challenge Project is (or estimated to be by calculating the gross grant equivalent) £20,000.

You will need to declare this amount to any other aid awarding body who requests information from you on how much de minimis aid you have received. For the purposes of the De Minimis Aid Regulation, you must retain this document for 10 years from the date on which the aid is granted and produce it on any request by the UK public authorities or the European Commission. You may need to keep this document longer than 10 years.

Please advise the University of Edinburgh now of any other de minimis aid which your enterprise and any enterprises linked to it may have received during your current and previous two fiscal years, to allow the University to check that its support, added to that previously received by you, will not exceed the threshold of £350,000 over the last 3 fiscal years. De Minimis aid includes not only grants but also assistance such as free or subsidised consultancy services, marketing advice, etc. If you are in any doubt about whether previous assistance received is classified as de minimis aid, please include it.

Please be aware that the legislation regarding (EU) State Aid changed on 1st January 2021. The new legislation is part of the UK-EU TCA (Trade and Cooperation Agreement) and refers to funding as “subsidies” (rather than “State Aid”), with a maximum amount of “Special Drawing Rights” (similar to the previous “de minimis”) which has increased to £350,000 for any 3 fiscal years. As a company receiving support from Creative Informatics you will need to include any funding awarded by us in your calculations/record keeping around Special Drawing Rights (as you previously needed to for State Aid and compliance with the de minimis).

36. Statement of de minimis aid received. We confirm that we have received the following de minimis aid during the previous 3 fiscal years (i.e. current fiscal year and the previous two fiscal years). If you have not been in receipt of de minimis aid, please indicate “not applicable” (in the first line only).

<table>
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<th>Body providing the assistance/aid</th>
<th>Value of assistance (calculating the gross grant equivalent)</th>
<th>Date of assistance</th>
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Declaration. Please sign the statement confirming your eligibility for support. If you are not authorised to do so, please ensure this is signed by the appropriate business representative:

37. Please type name here. A signature is not required. *Required
<table>
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<th>37.a.</th>
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<td><strong>Company (or business legal name):</strong></td>
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<td><strong>Name of signatory:</strong></td>
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<tr>
<td><strong>Contact email address:</strong></td>
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<tr>
<td><strong>Date:</strong></td>
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</table>

"We acknowledge that if we fail to meet the eligibility requirements set out in this application, we may become liable to pay the full price that would otherwise be payable in respect of the services / benefits received."
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, evaluation partners, and the Policy and Evidence Centre based at Nesta.

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).

If you prefer not to provide this information, please indicate this in the ‘Prefer not to answer’ box for the appropriate question(s).

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

38. Please indicate your age range:

39. Nationality/Ethnicity:

40. I identify my Gender as:

40.a. Sexual Orientation:

- Heterosexual
- Bisexual
- Gay
- Lesbian
- Other
- Prefer not to answer
Key for selection options

5.a - Is this email...
   Business email
   Personal email

6.a - Is this phone number...
   Business phone number
   Personal phone number

16 - Is your business currently trading?
    Yes
    No

38 - Please indicate your age range:
    18 - 24
    25 - 35
    35 - 44
    45 - 54
    55 - 64
    65+
    Prefer not to answer

39 - Nationality/Ethnicity:
    White
    Mixed/Multiple Ethnic Group
    Asian or Asian British
    Black/African/Caribbean/Black British
    Other Ethnic Groups
    Prefer not to answer