Creative Horizon is part of the Creative Informatics Programme, 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.

Please complete all the questions in the application form, you can save the form and return at anytime. The closing date is **Wednesday 27 April 2022 at 5pm**.

Guidance notes are provided within the application form. Further guidelines and a PDF version of the application form is available on the [Creative Informatics website](#), if you would like to download and review the questions before completing the form.

Please follow the accompanying information and guidance. If you have any questions about this form, the application process, or anything to do with Horizon Projects we will be very happy to help. Email: creativeinformatics@ed.ac.uk
Creative Horizon 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 (AHRC), 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 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.
Page 3: About You

1. Organisation/Individual Name: ☆ Required

2. Your practice/organisation name (if relevant):

3. Registered Address:

3.a. Trading address (if different):

3.b. Which address would you like us to contact you on. ☆ Required

- Registered address
- Trading address

3.c. Email:

3.d. Website (if relevant):

4. Please supply a short statement to introduce your/your organisation's work and/or your past experience. You can include links to your website or portfolio. (up to 200 words): ☆ Required
5. 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)

5.a. If “Other” please tell us which sector you work in.


Page 4: Creative Horizon Project Details

6. Proposed Project Title: *Required

7. About your interest in the topic of the call (max 2,500 characters) Here you can tell us about why you are interested in this particular call and what it would mean for your/your organisation. Which of the questions outlined in the brief, or others related to data and creative practice, will this project address? *Required

8. Your project outputs (max 2,500 characters) What kinds of outputs do you intend to produce through this project? At this stage we are not expecting a full description of what you would create as this may be influenced by participation in the project activities. Describe any technologies you might use. Bear in mind that we want to present these works in an exhibition space at the end of the project.

9. Academic and research collaborations (max 1,500 characters) This project will include research input. Do you have any ideas about potential research collaborations that would be of benefit to you? This may include general topics or specific people. If not that's fine at this stage. Optional

10. Please outline how you propose to use the funding. Please provide an indicative budget including anticipated costs for time and any materials or equipment. (Provide a brief description for each budget line). Note: We do not expect this budget to be finalised, however an overview of the budget gives our reviewers a better sense of your plans and whether costs look appropriate. You will be asked for more details once your project is underway, if successful.

More info

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<tr>
<th>Cost (£) *Required</th>
<th>Description/comments (e.g. number of people and day rate) *Required</th>
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<td>Staff costs</td>
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<td>Equipment</td>
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<td>Other</td>
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11. Anything else you would like to add in support of your application? (max. 1,500 characters)
Page 5: Business Profile

In this section, please provide as much information as possible about the profile and structure of your business. Please note if your business is new and not yet trading, please indicate ‘pre-revenue’ or ‘£0’.

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

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

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

Research and Development

Research & development is about growing and expanding your business. Areas of research and development typically include: networking activities, researching your market and audience, developing and testing new products, technologies or services. Please estimate your expenditure towards internal or external research and development activities.

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

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

15. 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

16. Number of active R&D projects: *Required

Staff Information
17. Total number of staff in your organisation:  *Required

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

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

Business Objectives

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

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<tr>
<th>Yes/No</th>
<th>Brief explanation</th>
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<tbody>
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<td></td>
<td>Development of new products</td>
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<td>Increased revenue from sales</td>
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<td>Reduced costs/increased production efficiency</td>
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<td>Improved quality of products or services</td>
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<td>Increased employment of R&amp;D staff</td>
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Increased employment of other staff
Reduced employment (e.g. due to efficiencies)
Increased use of research infrastructure
New business models

20.a. Please rank your top 3 business objectives from the list below:

<table>
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<tr>
<th>Business Objective 1</th>
<th>Please select</th>
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<tbody>
<tr>
<td>Business Objective 2</td>
<td>Please select</td>
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<tr>
<td>Business Objective 3</td>
<td>Please select</td>
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</table>

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

- 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

20.c. Has the business previously received funding from any funding body within UK Research and Innovation (UKRI) or Scottish Funding Council (SFC). Please answer ‘Not applicable’ if none apply:  *

- Required
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 Resident Entrepreneurs Programme. 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 Resident Entrepreneurs Programme. 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.

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

- Agree
- Opt out
SUBSIDY DECLARATION In order to minimise distortion of competition the European Union and the United Kingdom have agreed certain limits on how much assistance can be given 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 Article 364 of the UK/EU and EAEC: Trade and Cooperation Agreement [TS No.8/2021] (the “TCA”) as published in the Official Journal of the European Union 30 April 2021, certain of the support provided in relation to the Creative Informatics Program – Creative Horizon respondents are exempt from controls on subsidies.

There is a ceiling of £325,000 “Special Drawing Rights”& for subsidies provided to any one organisation over a three fiscal year period (i.e. your current fiscal year and previous two fiscal years). Any subsidy provided to you under the Creative Informatics Programme will be relevant if you wish to apply, or have applied, for any other subsidy. The value of the subsidy under the Creative Informatics Programme – Creative Horizon respondents is (or estimated to be by calculating the gross grant equivalent) £5,000, (Five thousand pounds sterling).

You will need to declare this amount to any other awarding body who requests information from you on how much subsidy you have received.

Please advise The University of Edinburgh now of any other subsidy 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 £325,000 “Special Drawing Rights” over the last 3 fiscal years. A subsidy 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 a subsidy, please include it.


[2] Equivalent amount in GBP can be calculated by reference to the International Monetary Fund's currency converter available online here: https://www.imf.org/external/np/fin/data/rms_five.aspx

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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:

23. Signature:

Company (or business legal name):

Name of signatory:

Date:

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.
Page 7: 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, 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.

24. Please indicate your age range:

25. Nationality/ethnicity:

26. I identify my gender as:

27. Please indicate if you identify as having a disability:
Thank you for completing the application for Creative Horizon Project. Your application has been submitted. You will be contacted by a member of the Creative Informatics team following the selection process.

Key for selection options

20.a.1.a - Please rank top 3 business objectives:
- Development of new products
- Development of new services
- Development of new processes
- Increased revenue from sales
- Increased revenue from licensing
- Increased revenue from exports
- 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)
- Increased use of research infrastructure
- New business models

20.a.2.a - Please rank top 3 business objectives:
- Development of new products
- Development of new services
- Development of new processes
- Increased revenue from sales
- Increased revenue from licensing
- Increased revenue from exports
- 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)
- Increased use of research infrastructure
- New business models

20.a.3.a - Please rank top 3 business objectives:
- Development of new products
- Development of new services
- Development of new processes
- Increased revenue from sales
- Increased revenue from licensing
- Increased revenue from exports
- 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)
- Increased use of research infrastructure
- New business models

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

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

26 - I identify my gender as:
Heterosexual
Bisexual
Gay
Lesbian
Other
Prefer not to answer

27 - Please indicate if you identify as having a disability:
Yes
No
Prefer not to say