

# Creative Informatics Challenge Responders Application\_Round 7

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## Page 1: Challenge Responders Application

Challenge Projects are 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 22nd June, 2022 at 5pm.**

If you require any help accessing or completing this form, or need to submit in an alternative format, please get in touch with the Creative Informatics team ([creativeinformatics@ed.ac.uk](mailto:creativeinformatics@ed.ac.uk)).

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 Challenge Projects we will be very happy to help. Email: [creativeinformatics@ed.ac.uk](mailto:creativeinformatics@ed.ac.uk)

## Challenge Responders 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](mailto:creativeinformatics@ed.ac.uk).

## Page 3: Challenge Responders Details

1. Please indicate which challenge are you responding to. \* Required

- Artists' Spaces
- Arts Resource Management Scotland
- Edinburgh Printmakers
- Fair Pley Ltd
- Pollyanna

2. Organisation/Individual Name: \* Required

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. Website:

4. Please describe you/your organisation's activities in a way that is easily understood by others. (up to 200 words): \* Required

5. When did your business start trading?

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

+ More info

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

+ More info

8. Company registration no: \* Required

+ More info

9. 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)

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

## Page 4: Organisation Lead Contact Details

10. Firstname and Surname: \* Required

11. Job Title/Role: \* Required

12. Phone No: \* Required

12.a. business phone number, if different to above:

13. Email: \* Required

Please enter a valid email address.

## Page 5: Challenge Response Details

14. Proposed Project Title: \* Required

15. How do you propose to address this challenge? Please provide an overview of the project explaining how you will meet the needs of the challenge (up to 350 words). \* Required

16. What is unique and/or innovative about your proposed response to this challenge? How is it new, novel, and pioneering (up to 250 words): \* Required

17. Tell us about you and your organisations experience and how this enables you to answer the challenge. Please include links to any previous projects which are relevant (200 words): \* Required

+ More info

Your answer should be no more than 3000 characters long.

18. Please outline the stages of your project and approximate timescales. This will normally be for a period of 3 - 9 months with final completion expected by 31st March, 2023 to align with the current end date for the Creative Informatics funding programme: \* Required

+ More info

19. Please outline how you propose to use the funding. Please provide budget details including anticipated costs.

+ More info

	Person Responsible	Description of Activity/resource/ consumables etc.	Description of Outcome: Milestones , Deliverables
1	<input type="text"/>	<input type="text"/>	<input type="text"/>

2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
Totals			

20. Please tell us about the team that will be working on this. What are their roles in the project (if not noted already in the budget). Are they already in place or will you be recruiting and/or subcontracting any of the work? \* Required

21. We hope and expect Challenge Responders will be able to take forward a new product or service arising from the R&D work created under this Challenge. What are your plans to take forward and commercialise your proposed solution (product/service/process) after the end of the (funded) project? \* Required

[+ More info](#)

Your answer should be no more than 3000 characters long.

22. How does this project align with your organisation's current strategy or plans?

23. Please provide information on the prospective benefits to the challenge holder from the outcome of this challenge project. \* Required

24. Please briefly highlight the benefit of your product/service/process:

	Brief outline:
Economic	
Social	
Cultural	
Environmental	
Other	

25. How might ongoing COVID-19 challenges impact your project? Please outline any changes you have or may need to make, and note any risks or concerns you may need to consider in the future (up to 300 words):

<input type="text"/>
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## Page 6: 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>

**26.** 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*

Your answer should be no more than 2000 characters long.

## Page 7: Business Profile

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

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

+ More info

27.a. What proportion of the business turnover for the Last Financial Year was for exports?

+ More info

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

+ More info

### Research and Development

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

+ More info

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

30. 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

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

### Staff Information

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

+ More info

Please enter a number.

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

+ More info

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

## Business Objectives

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

	Yes/No * Required		Brief explanation	Please rank top 3 business objectives:		
	Yes	No		1	2	3
Development of new products	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development of new services	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development of new processes	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased revenue from sales	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased revenue from licensing	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased revenue from exports	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduced costs/increased production efficiency	<input type="radio"/>	<input type="radio"/>	<input 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"/>
New business models	<input type="radio"/>	<input type="radio"/>	<input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

36. 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

37. 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), evaluation partners, 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.

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

## Page 8: State Aid Declaration - Please read this section carefully

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<sup>[1]</sup>, certain of the support provided in relation to the Creative Informatics Programme – Challenge Project are exempt from controls on subsidies.

There is a ceiling of £325,000 “Special Drawing Rights” <sup>[2]</sup> 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 – Challenge Project is (or estimated to be by calculating the gross grant equivalent) £20,000, (Twenty 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.

Further information:

<sup>[1]</sup> Trade And Cooperation Agreement between the European Union and the European Atomic Energy Community, of the one part, and the United Kingdom of Great Britain and Northern Ireland, of the other part, OJ L 149, 30.4.2021, p10

<sup>[2]</sup> 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](https://www.imf.org/external/np/fin/data/rms_five.aspx)

**39. Statement of subsidies received.** We confirm that we have received the following subsidies 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 subsidies, please indicate “not applicable” (in the first line only) :

	Body providing the assistance/aid	Value of assistance (calculating the gross grant equivalent)	Date of assistance
1			
2			
3			
4			

**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:

**40. Signature:** \* Required

40.a.

+ More info

	<i>* Required</i>
Company (or business legal name):	<input type="text"/>
Name of signatory:	<input type="text"/>
Date:	<input type="text"/>

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 9: 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, reporting and research 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](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:

#### 41. Gender:

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

#### 42. Age range:

	% Percentage
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

43. Nationality/Ethnicity:

	% Percentage
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"/>

44. Sexual Orientation:

	% Percentage
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"/>

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

[+ More info](#)

## Page 10: Declaration and Signature

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

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

	<i>* Required</i>
Name of authorised officer:	<input type="text"/>
Date:	<input type="text"/>

## Page 11: Final page

Thank you for completing the application for Challenge Responders. 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

**38 - 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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