Creative Bridge Application - Cohort#9

Page 1: Creative Bridge Application

This application form is to apply to Creative Bridge Cohort #9 which will run every Wednesday from **Wednesday 28th September to Wednesday 30th November 2022, from 1pm to 4pm.**

This cohort of Creative Bridge will be delivered 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 kath@thisiscodebase.com.

Online sessions take place via Zoom video conferencing so you will need a laptop or phone and an internet connection to participate. If this is 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. This is the final round of Creative Bridge as the Creative Informatics funding reaches its close. If you are unable to take part this time but are interested in what the course offers, get in touch with CodeBase.

Creative Bridge 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.

Applications will close on Monday 22nd August 2022 at 5pm.

We strongly recommend you read our selection criteria and FAQs before applying, and read more about the course at 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, 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

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 for approximately 3 hours every Wednesday afternoon from Wednesday 28th September to Wednesday 30th November 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 will 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

○ Yes - I can attend all 10 sessions

○ No - I have prior commitments but can still attend 8+ sessions

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 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*

[   ]

4.a. My preferred pronoun:

[   ]

5. Email address: ✳ *Required*

⊞ More info

[   ]

5.a. Is this email.... ✳ *Required*

[   ]

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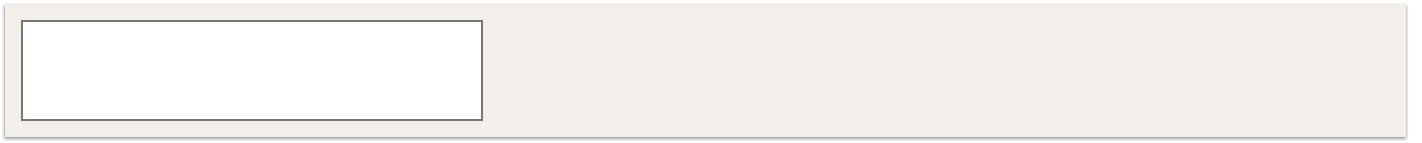
[   ]

6. Phone number: ✳ *Required*

⊞ More info

[   ]

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*

Page 5: About your business

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*

⊞ More info

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):

19. Postcode where majority of work will be carried out: ✳ *Required*

➕ More info

> [   ]

20. Companies House no. or Unique Taxpayer Reference: ✳ *Required*

➕ More info

> [   ]

21. When was the business founded? ✳ *Required*

> [   ]

22. What is your Standard Occupational Classification (SOC) code? ✳ *Required*

➕ More info

> [   ]

23. What is your Standard Industrial Classification (SIC) code? ✳ *Required*

➕ More info

> [   ]

24. Which of the following Creative Industries sector(s) best describe the work you do? ✳ *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)

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

➕ More info
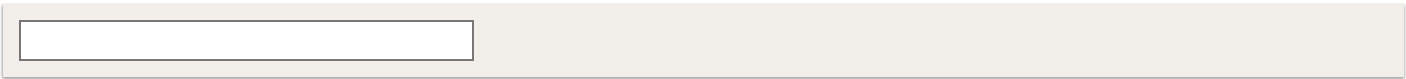
Page 6: Business Profile

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*

➕ More info

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*

➕ More info

Research and Development

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

➕ More info

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*

<div style="border:1px solid #ccc; padding:10px;"></div>

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

➕ More info

<div style="border:1px solid #ccc; padding:10px;"></div>

Staff Information

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

➕ More info

Please enter a number.

<div style="border:1px solid #ccc; padding:10px;"></div>

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

➕ More info

<div style="border:1px solid #ccc; padding:10px;"></div>

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

<div style="border:1px solid #ccc; padding:10px;"></div>

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

<div style="border:1px solid #ccc; padding:10px;"></div>

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).

	1	2	3
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	☐	☐	☐

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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

- ☐ Other Regional Enterprise Orgs
- ☐ Growth Hubs or LEPs
- ☐ None of these

Page 7: Subsidy 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[1], certain of the support provided in relation to the Creative Informatics Programme – Creative Bridge are exempt from controls on subsidies.

There is a ceiling of £325,000 "Special Drawing Rights" [2] 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 Bridge 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.

[1] 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

[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

36. **Statement of subsidy 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 any subsidies, please indicate "not applicable" (in the first line only).

➕ More info

	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:

37. Please type name here. A signature is not required. ✳ *Required*

37.a.

Company (or business legal name):	
Name of signatory:	
Contact email address:	
Date:	

I/We acknowledge that if I/we fail to meet the eligibility requirements set out in this application, I/we may become liable to pay the full price that would otherwise be payable in respect of the services / benefits received.

37.a.

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, 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

Page 9: Final page

Thank you for completing an application form for the Creative Bridge Programme. Your application has been submitted. You will be contacted by a member of the Creative Bridge team.

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