

CREATIVESWORKS LONDON

CREATIVE VOUCHERS SCHEME GUIDELINES

FUNDED BY THE ARTS AND HUMANITIES RESEARCH COUNCIL

WHAT IS THE CREATIVESWORKS LONDON CREATIVE VOUCHER SCHEME?

The Creativesworks London Creative Vouchers Scheme is an initiative that is being established to enable small and medium sized enterprises (SMEs) to develop unique and innovative short-term, collaborative research and development with Creativesworks London's academic partners and Independent Research Organisations (IROs). These are listed at www.cwllondon.org.uk

The scheme is designed to provide a flexible, easy mechanism for small businesses in the Creative Industries to access the knowledge, expertise and skills of Creativesworks London partners. The maximum sum available is £15,000 of which a maximum of £5,000 can be used for SME costs.

Vouchers are available for SMEs in Creative Industries Companies (including micro-enterprises). The SME should be registered and have been trading for at least 18 months. Creativesworks London recognises the following sub-sectors as eligible to apply to the scheme.

- Museums, galleries, heritage
- Exhibition, festivals
- Music, performance, visual & graphic arts
- Architecture, craft, design, fashion
- Advertising
- Publishing
- Film, broadcast, new media
- Internet and social networking
- Creative R&D with technology
- Creative interfaces with business
- Ethical developments around new technologies
- Regulation and intellectual property work

SMEs will be expected to apply with either an academic partner from one of Creativesworks London's HEIs or IROs in the partnership. The IROs are: British Museum, Tate, V&A, British Library and National Archives.

THE PROCESS

Stage 1: Attendance of a Creativeworks London Ideas Pool.

Stage 2: Develop new business - researcher relationships and projects via the Ideas Pool.

Stage 3: Work up a collaborative application arising from the theme of the ideas pool.

Stage 4: Submit application to deadline.

Stage 5: Informed of award results (within 6 weeks of submission).

Stage 6: Commencing project activities.

Stage 7: Project completion (3 to 6 months from project start).

Stage 8: Research and evaluation submitted to Creativeworks London.

It must be clear what collaborative research and development support is being offered by the research partner and at what cost (only direct costs will be paid for). Arts and Humanities based provision will be prioritised.

The Vouchers will be issued competitively to SMEs following participation in a Creativeworks London Ideas Pool. Information events to support the process will be held throughout the year.

SELECTION CRITERIA

1. Application needs to comprise a research partner from the Creativeworks London network as well as an SME
2. Evidence of having attended a relevant Ideas Pool.
3. Quality of the proposal and relevance to the theme.
4. Evidence of good partnership 'fit'.
5. Evidence that the researcher has the knowledge, skills and experience required to successfully deliver the research.
6. Benefit to the SME partner in terms of business growth and development.
7. Benefit to London's wider Creative Economy.
8. Potential for long-term partnership development between the SME and research partner
9. Value for money.
10. Applications must be submitted on the relevant application forms.

BUDGETS

What kind of expenditure is eligible?

1. Salary and overhead costs associated with the SME applicant to a maximum of £5000.
2. Direct costs of academic input to a maximum of £10,000.

What kind of expenditure is not eligible for Creative Vouchers?

1. Proposals that are not related to the creative economy.
2. Proposals that are not related to the theme of the Ideas Pool in question.
3. Activities, including buying goods or services, which take place or start before application decisions being taken.
4. Activities, equipment or events that double up (duplicate) what already exists.

5. Costs that are already covered by other funding.
6. Fundraising events, such as charity galas, that do not relate to the project.
7. Activities or events mainly taking place outside London.

Please note that SMEs are eligible to apply to more than one round per year but will not be funded more than once in any one calendar year I.e. if you are successful in your first application then you will be eligible to apply again in 12 months' time.

WHO WILL MAKE THE FUNDING DECISIONS?

The applications will be checked for eligibility and will be reviewed by members of the Creativeworks London Steering Group. Applicants will be informed about the outcome, whether successful or unsuccessful within 6 weeks. Unsuccessful applicants will be able to have feedback if helpful.

WHO WILL OWN THE IP IN THE PROJECTS?

We ask that this is decided upon by the partnership applying for Creative Vouchers before application and submitted with the proposal.

CONTINGENCY

Please note that these guidelines will be regularly monitored and reviewed. They are likely to be updated from time to time as the project evolves. Please ensure you are using the most up-to-date version of the guidelines. These will be available to download from www.cwlondon.org.uk or email us at info@cwlondon.org.uk