



CREATIVESWORKS LONDON CREATIVE ENTREPRENEUR-IN-RESIDENCE SCHEME GUIDELINES

FUNDED BY THE ARTS AND HUMANITIES RESEARCH COUNCIL

WHAT IS THE CREATIVESWORKS LONDON CREATIVE ENTREPRENEUR-IN-RESIDENCE SCHEME?

The Creative Entrepreneur-in-Residence scheme has been established to enable London-based Cultural, Creative and Creative Digital entrepreneurs to apply for a short research focused residency with one of Creativesworks London's partner academic institutions or Independent Research Organisations. An honorarium of £5000 will be provided to enable successful applicants to undertake their residency.

The purpose of the residency is to create a competitive, distinct and rare opportunity for entrepreneurs from the Cultural, Creative and Creative Digital sectors to work with Creativesworks London's research community, particularly its Arts and Humanities research communities, in the development of new:

- Knowledge
- Ideas
- Projects
- Prototypes
- Products and/or
- New approaches or solutions to particular business needs or aspirations

It is expected that the work undertaken will have the capacity to bring real innovation and value to the business and the wider creative sector.

Creativesworks London's partner academic institutions are listed at www.creativesworkslondon.org.uk.

Creativesworks London's Independent Research Organisations are: Tate, British Museum, British Library, National Archives and V&A.

WHO CAN APPLY?

For the purposes of this scheme, we are defining Cultural, Creative and Creative Digital Entrepreneurs as being established practitioners with a track record of at least 18 months in their field. Applicants can be freelance, employed within one of these sectors, run an organisation or have developed their own business within these sectors. Although by no means an exhaustive list we are happy to receive applications from: artists, designers, developers, curators, promoters and so on as well as those who define themselves as creative entrepreneurs. Previous recipients of CWL funding are eligible to apply.

WHAT WILL THE HONARIUM SUPPORT?

It is expected that the honorarium will primarily provide the creative entrepreneur with access to funds to buy time out of their day-to-day activities. In some instances, the research partner may request a contribution towards costs. This needs to be agreed between the applicant and the research partner.

THE PROCESS

STEP 1: INFORMATION EVENT: Tuesday 24th March 2015 at Chelsea College of Art and Design, University of the Arts London, 15.00 – 18.00. Please note that this event books out very quickly so do RSVP if you wish to apply (Booking details on the CWL website).

STEP 2: EXPRESSION OF INTEREST: Interested parties submit a brief Expression of Interest (EOI) outlining what they want to do, which Creativeworks London research partner institution they want to work with and why, if known and agreed. The EOI Form will be provided by Creativeworks.

If the research partner is not yet known or agreed, then Expressions of Interest are still acceptable. Creativeworks London will be able to offer some support in providing a match. Similarly if a Creativeworks London research partner is interested in being part of the scheme but have not yet identified a particular individual they wish to work with, then they too can submit an EOI.

Deadline: 5pm, Friday 24th April 2015, these should be sent to Rachel@cwllondon.org.uk

STEP 3: RELATIONSHIP BUILDING: Expressions of Interest where a 'partnership' has yet to be established will be disseminated to relevant institutions and/or individuals and any obvious 'matches' made. We highly recommend that both parties meet up before submitting a proposal.

STEP 4: PROPOSAL SUBMISSION: The applicant and a representative from the academic partner/IRO and SME will submit a short joint Proposal form. The Proposal Form will be provided by Creativeworks.

Deadline: 5pm, Tuesday 9th June 2015 this should be sent to Rachel@cwllondon.org.uk

We will additionally require:

- A Letter of Support from the relevant Head of School/Department at the research institution confirming any resources required for the proposed activities.
- Applicants' biographies (both the creative entrepreneur and the lead contact at the research partner institution).

Submissions will be assessed by members of Creativeworks London's Management and Governing Councils as well as external representatives.

Successful applicants will be notified by Monday 22nd June 2015.

SELECTION CRITERIA

1. Proposals should be innovative, imaginative and have the potential to create longer-term cultural, social or economic value.
2. Evidence that the applicant's background is in the Cultural, Creative or Creative Digital sectors. (Proposal Form and Biography.)
3. Evidence that both parties are committed to the project and that the Research partner has adequate support mechanisms in place to support the residency. (Proposal Form and Letter of Support from Research partner.)
4. Evidence of good partnership 'fit' between both parties. (Proposal Form and Biography.)
5. The proposal must indicate how the residency will address the identified need. (Proposal Form.)
6. Articulation of mutual benefit to both parties. (Proposal Form.)
7. Indication of capacity of the residency to impact positively into the creative economy more widely. (Proposal Form.)

8. Indication of wider benefits of the project whether they be cultural, social or economic. (Proposal Forms.)
9. Applications must be submitted on the relevant application forms. (Proposal Form, Additional Details Form and applicant's Biography must all be submitted.)
10. Value for money.

WHAT WE WILL NOT SUPPORT

1. Proposals from entrepreneurs working outside the defined sectors.
2. Proposals that duplicate existing activity and/or knowledge.
3. Proposals that fail to demonstrate evidence of mutual benefits to both parties and the wider creative economy.
4. Proposals that include buying goods or services which take place or start before application decisions being taken.
5. Research or activities mainly taking place outside London.
6. Proposals that indicate that the research institution wishes to claim costs of more than 40% of the honarium i.e. £2000.
7. Applications that fail to submit the appropriate Proposal Form, Letter of Support and biographies as requested.

WHO WILL MAKE THE FUNDING DECISIONS?

Applications will be checked for eligibility and will be reviewed by members of the Creativeworks London Governing Council. These decisions will be 'final'. Applicants will be informed about the outcome, whether successful or unsuccessful.

WHO WILL OWN THE IP IN THE PROJECTS?

We do provide some IP guidance and templates and ask that IP is agreed by both the applicant and the HEI/IRO in advance of the project starting.

PROJECT COMPLETION

The project/residency will need to be completed by 31st January 2016.

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

ROUNDTABLES, EVALUATION & COMMUNICATION

We require each individual who receives funding, along with their academic partner, to attend at least one of two roundtables post application. Furthermore we will request Creative Entrepreneurs-In-Residence to contribute to the CWL blog and alert us of PR opportunities that feed into our evaluation needs as required.

QUERIES

If you require further details please email info@cwlondon.org.uk in the first instance.

