



# CREATIVWORKS LONDON BOOST GUIDELINES AND FAQs

FUNDED BY THE ARTS AND HUMANITIES RESEARCH COUNCIL

## WHAT IS CREATIVWORKS LONDON BOOST?

Creativeworks London BOOST is a new follow on award that has been established to enable those businesses and researchers who have already benefited from Creativeworks London and London Creative and Digital Fusion support to develop and/or commercialise their ideas through an additional collaborative research project that benefits both the SME(s) involved and the Arts and Humanities research base in London.

Creativeworks London BOOST replaces the Creative Voucher Scheme in the final stages of the Creativeworks London project. Two competitive rounds of Creativeworks London BOOST will be offered, the first round was held in March 2015, the second round will be in June 2015.

The maximum sum available for projects is £25,000 of which a maximum of £10,000 can be used for SME costs and £15,000 to be used to support researcher time, equipment and facilities.

The teams must comprise a previously funded SME and their original researcher, and applicants can be from any of the Creativeworks London funding streams (Creative Vouchers, Creative Entrepreneur in Residence and Researcher in Residence). In addition the partnership may, if so desired, recruit one other business or researcher to work with them to deliver specialist areas of the project.

Those who have benefitted from London Digital Fusion support and also meet the Creativeworks London criteria are also eligible to apply. If you are unsure whether this applies to you, please contact the Creativeworks London team to check.

Applications must substantially build on the foundations laid with previous Creativeworks London support. BOOST funding is not to be used to start new projects or initiatives.

## WHY APPLY FOR CREATIVWORKS LONDON BOOST?

### Support for Research and Academics

- Awards of £25,000 to develop business focused collaborative research, to move previously funded Creativeworks London Projects onto the next stage of development. This breaks down to £15,000 to the researcher and £10,000 to the SME.
- Opportunity to focus intensively on the development of a business idea, the creation of new intellectual property or products.
- Entry into a community of researchers, artists and SME's with similar concerns, questions, leading to enhanced research networks.
- The opportunity to develop a demonstrable research contribution to a cultural and creative business, evidencing its direct impact.

## Support for SME's and Creatives

- Access to case studies from other relevant organisations who have secured additional funding (commercial and non-commercial) for their businesses.
- Industry and Creative Experts who can share experiences and give feedback on ideas and propositions.
- Business Development advice to help you prepare your application for continuation funding, and how additional investment from CWL could help you become “pitch or proposal ready”.
- Opportunity to pitch for support from investors or funders in addition to continuation support from Creativeworks London.

## THE PROCESS

Stage 1: Submission of an Expression of Interest **5pm Tuesday 2<sup>nd</sup> June 2015**

Stage 2: Expression of Interest sent to panel **Wednesday 3rd June 2015**

Stage 3: Panel decides on those projects it wishes to invite to the workshop and pitch day

Stage 4: Successful and unsuccessful applicants notified **5pm Friday 12<sup>th</sup> June 2015**

Stage 5: Workshop will take place on **Wednesday 24<sup>th</sup> June 2015**

Stage 6: Pitches will take place on **Tuesday 30<sup>th</sup> June 2015** (awards are announced on the same day as the pitches)

Stage 7: Commencing project activities

Stage 8: Project completion (maximum 6 months from project start)

Stage 9: Research and evaluation submitted to Creativeworks London within 4 weeks of completion

## SELECTION CRITERIA

1. Quality of the proposal.
2. Evidence of good partnership ‘fit’
3. Evidence that the partners have the knowledge, skills and experience required to successfully deliver the research.
4. Benefit to the SME partner in terms of business growth and development.
5. Benefit to the researcher in terms of new research outputs, new methodologies, evidenced impact of research etc.
6. Benefit to London’s wider Creative Economy.
7. Value for money, including the articulation of in-kind support to the project by both SME and academic partner.
8. Applications must be submitted on the relevant application forms.
9. You will have to demonstrate significant progression from the first project that Creativeworks London supported.

## FREQUENTLY ASKED QUESTIONS

### Q. Why should the application have to come from the businesses?

**A:** Because the aim of Creativeworks London is to encourage new models of Knowledge Exchange that will directly support the Creative Industries, we are encouraging the applications to be submitted by the SMEs. We would expect however that the academic partner would also be involved in helping to draft and shape the application. SME partner costs are to be treated as a grant, not a provision of service and as such are VAT exempt. The SME will receive 100% of their costs up to £10,000 (which are expected to consist predominantly of their time.)

**Q. With regard to the actual application form, can we use more imaginative ways of presenting the answers to the required questions to the panel i.e. illustrations, videos?**

**A:** The submission of diagrams and illustrations will be accepted but these should be alongside the text-based application. Videos and/or other media cannot be accepted.

**Q. If successful how does the SME receive the funding?**

**A:** The SME will have already submitted their company details to QMUL so you can immediately invoice QMUL for 50% of the SME eligible expenditure (capped at 50% of £10,000). Please note that it can take about 6 weeks between invoice submission and payments being made. Upon completion of the project you may invoice for the remaining 50%. You will be expected to submit a final project report prior to the final instalment of the grant being paid.

**Q. If successful how does the academic partner receive the fund?**

**A:** All our HEI partners are already set up on Queen Mary's financial system. You will need to arrange for an invoice to be sent from your institution to QMUL for payment. Details will be outlined in the BOOST Agreement that needs signing before work starts on the project. The HEI partner receives payment of 50% of the total amount (capped at £15,000) in arrears three months from Commencement date with the remaining 50% upon receipt of final project report. The academic partner may invoice for either 100% of direct costs or 80% FEC.

**Q. When do we have to start the BOOST project?**

**A:** You are advised to start your project as soon after the award date as possible. If you do not think you will be ready we advise you not to apply.

**Q. Is there a degree of flexibility on the length and timescale of approved BOOST projects?**

**A:** We encourage projects to be completed in 4 – 6 months on this occasion we will be unable to support any project after 6 months from their start date, it is imperative that this is taken in to account when you submit your Expression of Interest.

**Q. Can students work on the projects?**

**A:** Yes, provided that they are being closely supervised by the named academic on the bid.

**Q. How much support can I get from other staff in my academic institution on the project?**

**A:** We expect that support staff such as those working in Innovation offices may be able to offer you some advice and support if required but it is expected that the academic will take ultimate responsibility for developing their part of the budget and for ensuring the success of the project.

**Q. What is eligible expenditure?**

**A:** SMES can use the grant for salaries and other staff costs such as for freelancers. You may include reasonable travel and subsistence costs as long as they are essential to the project. You can also include licence fees if essential to the project. Salary and overhead costs associated with the SME applicant to a maximum of £10000.

**B:** Academics can use the grant to free up their time for research on the project, with the approval of their Head/Line Manager. They may use the grant for reasonable travel and subsistence as long as they are essential to the project. Direct costs of academic input to a maximum of £15,000.

**Q. What is ineligible expenditure?**

**A:** For SMES core business costs will NOT be covered. Core business costs include business filing and accountant fees, insurances, utilities and equipment that are normally used by the business.

**B:** For Academics ineligible expenditure includes equipment not essential to the project.

**Q. What kind of proposals/expenditure is not eligible for BOOST?**

1. Proposals that are not related to the creative economy.
2. Activities, including buying goods or services, which take place or start before application decisions being taken.
3. Activities, equipment or events that double up (duplicate) what already exists.
4. Costs that are already covered by other funding.
5. Fundraising events, such as charity galas, that do not relate to the project.
6. Activities or events mainly taking place outside London.

**Q. Who will make the funding decisions?**

**A:** The applications will be reviewed by members of a specially put together panel of experts for the workshop. Applicants will be awarded on the same day.

**Q. Who will own the IP in the projects?**

**A:** We ask that this is decided upon by the partnership applying for BOOST before application and submitted with the proposal.

**If you have any other questions please contact Creativeworks London on [info@cwllondon.org.uk](mailto:info@cwllondon.org.uk) or call 020 7420 9436.**

