



# CREATIVWORKS LONDON

## CREATIVE VOUCHER GUIDELINES AND FAQs

FUNDED BY THE ARTS AND HUMANITIES RESEARCH COUNCIL AND  
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### WHAT IS THE CREATIVWORKS LONDON CREATIVE VOUCHER SCHEME?

The Creativeworks London Creative Vouchers Scheme is an initiative that has been established to enable small and medium sized enterprises (SMEs) to develop unique and innovative short-term, collaborative research and development with Creativeworks London's academic partners and Independent Research Organisations (IROs). These are listed at [www.cwlondon.org.uk](http://www.cwlondon.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 Creativeworks 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. Creativeworks 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 Creativeworks London's HEIs or IROs in the partnership. The IROs are: British Museum, Tate, V&A, British Library and National Archives.

### THE PROCESS

**Please note that as of 01/10/2013 we require that one member of the applying partnership has attended at least one event to be eligible for a Creative Voucher.**

Stage 1: Attendance of a Creativeworks London Ideas Pool

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

Stage 3: Attendance of both partners to a Creativeworks London application workshop (not compulsory, however it is recommended)

Stage 4: Work up a collaborative application arising from the theme of the ideas pool.

Stage 5: Submit application to deadline.

Stage 6: Informed of award results (within 6 weeks of submission).  
Stage 7: Commencing project activities.  
Stage 8: Project completion (3 to 6 months from project start).  
Stage 9: 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. The application needs to comprise a research partner from the Creativeworks London network as well as an SME.
2. Quality of the proposal and relevance to the theme.
3. Evidence of good partnership 'fit'.
4. Evidence that the researcher has the knowledge, skills and experience required to successfully deliver the research.
5. Benefit to the SME partner in terms of business growth and development.
6. Benefit to London's wider Creative Economy.
7. Potential for long-term partnership development between the SME and research partner
8. Value for money.
9. Applications must be submitted on the relevant application forms.

## **FREQUENTLY ASKED QUESTIONS**

### **Q. If I am an individual (sole trader) or charity can I apply to the fund?**

**A:** Yes. Do note that the charity would need to employ fewer than 250 people.

### **Q. How many applications can I submit?**

**A:** You can submit multiple applications but when one has been successful you can't apply for further Creative Vouchers funds for another 12 months. You are still eligible however to apply for other Creativeworks London schemes such as the PhD-in-Residence scheme.

### **Q. Can I submit the same application under a different theme/round if it was not successful in the original application?**

**A:** You may resubmit your application but we suggest that your project is reviewed for suitability and compliance. Feedback will be given when your application is unsuccessful (upon request) and this needs to be taken into account with any re-submission.

### **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 £5000 (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 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. Can I submit a second application as a continuation to a previously funded Creative Voucher?**

**A:** After twelve months, you may be able to submit another application but it would have to be argued that it is significantly different to, or a significant progression from, the first project that was supported. Ideally though, the Creative Vouchers scheme is to enable applicants to progress towards other funding streams such as NESTA Digital R and D scheme.

**Q. How many times can I receive funding through the Creative Vouchers Scheme?**

**A:** As previously stated, SMEs can normally receive one voucher per year (the year is considered to start from the date of award not the date of the application submission). Academics may apply on more than one occasion in any year only if their research collaboration is with – and therefore designed to benefit – separate SMEs.

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

**A:** The SME will be asked to submit their company details to QMUL and you will be put onto their financial system. When that has taken place you will be advised by QMUL and you can then invoice QMUL for 50% of the SME eligible expenditure (capped at 50% of £5000). 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 Creative Voucher Agreement that needs signing before work starts on the project. The HEI partner receives payment of 50% of the total amount (capped at £10,000) 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 Creative Voucher 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 to consider applying for a different round.

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

**A:** We encourage projects to be completed in 4 – 6 months but we accept that the research may in some instances go on in some form after the formal completion of the Creative Voucher project. Please ensure that you communicate with us on any changes to your proposed timetable.

**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. Which financial year do we have to submit accounts for?**

**A:** The previous year's accounts should be submitted only if application is successful. You will be advised by the Project Manager at QMUL when that information will be required.

**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 £5000.

**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 £10,000.

**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 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.

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

**A:** 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.

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

**A:** We ask that this is decided upon by the partnership applying for Creative Vouchers 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.**