

AHRC AND BBC KNOWLEDGE EXCHANGE PROGRAMME

PILOT FUNDING CALL DETAILS

Introduction

1. The Arts and Humanities Research Council (AHRC) and BBC Future Media and Technology are delighted to announce a pilot funding call for joint research projects of mutual strategic interest under a Knowledge Exchange Programme.
2. The AHRC and BBC Future Media and Technology are working together to develop a long term collaborative strategic partnership. The aim of the partnership is to bring together the arts and humanities research community with BBC Future Media and Technology staff to enable co-funded knowledge exchange and collaborative research and development.
3. Academic researchers wishing to source a BBC partner to participate in this call should contact Rowena Goldman at BBC Future Media and Technology (rowena.goldman@bbc.co.uk) for advice using the header 'Collaboration Partner' in the subject box.

Aim of the AHRC/BBC Knowledge Exchange Programme pilot funding call

4. The AHRC/BBC Knowledge Exchange Programme pilot funding call is intended to support individual or teams of arts and humanities researchers and BBC Future Media and Technology staff to work together on well defined collaborative research and knowledge exchange projects. The benefits from the outcomes and outputs of these projects should be of equal significance to both partners.

Suggested Themes and Key Interests

5. The following themes and questions represent a selection of the current research interests and strategic business concerns of BBC Future Media and Technology. The themes should be viewed as interrelated rather than discrete topics and they are intended to serve as an indication of examples of current areas of potential collaborative research rather than an exhaustive list. The questions under the theme headings are there to act as a catalyst. Joint applications that fall outside the listed topics are also encouraged.

- **User Generated Content**

How can the BBC fully enable the potential of citizen media/user generated content?

What are the best ways to facilitate and manage the exploitation and re-interpretation of existing BBC content by members of the public? What are the barriers to participation? What are the key audience triggers/motivations for use of UGC sites? What 'tone of voice' needs to be adopted to maximise participation?

- **Mobile**

What kinds of 'made for mobile' content should the BBC be designing?

In the future what will people use their mobile phones for? The BBC Stapler concept showed how, for example, by pressing a button on their mobile phone users could virtually grab a package of relevant BBC assets to complement the

original media. This is one potential type of future activity. What are the other applications yet to be explored?

What are the barriers to engagement with interactive and locative media and how might these be addressed? How can the use of portable devices develop a deeper relationship with the BBC? How can the BBC create public value through the aggregation or provision of location based information?

- **The Open Archive**

How should the BBC prioritise archive content release?

The BBC plans to make its archive of audio-visual content available to the public for viewing and research purposes on a trial basis from March 2007, with the aim of providing a full service from Spring 2008. This exciting proposition presents significant challenges as well as new opportunities: digitisation and encoding of such large amounts of content; content processing, including checking and clearing rights; checking for editorial issues concerned with re-publication of archive material; search and navigation of large volumes of archive content; how to manage and moderate user contributions, including user-tagging, recommendations, user memories concerning a programme or event. We welcome project proposals on any of these challenges.

- **Future Formats and Future Audiences**

How should the BBC provide for and engage with future generations?

What areas might the BBC concentrate on for solely a web presence? What would visual and audio projects look like that have no basis in traditional broadcasting? What cultural shifts in thinking does the BBC as an organisation have to undergo to create an innovative climate where new formats and ideas are commissioned? What type of income generated projects could the BBC initiate in such a world?

- **Interactive Narratives and Digital Storytelling**

How can the BBC develop a coherent strategy for interactive narrative/digital storytelling?

What deep level of understanding/thinking does the BBC need to engage with in order to deliver a strategy for this type of content? How can new technologies and platforms add depth to the storytelling process? What is the role of the user in driving the narrative?

- **Children's Content and Participatory Environments**

What should the BBC be concentrating on in its plans to deliver innovative content experiences for children? How far do collaborative participatory environments meet these needs? What kinds of things do children like to create/do when they 'inhabit' digital immersive environments? What levels and types of facilitation/encouragement do children need to motivate them to view, rate, recommend, create or modify content? How can children work with the BBC to improve and develop dynamically generated services in ongoing collaborative ways?

Funding Limits:

6. The AHRC/BBC Knowledge Exchange Programme allows for applications up to a maximum Full Economic Cost (fEC) of £90k. Any awards made will be paid at 80% fEC

i.e. if the FEC of a project is £90,000 then the amount paid by the funders will be £72,000. The cost of each project to the AHRC and the BBC will be shared on a 50/50 basis.

Duration:

7. The AHRC/BBC Knowledge Exchange Programme allows for projects of **up to 12 months maximum** duration.

Geographic availability:

8. UK wide.

Closing dates for applications:

9. The AHRC/BBC Knowledge Exchange Programme closing date for Framework Proposals is **16 February 2007** and for Full Proposals is **4pm on 15 March 2007**.

10. In all cases, we aim to tell you the outcome of your application within 6 weeks of the closing date.

Institution Eligibility:

11. UK Higher Education Institutions, organisations classed as Academic Analogues by the AHRC.

Application Guidance and Peer Review Arrangements

12. The application and peer review processes for this pilot funding call under the AHRC/BBC Knowledge Exchange Programme will be conducted in three stages:

Framework Proposal Stage

13. The first stage of the application process requires project partners to jointly submit a **framework proposal**. Framework proposals are intended to provide the funding organizations with a preliminary indication of the strategic fit, nature and structure of an intended research and knowledge exchange project under this pilot funding call and must be submitted using the pro-forma available at <http://knowledgexchange.katalyst.com.au/home.html> **by 16 February 2007**.

14. The Framework Proposal should include a summary of the proposed project, benefits for both partners, proposed methods of collaboration, project duration, and the total amount of funding sought **The Framework Proposal must be signed by both partners**.

15. The criteria to be used in the assessment of each Framework proposal will be based on:

- Summary of the proposed project
- Strategic fit for both partners
- Proposed methods of collaboration
- Proposed project outcomes

Note: The framework proposal can be submitted by either the BBC Future Media and Technology partner/s or the academic partner/s but it should be a jointly written proposal, signed by both partners.

Shortlisting Stage

16. Framework Proposals will be reviewed and assessed by a BBC Future Media and Technology Panel against their criteria (in consultation with AHRC officials) and successful applicants will be eligible to submit a full application to the AHRC. Unsuccessful applicants at this stage will be given feedback. Applicants will be informed of the outcome of the shortlisting stage **by 23 February 2007**.

Full Proposal Stage

17. Applicants who have successfully passed the Framework proposal stage will be eligible to submit a full proposal.

18. Full proposals must be submitted electronically to the AHRC by the academic partner using the Research Councils' [Je-S system](#).

19. To prepare your proposal in Je-S choose 'Add New Document', then specify Council: AHRC, Document Type: Standard Proposal and Scheme: AHRC & BBC Pilot Knowledge Exchange Programme, and 'Create Document'. Je-S will then create a proposal, displaying appropriate section headings. Using 'Help' at any point accesses helptext within the Je-S system which provides context-specific guidance on how to complete the Je-S form.

20. Once complete, you should upload a Case for Support and other supporting information as attachments, and submit your proposal. See below for guidance on information to include in your Case for Support. Je-S will forward your proposal to your Research Organisation, who in turn will submit your proposal to the AHRC. Please ensure you allow sufficient time prior to AHRC deadlines for your Research Organisation to be able to do this (note that some Research Organisations will have their own internal deadlines).

21. Full proposals must be submitted **by 4pm on 15 March 2007**. Each full proposal will be assessed by the AHRC Knowledge Transfer Peer Review Panel against the scheme's criteria. Unsuccessful applicants at both framework and full proposal stages will be given full and comprehensive feedback.

Case for Support

22. You should attach a supporting case for the proposed project of **not more than 3000 words**. This must be produced in typescript (and may include diagrams, etc) which is legible and sufficiently clear to allow good quality black and white reproduction. The application will be deemed ineligible if the Case for Support exceeds 3000 words. It is essential that its content is agreed by both partners.

23. The Case for Support should be clear, concise and not cluttered by technical jargon. It will be the responsibility of the applicants to ensure that any information is worded in such a way to protect commercially confidential or sensitive areas. AHRC will assume that the applicant has obtained necessary clearances from the BBC partner involved in the application. Where there is commercially confidential information that the applicant does not want to be made widely available but is required to support Peer Review, this should be included in a separate document clearly headed "In Commercial Confidence: AHRC Knowledge Transfer Peer Review Panel only". This document should clearly state

its relationship to the sections of the Case for Support and should be attached using attachment type 'Other' in Je-S.

24. General guidance about what to include in the Case for Support can be found in Appendix 1 of the AHRC Research Funding Guide http://www.ahrc.ac.uk/ahrb/website/images/4_96278.pdf It is important that the key areas listed below are included and both academic and BBC project partner perspectives are given:

- **The purpose of the project** – aims and objectives of the project should be stated together with measurable goals/milestones
- **Background** – an explanation why the application is appropriate for funding under the AHRC and BBC Knowledge Exchange Programme; why you and the BBC partner are participating in the knowledge exchange and the anticipated benefit to your research and BBC Future Media and Technology, and why you and the project partner are best placed to undertake the knowledge exchange. There should be a clear justification for the project rather than just a description.
- **Work programme** – to include work methods and plan, collaborative arrangements and a statement about practical risk assessment. The work programme should be well defined with stated deliverables directly relevant to the project theme.
- **Resources** – state briefly the resources being provided by the BBC and academic project partners and provide justification for them (see paragraph 25).
- **Dissemination and Exploitation** – outline how the knowledge exchange will contribute to the business objectives and development of BBC Future Media and Technology, and how the results of the project will be more widely disseminated.

Justification for Resources

25. Please note that AHRC requires a separate attachment for Justification of Resources.

Letter of Support

26. A mandatory, signed letter of commitment and support from the appropriate BBC authority (addressing prescribed points e.g. strategic importance rating, absorption methods, funding provision and arrangements) must be included with the application form at this stage. The Resulting IPR ownership and the rights to exploit the Resulting IPR will be modelled for each project on the Department of Trade and Industry's (DTI) Lambert Agreement – Model 4 where the BBC is the sponsor (http://www.innovation.gov.uk/lambertagreements/files/Lambert_Agreement_4_Ink.doc). The agreement needs to be signed before work commences on the project. The letter of support must indicate that both partners understand that a collaborative agreement and an Intellectual Property Agreement must be in place between the Research Organisation and the BBC before work commences (as above). The letter of support must be attached using attachment type 'Letter of Support' in Je-S.

Assessment of Applications

27. Each full proposal will be peer reviewed by the AHRC's Knowledge Transfer Peer Review Panel whose membership represents a range of academic and business experience and expertise. The criteria to be used in the assessment of each proposal are:

- The extent to which the proposal meets the objectives of the AHRC/BBC Knowledge Exchange Programme pilot funding call
- The extent of the strategic fit for both the AHRC and BBC Future Media and Technology
- The extent of the contribution and commitment to the project by both partners
- The significance of the partnership (i.e. why is this partnership of particular individuals important to the project)
- The extent to which the requested funding delivers value for money in support of the proposal's objectives
- The overall importance and potential impact of the proposal to the research field/sector

28. The Panel will recommend whether the application should be supported or not, taking into account the fit to the aims and objectives of the AHRC/BBC Knowledge Exchange Programme, the quality of the work proposed and the significance to both partners. The final grade and funding decision will be made by the Panel Chairs of both the BBC and AHRC peer review panels. Each application will receive one of the following grades:

Successful: the proposal will be funded. If the value of the award differs to the amount requested then feedback will be provided.

Unsuccessful: the proposal will not be funded either because it does not meet the requirements of the funding criteria. Feedback to applicants will be provided in all unsuccessful cases.

Reporting

29. As part of the terms and conditions of a AHRC award you are required to submit an end of award report **no later than three months** after the end of the award period. End of award reports will be evaluated by the BBC Future Media and Technology peer review panel and the AHRC Knowledge Transfer Peer Review Panel.

Summary of application process

Application stage	Format	Submission address(es) and other notes	By (date)
Framework Proposal	On-line proforma to be completed jointly and signed by both partners. Form available at http://knowledgeexchange.katalyst.com.au/home.html	To be submitted in accordance with the instructions at http://knowledgeexchange.katalyst.com.au/home.html	16/2/2007
Review of Framework Proposals by BBC peer	Framework Proposals reviewed against BBC	All applicants to be notified of the outcome of their Framework Proposal.	23/2/2007

review panel	strategic fit and other criteria (see form).	Those shortlisted eligible to submit a full proposal via the Research Councils' online application system (Je-S).	
Full proposal	Electronic applications via Research Councils' Je-S System. Information on completing the Je-S form is available within the Je-S system .	Research Organisation submits full proposal to AHRC using Je-S system .	4pm on 15/3/2007
Review of Full Proposals by the AHRC's Knowledge Transfer Peer Review Panel	Full proposals reviewed and assessed against AHRC/BBC Knowledge Exchange Programme criteria		16/4/2007
Announcement of results of Full Proposal stage	Announcement letter sent out.		Aim: by 26/4/2007