

Follow-on Funding for Impact and Engagement scheme highlight Creative Economy

Aims

The AHRC has identified the creative economy as an area of strategic importance as evidenced by our Delivery Plan 2016-20). The AHRC has established and supported a number of knowledge exchange and research initiatives which have enriched and supported growth within the creative economy. During the last spending period (2011-2015), the AHRC spent circa £100m on research related to creative economy interests.

Arts and humanities research plays an important role in accelerating innovation within the creative economy, and the AHRC is committed to supporting and strengthening these collaborations. To achieve this, the AHRC are launching a highlight notice in our Follow-on Funding for Impact and Engagement (FoF) scheme. **The aim of the highlight notice is to encourage applications exploring innovative ways to enhance engagement with the creative economy, and maximise opportunities for impact within the creative economy.**

The AHRC FoF highlight notice will provide funds to support innovative and creative engagements with new audiences and user communities which stimulate pathways to impact within the creative economy. Funds can be awarded for knowledge exchange, public engagement, dissemination and commercialisation activities that arose during the lifespan of a project but were not foreseen in the initial application. The scheme does not support supplementary funding for continuation of research activities.

Proposed activities must enhance the value and wider benefit of the original research and/or knowledge exchange project, and clearly demonstrate how they will deliver significant economic, social, cultural and/or policy impacts for the creative economy.

AHRC welcomes proposals which build upon existing, or nurture new partnerships in the creative economy either in the UK or internationally, and which have strong potential to deliver impact.

Following the recent publication of reports from both the [Cultural Value](#) and [Connected Communities](#) Programmes, the AHRC are also launching FoF highlight notices for both areas. AHRC would also welcome proposals which explore the intersections with the Cultural Value and Connected Communities FoF highlight notices. Where applications intersect with these other areas, applicants should select the most appropriate highlight notice to apply to (and the relevant end date for this) but note any interconnections in the case for support where appropriate.

Eligible activities

The primary aims of this highlight notice under the FoF scheme are impact generating activities and engagement with the creative economy. Types of activity supported by this highlight notice include:

- knowledge exchange, interactive public engagement or active dissemination activities which must engage new user communities, consumers, audiences or creative economy partners in the UK and/or internationally
- activities that build upon knowledge exchange and pathways to impact already undertaken but which take those activities in a new direction, to new audiences or new markets
- scaling up of existing models for knowledge exchange in the creative economy, which develop new clusters or take activities to new geographical regions within or outside the UK

- co-creation of new products, services or processes which deliver impact in the creative economy
- research related activities which support the growth or establishment of private for profit, or not for profit organisations within the creative economy
- commercialisation or proof of concept activities
- innovative engagement activities for a creative economy policy or practice audience
- pursuit and development of new user contacts
- feasibility studies to test the potential application of ideas emerging from the research in different business, policy or practice contexts.

Ineligible activities

The Follow-on Funding scheme is not intended to:

- support pathway to impact activities that have already been taken into account (i.e. included as part of the original projects outputs and impacts and funded as such)
- extend an existing grant or award or to continue similar or existing activities or conduct further research
- support resource enhancement activities or to develop or extend an existing website
- cover research leave type activities or primarily fund staff time.
- support principally academic outputs (such as an academic paper, conference or a publication).

Eligibility criteria

In order to be eligible for funding, proposals must meet at least one of the following criteria:

- be based upon either previous or current research directly funded by the AHRC. This does not include research conducted under the Masters, Doctoral or Collaborative Doctoral (CDA) schemes or activity funded through Knowledge Transfer Partnerships (KTPs)
- be based upon either previous or current research or knowledge exchange supported by the four AHRC KE Hubs for the Creative Economy.
- be based upon either previous or current research or knowledge exchange supported by the Digital R&D Fund for the Arts in England, Wales or Scotland.
- be based upon research that has been co-funded with another UK Research Council, funded entirely by another UK Research Council, or funded under RCUK supported schemes such as the HERA Joint Research Programme. In these cases the FoF application would only be eligible if the FoF proposal genuinely falls within the AHRC's remit. **In such cases strong justification is required for why the FoF project is directed to the AHRC, together with supporting evidence as to why the activities proposed sit within the AHRC's remit.** Applications which build upon activities co-funded by the AHRC and the wider UK Research Councils, funded entirely by another UK Research Council, or funded under RCUK supported schemes which do not include this justification within their case for support will not be eligible for support.

Proposals must also meet the following criteria:

- support innovative pathways to impact opportunities that could not have been foreseen at the application stage and/or that have not already been taken account of in the original award. Applicants need to demonstrate clearly how the proposal will add significant value above and beyond those pathways to impact

activities that were already identified within the original research proposal, if applicable.

- exploit creative and innovative ideas rather than repeating, continuing or extending existing activities or conducting substantively new research projects.
- be focused on the creative economy, non-academic audiences and relevant user communities. Applicants should demonstrate engagement with potential users and stakeholders throughout the project's definition and development processes.
- usually be led by the original PI who led the original research project from which the FoF project derives. However where it is more appropriate due to the nature of the proposed activity another member of the original research team may lead the FoF project. In such cases the original PI would be expected to be named as Co-I at least in an advisory capacity. A FoF project being led by someone other than the original research's PI would need to be justified in the case for support. The RO must ensure any continuity issues including IP or copyright are addressed. If a research group within an RO wishes to exploit a piece of research in the absence of the original PI / Co-Is then, where it is possible to do so, agreement should be sought from them to the proposed research and a letter of support provided where this is feasible.

Non-academic partners

Applications within this highlight notice are expected to be highly collaborative with creative economy partners. **Research Council funding must not be used to support the core business of non-academic organisations.** However, the AHRC expects proposals to provide flexible means of funding innovative impact and engagement activities with creative and cultural partners.

Depending on the proposed activities, it may therefore be appropriate to award small amounts of funding (**maximum 20%** of the total project costs) to Micro and Small, Medium-sized Enterprises (SMEs), through the RO, to support their participation in collaborative activities. **Such activities must be entirely related to supporting and delivering impact and engagement activities.** AHRC expect to see such funding balanced against a reasonable contribution from the non-academic partner (financial or otherwise) to demonstrate commitment to the project.

Proposal should provide evidence that any non-academic costs requested represent value for money and are appropriate to the aims of the project. This justification should be made within the standard Justification of Resources document. If the justification is not sufficient or the total proposed to go to Micro and/or Small, Medium-sized Enterprises (SMEs) is above 20% then the proposal will be judged as unfundable. Applicants should ensure that the Justification of Resources is explicit about how much will be assigned to SMEs, the reasonable contribution (financial or otherwise) from the project partner(s) to demonstrate their commitment, and how the monies awarded in this way will support the aims of both the FoF scheme and the project. Please see the "Process" section for full details of the assessment process for applications.

Scheme limit and duration

The funding limits for the FoF scheme have been increased for this highlight notice. Applications under this highlight notice for the Creative Economy may apply for awards of up to £200,000 (fEC) for a maximum of 18 months. Please note that this higher limit applies only to applications under this highlight notice for the creative economy submitted by 27 October 2016. Standard FoF scheme limits apply to applications submitted outside or beyond the end of this highlight notice.

Smaller awards are encouraged for shorter, higher risk activities, for example testing the feasibility of an idea, exploring new partnerships for knowledge exchange, testing the market or investigating a new business model.

Deadline

The highlight notice will end at 4pm on 27 October 2016. Proposals relevant to this highlight notice can be submitted at any time before 4pm on 27 October 2016 and will be processed on receipt; early submission ahead of the end of the highlight is encouraged to avoid possible delays in processing if large numbers of applications are submitted close to the end of the highlight period. **All awards made under the highlight notice will be expected to start by 1st February 2017.**

Process

You should submit your proposal using the Research Councils' Joint electronic Submission (Je-S) System (<https://je-s.rcuk.ac.uk/>). **The form will be available from the 15th July.** To prepare a proposal form in Je-S log-in to your account and choose New Document, then select 'AHRC' as the Council, 'Standard Proposal' as the Document Type, 'Follow-on Funding for Impact and Engagement' as the Scheme, 'Creative Economy Highlight notice in Follow-on Funding Scheme 27 October 2016' as the Call/Type/Mode and then 'Create Document'. Je-S will then create a proposal form, displaying the relevant section headings. Using the 'Help' link at the top of each section will provide guidance relevant to that section of the form.

Note that clicking 'submit document' on your proposal form in Je-S initially submits the proposal to your host organisation's administration, not to AHRC. ***Please remember to allow sufficient time for your organisation's submission process between submitting your proposal to them and the Call closing date.***

All applications submitted under this highlight will be sent to a specially convened assessment panel. Panelists will be chosen from across the existing FoF pool of panelists and additional members with expertise relevant to the highlight notice.

All applications will be checked for eligibility within the office and will then be sent to the panel. To ensure a rapid turnaround, peer review will be undertaken by the panel and there will be no PI response.

The panel will assess all applications submitted under this highlight on the basis of their quality and individual merits according to the highlight criteria and standard FoF scheme criteria (as detailed on pages 37/38 of the Research Funding Guide here: <http://www.ahrc.ac.uk/documents/guides/research-funding-guide/>).

Unless stated explicitly to the contrary above, the eligibility and assessment criteria for the follow-on scheme remain unchanged and as detailed in AHRC's Funding Guide

Contacts

Enquiries regarding this call should be directed to the AHRC enquiries team:

- Email: enquiries@ahrc.ac.uk
- Telephone: 01793 416060

The AHRC works with the UK Shared Business Services (SBS) to deliver all of our funding activities. Enquiries about Je-S registration should be directed to JesHelp@rcuk.ac.uk or 01793 444164 and enquiries about submitting and completing the proposal form should be directed to grantsPostawards@ssc.rcuk.ac.uk or 01793 867121.