

Media Cymru × PDR × Alacrity Foundation

Ideas Lab Cardiff: Application guidance

Overview:

Media Cymru's aim is to support the growth of the Cardiff Capital Region's thriving media sector by investing in Research and Development (R&D) to deliver outstanding innovation. Cardiff is the UK's third largest film and TV production centre, with a wealth of talent and networks.

We want to invest in people, companies and projects that have the potential to match global competitors in their scale of ambition and skilled innovation.

The three-day Ideas Lab workshop will support up to 20 freelancers and micro businesses working in Wales who have the skills and potential to develop innovative ideas for new products, services or experiences in the Creative Industries.

The workshop will provide two days with PDR and one day with the Alacrity Foundation alongside access to an online digital learning portal. PDR are a world leading design consultancy and applied research facility. The Alacrity Foundation are an educational institution who provide mentorship for entrepreneurs.

At the end of the workshop, participants will understand how to translate ideas into innovative proposals that incorporate the needs of end users.

Workshop content will include:

- Understanding research, development, and innovation (RD&I) and how to apply it to an idea.
- The value of iterative testing, collaboration and User Centred Design.
- Business development and entrepreneurship encouraging thinking around how to launch a product and generate public/private funding.

The workshop will take place 23 – 25 January 2024. You will be required to attend each day of the workshop. If you are representing a business, we would expect the same individual to attend each day.

We will support your attendance at the workshop with a stipend of £500 for the 3 days as well as any further childcare and carer costs.

Please get in touch if you would like to discuss this further by emailing media.cymru@cardiff.ac.uk or phoning 02922 511 434.

The workshop will be held in person at:

**PDR
Excelsior Rd
Cardiff
CF14 3AT**

Upon completing the workshop, you will have the opportunity to apply for Seed Funding of up to £10,000 to develop a Research and Development idea.

If you require further information or would like to arrange a 121 to discuss your application, please email media.cymru@cardiff.ac.uk or phone 02922 511 434.

If you have any specific requirements that would make this application more accessible to you (such as advice, scribing or reading support) or would like this application in an alternative format (video or audio formats, audio narration, large font, plain text, or alternative language) please email media.cymru@cardiff.ac.uk or phone 02922 511 434.

Key Dates

- 9 November 2023: Applications Open
- 7 December 2023, noon: Applications Close (please note, applications will not be accepted after this time)
- 18 December 2023: Applicants Notified
- 23 January 2024: Workshop Begins

Eligibility and Application

With all our activity we are keen to ensure we reach the widest audience possible to ensure we hear the best ideas.

We recognise that too often, R&D investment circulates around networks which are not representative of our wider community in its social and cultural diversity. We aim to change that pattern and are working to address these structural imbalances in our organisation and in the wider sector. We hope to inspire transformative and inclusive lines of research and development that will challenge existing ways of producing and thinking.

This workshop is suitable for Freelancers and SMEs from all backgrounds or stages of life who are looking to gain experience in the development of R&D ideas.

Eligibility criteria:

- I am based in Wales.
- I have a Research and Development (R&D) idea.
- I am in the creative industries or my idea directly benefits the creative industries.
- I am available to attend three days in person in the Cardiff Capital Region between 23 – 25 January 2024.

What we are looking for:

- A willingness to learn and to collaborate.
- A desire to contribute to the creative industries.
- An appetite to challenge the status quo.
- An interest in discovering more about how to develop ideas.
- A motivation for being commercially aware, environmentally sustainable and inclusive in your practice.

Assessment Criteria

Your application proposals will be assessed in four key areas:

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1. Your Idea

- Tell us about an opportunity or challenge for a product, service or experience within the media sector that you have identified to explore.
- We do not expect a solution in your proposal but would like you to set out a potential challenge/opportunity you feel could be explored.
- Your idea will enable us to assess your originality and understanding of the sector's landscape.

Please Note: You will not be developing your idea during the Ideas Lab but will be working on a prepared opportunity or challenge with fellow attendees.

This is to allow you to develop the skills that may wish to use to develop your own idea if you receive future R&D funding. You will have the opportunity to discuss your idea during 121s with the Media Cymru team.

2. Your Motivation

- Why attending this workshop would be important to you.
- What you believe you can bring to the workshop.

3. Your Aspirations

- What skills and knowledge you would like to gain from your attendance.
- How this learning would support your future career aspirations.

3. Your Interest in the Creative Industries

- Previous experiences and interests in the Creative Industries.

Ideas Lab Subsidy Control

A **subsidy** is where a public authority provides support to an enterprise that gives an enterprise an economic advantage, meaning that equivalent support could not have been obtained on commercial

terms. Subsidies that are awarded in compliance with the Subsidy Control Act 2022 provide a legitimate way for public funding to support economic activity.

Media Cymru Ideas Lab support is offered as a **Minimal Financial Assistance (MFA) Subsidy**, in the form of a stipend from Cardiff University and cash grant equivalent additional support from the Alacrity Foundation and Cardiff Metropolitan University.

If you are not able to meet the eligibility criteria to accept this award as an MFA Subsidy, as further outlined below, please contact us at media.cymru@cardiff.ac.uk to discuss other options.

Minimal Financial Assistance

Under MFA rules, public authorities can award up to £315,000 to an enterprise over an 'applicable period' of three financial years. This 'applicable period' is:

- the elapsed part of the current financial year ending 30 March (i.e., from April) and
- the two financial years immediately preceding the current financial year.

In the application you will be asked to declare your eligibility to receive funding via the MFA route.

To establish your eligibility, we require you to confirm that the addition of our **£500** stipend plus a further **£1140** of additional support does not exceed your £315,000 limit for MFA across the 'applicable period' of three financial years.

When assessing the previous assistance that you may have received over the applicable period, please include the following:

- De Minimus Aid
- Small Amounts of Financial Assistance (SAFA) given as Special Drawing Rights (SDR)
- Services of Public Economic Interest (SPEI) Financial Assistance
- Minimal Financial Assistance

Prior award or notification letters from public authorities should clearly state the basis and date of award. If in doubt, you should contact the public authority granting the assistance to confirm its nature. You do not need to include assistance granted on a different basis, for example a grant made under the EU State Aid General Block Exemption Regulation (GBER).

When assessing MFA, you must include all organisations in your group structure that operate under 'common control'. Further details on this can be found in Annex 1 of the Statutory Guidance for the UK Subsidy Control Act 2022, para 15.40-15.46, pp. 17-176.

If you are unsure about your obligations under the Subsidy Control Act 2022, you can find further information in the [Statutory Guidance](#), Chapter 7. You may also wish to review the wider guidance materials available from the [Welsh Government Subsidy Control Unit](#), or take independent legal advice. Cardiff University is unable to advise on individual eligibility or legal obligations.