

Media Cymru × PDR × Alacrity Foundation

Innovation for Creatives: 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 five-day Innovation for Creatives course will support 12 participants who are thinking about developing a first R&D funding proposal. Participants generally will not have a fully formed R&D proposal and this course will allow them to explore the idea of entrepreneurship, with concepts of innovative user-centred design and commercialisation at the forefront.

The course will provide three days with PDR and two days with the Alacrity Foundation alongside access to an online digital learning portal. At the end of the course, participants will understand how to translate ideas into innovative proposals that incorporate the needs of end users.

The course content will cover:

- How to collaborate with others.
- Research, development, and innovation (R,D&I) processes.
- Business development and entrepreneurship.
- How to create and test new prototypes.
- Why a user centred design approach is an accessible way to innovate.

The course will take place 15-18 January 2024 and the 26. Please note, you will be asked to complete a written task between 18 January and your final day of the course. You will be required to attend each day of the course.

We will support your attendance at the course with a stipend of £500 for the 5 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 course 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
- 15 January 2024: Course 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

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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 course is suitable for people from all backgrounds or stages of life who are developing, or thinking about developing a career in the Creative Industries.

Eligibility:

- I am based in Wales.
- I have no/little Research and Development (R&D) experience in the Creative Industries.
- I currently work in the creative industries / I am new to or considering a career in the creative industries.
- I am available to attend five days in person in Cardiff between 15-18 and on 26 January 2024 also.

What we are looking for:

- A willingness to learn and to collaborate.
- A desire to contribute to the creative industries.
- 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 three key areas:

1. Your Motivation

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

2. Your Aspirations

- What skills and knowledge you would like to gain from your attendance.

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- How this learning would support your future career aspirations.

3. Your Interest in the Creative Industries

- Previous experiences and interests in the Creative Industries.

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 Innovation for Creatives 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 **£2280** 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.