

This document contains the guidance and scoring used by the Assessors when reviewing your application. Assessors will review your answers for each scored question and mark each of them between 1 and 10 (1 being the lowest and 10 being the highest).

Any questions that are not scored will not be reviewed by the Assessor.

Question 1. Applicant location (not scored)

You must state the name and full registered address of your organisation and any subcontractors working on your project.

Your organisation must be registered or operational in one of the twelve Culture, Media and Sport (DCMS) Create Growth Programme appointed regions.

We are collecting this information to understand the geographical location of all applicants.

Your answer can be up to 400 words long.

Question 2. Appointed Create Growth Programme Region (not scored)

Only businesses registered or operational within the Create Growth Programme appointed regions are eligible to apply for this competition.

Please select one the following twelve regions in which your organisation is registered or operational.

The twelve regions are:

- Greater Manchester
- Norfolk, Suffolk & Cambridgeshire
- North East of England
- West of England and Cornwall
- South East Coast
- Leicestershire, Derbyshire and Greater Lincolnshire
- Nottingham and Nottinghamshire
- Hull & East Yorkshire

- West Midlands
- West Yorkshire
- Devon
- Hertfordshire

You can check your local council with your post code: <https://www.gov.uk/find-local-council>.

Question 3. Primary sub-sector (not scored)

Select which primary sub-sector your organisation focuses on:

- advertising and marketing
- architecture
- crafts
- design and designer fashion
- film
- tv
- video
- radio
- photography
- IT, gaming, software and computer services
- publishing
- museums, galleries and libraries
- music, performing and visual art

Question 4. Minimal Financial Assistance declaration (not scored)

You must download the declaration template. You must complete this, declaring any funding received under Minimal Financial Assistance (previously referred to as Special Drawing Rights) or De minimis awards, (from any source of public funding) in the applicable period.

You must complete all the fields on your form before uploading.

You must write “declaration attached” in the question text box.

You must upload the completed declaration as an appendix. It must be a PDF and the font must be legible at 100% zoom.

You must keep all documentation relating to Minimal Financial Assistance (previously referred to as Special Drawing Rights) and other De minimis awards for a period of 6 years and be prepared to release it to any public funding body which requests it.

Question 5. Animal testing (not scored)

Will your project involve any trials with animals or animal testing?

You must select one option:

- Yes
- No

We will only support innovation projects conducted to the highest standards of animal welfare.

Further information for proposals involving animal testing is available at the [UKRI Good Research Hub](#) and [NC3R's animal welfare guidance](#).

Question 6. Permits and licences (not scored)

Will you have the correct permits and licences in place to carry out your project?

We are unable to fund projects who do not have the correct permits or licences in place by your project start date.

You must select one option:

- Yes

- No
- In process of being applied for
- Not applicable

Question 7. Video describing or showing your proposal (not scored)

You must provide a video to describe or show your proposal and upload it to a password-protected page on YouTube or Vimeo before the competition closes.

You must provide a link and password to access your video as your answer to this question.

In your video, tell us:

- the problem your innovation will solve
- your solution
- your market
- why you are best placed to solve it
- include any additional information about you, or your team, your project that will help to strengthen your application

Your video must be:

- no longer than two minutes
- 'unlisted' in your privacy settings
- available for us to view until 24 July 2024

If your video response for a question is over two minutes long, only the first two minutes will be viewed.

- Your video may be marked as ineligible if:

- we cannot view your video
- it is hosted on a platform other than YouTube or Vimeo

You can find more information on how to create an unlisted video on [YouTube](#) and [Vimeo](#).

Check that your video can be opened with the link and any passwords and that it can be played before completing your submission.

Your video will be considered together with the responses you give in the other application questions. The assessors will review the content of your video not the quality.

If you cannot upload your video to YouTube or Vimeo, you must contact support@iuk.ukri.org at least 10 working days before the competition closes for advice.

Question 8. The project (scored out of 30)

What is the project you intend to undertake?

Describe in your answer:

- the main motivation for the project
- the outputs of the project in terms of specific deliverables and where will you have moved your business from and to
- any previous technical and business planning work you have conducted in relation to your proposed project
- how you will protect and exploit the outputs of the project, for example through know-how, patenting, designs or changes to your business model

Your answer can be up to 400 words long.

Question 8. Assessor guidance & scoring:

Scores 24 - 30

There is excellent awareness of the motivation for the project. The main outputs of the project are clearly outlined and there is an excellent explanation of how and where the business will have moved from and to in terms of business growth. Presentation of

previous work is articulated to an excellent degree, in instances where this is outlined. Excellent articulation of exploiting the project outputs.

Scores 18 - 23

There is very good awareness of the motivation for the project. The main outputs of the project are very well outlined and there is a clear explanation of how and where the business will have moved from and to in terms of business growth. Very good presentation of previous work in instances where this is outlined. Very good articulation of exploiting the project outputs.

Scores 12 - 17

There is good awareness of the motivation for the project. Good articulation of the main outputs of the project and good explanation of how and where the business will have moved from and to in terms of business growth. The articulation of previous work where this is outlined is good. Good articulation of exploiting the project outputs.

Scores 6 - 11

There is satisfactory awareness of the motivation for the project. Satisfactory articulation of the main outputs of the project and a satisfactory explanation of how and where the business will have moved from and to in terms of business growth. The articulation of previous work, where this is outlined is satisfactory. Satisfactory articulation of exploiting the project outputs. There may be minor omissions in the response overall, but these are not material to the overall quality of the submission for this question.

Scores 1 – 5

The motivation for the project is unsatisfactory. The main outputs of the project and the explanation of how and where the business will have moved from and to in terms of business growth is unsatisfactory. The articulation of previous work, where this is outlined, is unsatisfactory. The articulation of exploiting the project outputs is unsatisfactory.

Question 9. Impact and added value (scored out of 30).

Demonstrate the expected impact this funding will have on your business within the first 12 months.

Explain:

- how your business is going to scale or grow from the innovation
- how it will support your business in becoming investment-ready
- why public money is necessary for your project, for example, there is a lack of private investment or market failure

- any expected impacts at a regional, creative industries or creative industries sub-sectors level
- the wider impacts on society, the economy, the environment and any potential negative impacts

Your answer can be up to 400 words long.

Question 9. Assessor guidance & scoring:

Scores 24-30

There is a compelling case for the positive difference funding will make to how the business will scale or grow from the innovation. There is a compelling case as to how the funding will support the business in becoming investment ready. There is a compelling case as to why public money is necessary for the project and the lack of, or discounted alternative sources of support has been discussed. There is a compelling discussion of expected and wider impacts.

Scores 18-23

There is a very good case for the positive difference funding will make to how the business will scale or grow from the innovation. There is a very good case as to how the funding will support the business in becoming investment ready. There is a very good case as to why public money is necessary for the project and the lack of, or discounted alternative sources of support has been discussed. There is a very good discussion of expected and wider impacts.

Scores 12-17

There is a good case for the positive difference funding will make to how the business will scale or grow from the innovation. There is a good case as to how the funding will support the business in becoming investment ready. There is a good case as to why public money is necessary for the project and the lack of, or discounted alternative sources of support has been discussed. There is a good discussion of expected and wider impacts.

Scores 6-11

There is a modest case for the positive difference funding will make to how the business will scale or grow from the innovation. There is a modest case as to how the funding will support the business in becoming investment ready. There is a modest case as to why public money is necessary for the project and the lack of, or discounted alternative sources of support has been discussed. There is a modest discussion of expected and wider impacts.

Scores 1-5

The funding argument is poor or not sufficiently justified. The argument as to how the business will scale or grow from the innovation is poor. The argument as to the funding supporting the business becoming investment ready is poor. The case as to why public money is necessary for the project is poorly articulated. The discussion of expected and wider impacts is poor.

Question 10. Business planning and resources (scored out of 20)

Who is in the team and what is your capability to deliver a solution?

Describe:

- what combination of resources, equipment or facilities you need to access
- the main people involved, including their roles and responsibilities and relevant track records
- the details of any vital external parties, including subcontractors, who you will need to work with to successfully carry out the project
- your capability to deliver in the required timeframe given your existing business activities and constraints.
- how you will deliver outcomes and impact beyond the life of the project

Your answer can be up to 400 words long.

Question 10. Assessor guidance & scoring:

Scores 18 - 20

The applicant is excellently placed to carry out the project and exploit the results within the time frame. There is a compelling and clear plan to obtain all the resources, equipment, external parties and facilities they will need. There is a compelling outline of how the applicant will deliver outcomes and impact beyond the life of the project.

Scores 14-17

The applicant is very well placed to carry out the project and exploit the results within the time frame. There is a very good plan proposed by the applicant to obtain all the resources, equipment, external parties and facilities they will need. There is a very good outline of how the applicant will deliver outcomes and impact beyond the life of the project.

Scores 10-13

The applicant is well placed to carry out the project and exploit the results within the time frame. There is a good plan proposed by the applicant to obtain all the resources, equipment, external parties and facilities they will need. There is a good outline of how the

applicant will deliver outcomes and impact beyond the life of the project.

Scores 5- 9

The applicant is sufficiently well placed to carry out the project and exploit the results within the time frame. There is a modest plan proposed by the applicant to obtain all the resources, equipment, external parties and facilities they will need. There is a modest outline of how the applicant will deliver outcomes and impact beyond the life of the project but there is scope for further development.

Scores 1 - 4

The applicant has not sufficiently justified their ability to carry out the project and exploit the results within the time frame. The plan proposed by the applicant to obtain all the resources, equipment, external parties and facilities they will need is significantly lacking. The outline of how the applicant will deliver outcomes and impact beyond the life of the project is significantly lacking.

Question 11. Project plan, risks and costs (scored out of 20)

What will you do with the grant funding? How will you manage the project effectively, and the risks appropriately?

Explain:

- how your funding will be spent over the life of the project
- the main work packages of your project, indicating who is assigned to each and the total cost of each one
- the main risks, interdependencies, impact, and mitigation strategy, paying particular attention to how you will mitigate project delivery risks with your immediate and extended team, for example, subcontractors
- how best value for money has been decided

Your answer can be up to 400 words long.

You must submit a risk register as an appendix to support your answer. It must be a PDF, up to 1 A4 page long and no larger than 10MB in size. The font must be legible at 100% zoom.

You can submit a project plan or Gantt chart as an appendix to support your answer detailing main work packages, specific milestones and project management. It must be a PDF, up to 2 A4 pages long and no larger than 10MB in size. The font must be legible at 100% zoom.

Question 11. Assessor guidance and scoring:

Scores 18 - 20

The project work packages are outlined indicating the lead person and a total cost provided for each one. The approach to project management is described. The plan is designed to meet the objectives and manage the risks of the project in a realistic and efficient way. Any links or dependencies between work packages or milestones are identified.

Scores 14 - 17

The project work packages are outlined with the research category, lead partner and total cost provided for each one. The approach to project management is stated. The plan is appropriate to the project objectives. Any links or dependencies between work packages or milestones are identified. Risk management is clearly outlined.

Scores 10 - 13

The project work packages are outlined but there are some details missing. The plan and risk management seems reasonable but not tailored to the objectives of the project.

Scores 5 - 9

The plan has deficiencies or significantly missing aspects. The plan has little chance of meeting the objectives of the project. The risk management approach is underdeveloped.

Scores 1 - 4

The plan and risk management strategy is not realistic or fails to meet the objectives of the project.