

Collaborative R&D: Creative Catalyst FAQs



The UK's innovation agency

Business Type

Can charities or CIC's apply?

The lead applicant must be a private limited business, or LLP, registered with Companies House.

Charities and CICs can however collaborate in any number of applications.

Do the collaborative companies need to be creative companies?

No.

Also the project doesn't need to focus on the creative industries for their output.

Contractors

Can you clarify the proportion of subcontractors allowed?

- Contractor costs can't be more than 50% per each project partner's total costs.

By subcontractors, do you mean freelancers?

- Yes, anyone working on the project who is not an employee on PAYE.

Are international subcontractors allowed?

- Not without specific evidenced justification for not using a UK supplier. The justification cannot be regarding cost or having worked with them previously.

Timeline

What is the timeline?

Applications must be submitted by -
29th January 2025, 11am

You will be notified of how you've
done - 2nd April 2025.

Your project should start no later
than - 1 July 2025 and end before
31 March 2026.

If we're successful, will the grant be paid up front?

No. If successful, your grant will be
paid quarterly in arrears.

Projects

Can we apply if we previously got Creative Catalyst funding?

Yes! It's encouraged.

Your CR&D project doesn't need to be related to your Creative Catalyst project, but it could build on work you did as part of that project.

Can we apply if we are currently delivering another Innovate UK funded project?

Yes.

Projects

Must the project support collaboration within the creative industry?

Projects don't need to be about collaboration but they are not for single applicant businesses. There needs to be a group of project partners applying together for this competition. Even if that's a group made up of two.

What do you mean by 'Industrial Research'?

This means you plan to do research, or a critical investigation, that will give your organisation new knowledge and skills. This competition is looking for projects that are a significant improvement on what is currently available.

Project Teams

Can the lead business be in London and collab with a business outside London?

Yes.

Will any points be deducted for businesses based in London?

No. The scoring matrix that assessors use to score your applications can be found here.

<https://apply-for-innovation-funding.service.gov.uk/competition/2060/download/21924>

We have a virtual registered office in London, but all employees work outside of London are we able to lead if our partners are in London?

Yes.

You would **only** be ineligible if you're registered in London, work will be carried out there, and all your grant claiming partners are there.

Project Finance

Is marketing an eligible cost?

You can produce innovative marketing products or tools as part of this project. You cannot pay for the marketing of those products or tools. All eligible costs for the lead organisation are listed here:

<https://www.ukri.org/councils/innovate-uk/guidance-for-applicants/costs-we-fund/>

As the minimum grant £150k, we need to find at least £64k from another source?

If you are successful you will be asked to demonstrate you can fund the project for its duration. These checks will take place in April/May 2025. All project organisations are subject to finance eligibility and viability checks.

Project Finance

Is this grant 100% funded by IUK?

No, as lead you can get funding for eligible project costs of:

- up to 70% as a micro or small organisation
- up to 60% as a medium sized organisation

The organisations you collaborate with can share up to 30% of the total eligible project costs. Of that 30% they can get funding up to:

- 80% of full economic costs (FEC) if you are a Je-S registered institution such as an academic.
- 100% if you are an RTO, charity, not for profit organisation, public sector organisation or research organisation.

Further support

Where can I get further support?

All questions about the competition should go through the Innovate UK Customer Support Team.

Email: support@iuk.ukri.org

Call: 0300 321 4357

phone lines are open from 9am to 12pm and 2pm to 5pm, Monday to Friday (excluding bank holidays)

Further questions?

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