

# FestivalUK\*2022

A nationwide festival of creativity and innovation.

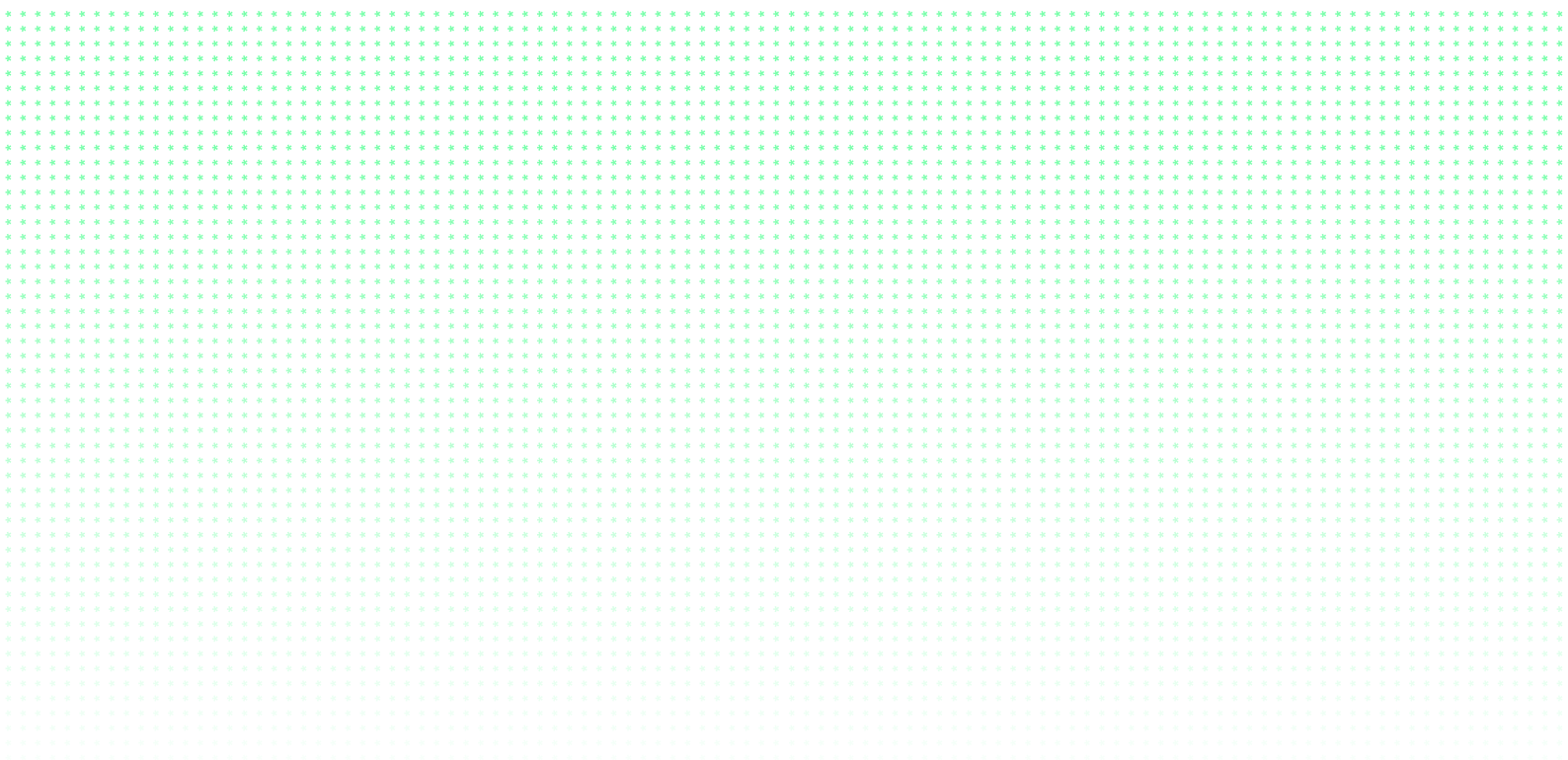
## Research & Development Project

Guidance for Applicants

\*working title

**If you require the assistance of an individual or organisation to work with you though the application process, please contact us via [access@festival2022.uk](mailto:access@festival2022.uk) and we will endeavor to support this.**

**The website and guidance documents are also available in Welsh and large print.**



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# 1 Welcome

## **Thank you for your interest in the Research & Development (R&D) Project for Festival UK\* 2022, an ambitious UK-wide celebration of creativity and innovation.**

This guidance is for applicants to take part in a unique and pioneering £3million funded R&D opportunity. The search is on to find 30 extraordinary creative teams who will each be funded up to £100,000 to develop a breath-taking idea for a major public engagement project as we work towards a contemporary festival celebrating the UK's creativity and innovation in 2022.

Your creative teams will be made up of the greatest minds and brightest talent from the worlds of Science, Technology, Engineering, Arts and Mathematics (STEAM). Whether you are a creative organisation, leader in your chosen field, or just getting started; this opportunity is for you. We want to find teams that bring together established organisations, individuals, underrepresented voices and emerging talent.

Applicants can come from across the UK or as a team representing England, Northern Ireland, Scotland or Wales.

The process to apply is simple, put your imagination to the test by assembling a group of creatives from different sectors to form a Creative Team, then submit your team's application to take part in this once in a lifetime opportunity. You do not need to have an idea for a project, but you do need to be able to collaborate and be willing to invest your time to develop a concept for a potential Festival commission.

Festival UK\* will be for everyone. Above all, we want you to design projects that are open, original and optimistic; created to bring people together across the four nations of the UK, and the world. Offline, online, and all the spaces in-between.

We want teams who can think big... really big... millions of people big.

From the ideas developed by these 30 creative teams, we are seeking to commission up to ten to become large-scale public engagement acts as part of Festival UK\* (working title). These commissions will be realised utilising £120million of new investment that has been allocated to deliver the project.

Four of the ten commissions will be led by creative teams based and making work in England, Northern Ireland, Scotland and Wales (one commission for each nation).

Six of the ten commissions will be led by creative teams collaborating across the UK.

All ten will be global in reach and can work with international partners once commissioned.

We know that by investing in 30 creative teams, formed of the most exciting and imaginative minds from across STEAM, we can deliver on this vision.

The R&D Project and the Festival will support to create opportunities for making work and jobs within sectors impacted by COVID-19. This process is the start of something incredible and we cannot wait to start this journey with you.

– Martin Green CBE, Chief Creative Officer, Festival 2022 Ltd

## 2 Introduction to the R&D Project

### **About the Opportunity**

To ensure projects created for Festival UK\* are open, original and optimistic, we are investing in the creation of ideas through a Research and Development (R&D) Project taking place between November 2020 and February 2021.

This opportunity is for Creative Teams (made up of organisations and individuals from across the STEAM sectors) to take part in a paid process of R&D in order to originate ideas for compelling, ambitious and jaw-dropping public engagement acts.

30 Creative Teams will be selected from this application round and will each be allocated a budget of up to £100,000 to fund their participation in the process. All teams will be tasked with responding to the following challenge:

**Imagine and design a concept for a large-scale public engagement project that is open, original and optimistic and will exist in places and spaces across the UK (real, virtual or both); seeking to reach millions of people globally.**

Over the course of this three-month process, you will meet creative thinkers from across different sectors and organisations; forging new collaborations with a focus on platforming under-represented voices and emerging talent.

From the R&D Project, 30 ideas will emerge and up to ten of these will be shortlisted for a full commission as part of the Festival's public programme in 2022.

As an outcome of the R&D Project, all ideas and creative materials generated will be showcased publicly as a snapshot of the UK's creativity and innovation. This in itself is designed to inspire future generations of creatives.

To apply, you must assemble a Creative Team and submit your application.

**The deadline for applications is 3pm Friday 16 October 2020.**

Creative Teams will be notified of the outcome by the **6 November 2020**.

## Who is the R&D for?

The R&D Project is open to Creative Teams who represent a mix of talents across the STEAM sectors and meet the Eligibility Criteria.

£3million has been allocated to fund 30 Creative Teams with up to £100,000 each.

Each Creative Team must be made up of **three to eight** team members (organisations, freelance creative practitioners or individuals) from STEAM sectors.

Your team can be a nation-led team made up of creatives from one of the four nations (England, Northern Ireland, Scotland or Wales); **or** it can be a UK-wide team.

## How to Form a Team

### Identify your Creative Team members

A team must be made up of **three to eight** organisations or freelance creative practitioners / trading individuals that represent **three or more** sectors from across STEAM.

The Arts must be included as one of the three sectors represented in every Creative Team.

### Define your team as a UK-wide team or nation-led team.

Nation-led teams are made up of team members who represent **one of the four nations** because they are based there, or primarily make work there.

Nation-led teams can come from England, Northern Ireland, Scotland or Wales.

UK-wide teams are made up of team members who together represent **more than one nation of the UK**.

### Nominate a Lead Organisation

The **Lead Organisation** will be the central point of contact for the Creative Team throughout the R&D Project. They will be the entity contracted by Festival 2022 Ltd to lead the team and will sub-contract the other team members.

The responsibilities of the Lead Organisation are outlined in section Lead Organisation Criteria

*For further information about assembling your creative team see the detailed Eligibility Criteria on **pg.11***

## **What Do We Mean By Steam?**

STEAM is an acronym used to describe Science, Technology, Engineering, Arts and Mathematics. In the context of the R&D process, STEAM represents an ideal meeting place between different kinds of creativity and innovation.

As part of the criteria, the Arts must be represented in each Creative Team. This could be an organisation or individual representing any artform, design, culture, the creative industries, heritage or live events.

We know that the practice of organisations and individuals doesn't always fall into easily defined categorisation. The framework above exists to provide guidance for the skills, experience and practice from which you might wish to find team members.

To that end, we ask individual team members to define themselves within a close approximation and not necessarily a literal representation of the sectors represented by STEAM and to use an expanded definition of the Arts.

This project is designed to show that creativity is not the preserve of any one sector and will highlight the unlimited potential that is unleashed when diverse specialisms come together and collaborate on a shared idea.

Engineers draw on both mathematics and aesthetics to build their bridges. Computer games makers also need physics, psychology and storytelling to ensure their virtual worlds feel real. What other crossovers of the imagination, between the widest range of sectors and creatives can we encourage?

This approach will result in original collaboration between creatives minds who may not ordinarily meet and exchange ideas. Drawn from different areas of expertise and thought to create open and optimistic projects that make life better for everyone.

If you're not sure how this works for your organisation or potential members of your team, please do contact us prior to submitting your application.

# 3 Detailed Overview of the R&D Project

## Aims

**There are four aims for the Festival UK\* R&D Project:**

1. Ensure that work of the highest quality, and greatest ambition, is created
2. Establish a bedrock of ideas, methods, visions and prototypes on which to build the public programme
3. Showcase/platform new voices and approaches, drawn from across the UK and across STEAM sectors
4. Share the inspirational body of work arising from this programme as a creative resource for future generations, under a creative commons licence.

## Format

The R&D Project is designed to inspire collaboration in a supportive creative studio environment. It will provide the facilitation, provocation and tools required to help you and your team devise and develop the very best possible concepts.

**There are three stages to the R&D Project:**

- Directed work (“Imagine”) – Eight days of facilitated workshops run by our team over a period of four weeks.
- Self-directed work (“Design”) – the time spent independently by your team to develop a concept, working alongside our producing team.
- Presentation – A pitch and proof of concept for your final idea, presented to a panel and with supporting documents to assess deliverability.

Each creative team is responding to the same challenge and we are seeking to develop with you concepts for potential commissions that can reach up to 66 million people through an open, original and optimistic act of mass public engagement.

In your final presentation, you can represent your idea as creatively as possible; by producing models, storyboards, animations, prototypes or a digital experience.

You will also be required to submit the underpinning research behind the concept, which will detail the idea’s feasibility and deliverability as a project for the Festival.



## Budget

All 30 Creative Teams will be allocated a budget of up to £100,000 (exc. VAT) to cover the costs incurred to participate in the R&D Project. This budget will cover fees for team members' time commitment, the costs of the presentation and materials, plus administration and resource to enable access, inclusion and to widen participation.

## Time Commitment & Schedule

The R&D Project will take place between November 2020 and February 2021.  
The timeline for which is as follows:

<b>Deadline for Applications</b>	3pm BST on Friday 16 October 2020
<b>Successful Creative Teams notified</b>	6 November 2020
<b>Imagine</b> Directed workshop sessions (eight days over four weeks)	16 November – 8 December 2020 Weekly on Mondays and Tuesdays from 9.30am until 4.30pm
<b>Design</b> Self-directed work	November 2020 onwards, with a focus on the six to eight weeks following the Imagine phase.  To be completed no later than 31 January 2021.

In order to participate in the R&D Project, your full Creative Team must be available for the time commitment and dates set out above.

## **Commissioning Process**

From this process up to six UK-wide teams and four nation-led teams (one for each nation) will be selected and take forwards to full commission.

For nation-specific teams, this process will be led by a Strategic Delivery Body in each nation. UK-wide teams will be commissioned by Festival 2022 Ltd.

## **Outcomes for Participants:**

At the end of the process, participants from within Creative Teams will have:

- developed and challenged their practice and creative thinking;
- actively participated in a cross-sector collaborative development process;
- built meaningful networks and drawn on expertise from other sectors;
- responded to talks and inspired from a network of creatives;
- contributed to an archive of ideas, methods and inspirations which will be made publicly available for future generations of creatives;
- presented and beta-tested concepts for peer review
- designed a concept for a large-scale commission with the potential to be experienced by up to 66 million people

The team at Festival UK\* will provide support to all teams throughout the R&D.

## 4

# Eligibility Criteria for Creative Teams

## **The formation of your Creative Team is the very first creative act of the festival.**

We believe when creative minds from different sectors collide, anything is possible. Teams should be formed of individuals and organisations drawn from across the STEAM sectors and incorporating the greatest creative minds from across the four nations of the UK.

All teams should share our core values of making work that is open, original and optimistic; and will be passionate about innovation and collaborative working.

This is an opportunity to make work in a different way and we are interested in using this process to affect positive change by imagining, designing and realising ideas that express an inspirational vision for our shared futures.

**To put forward an application, we are not asking for you to propose an idea, but for you to demonstrate the potential of your Creative Team. If the challenge is to reach millions of people with optimistic acts of mass public engagement, who do you need in your team to help make work that brings people together?**

## **Structure of a Creative Team**

Creative Teams must be made up of three to eight team members.

Team members can be organisations or freelance creative practitioners / trading individuals. Across your team, you must have team members that represent three or more sectors from across STEAM.

The Arts must be included as one of the three sectors represented in your team.

**In addition, all Creative Teams should:**

- Show a clear and demonstrable focus on platforming under-represented, new and emerging organisations / artists / practitioners / thinkers.
- Contain at least one organisation or individual with experience of delivering large scale public programmes of work.
- Include at least one team member who has not worked with any of the other team members before to build new networks.

All team members must be open to creative challenge and collaboration

You can see a full check list of ALL criteria in Appendix iii.

## What Are We Looking For in a Creative Team?

The R&D Project is designed to create space for established organisations, new and emerging talent, and unrepresented voices to all collaborate together. This is about original thinking, open ideas creation and a platform for new creative expression.

Your team should bring together the most creative minds with a willingness to facilitate true and authentic co-creation and co-design.

Once a team is formed and selected, no additional team members can be added to the R&D Project. However, it is possible to sub-contract additional services to help prepare the materials required for your presentation once your idea is developed.

If your concept is taken forwards to full commission, we're expecting that all teams will need to bring in other partners for the delivery stage; which will likely include international partnerships and collaborations.

## Difference Between UK-Wide and Nation-Led Teams

The over-arching eligibility criteria for all Creative Teams is the same.

However, teams who select to apply as "UK-wide teams" should be made up of team members who together represent more than one of the four nations of the UK.

**"Nation-led teams" are made up of team members whose entire team represent one of the four nations, because they are based there, or primarily make work there:**

- **England teams** should be made up of team members who are all based in or making work primarily in England.
- **Northern Ireland teams** should be made up of team members who are all based in or making work primarily in Northern Ireland.
- **Scotland teams** should be made up of team members who are all based in or making work primarily in Scotland.
- **Wales teams** should be made up of team members who are all based in or making work primarily in Wales.

The final 30 Creative Teams will be made up of 22 UK-wide teams and two nation-led teams for each of the four nations (eight nation-led teams in total).

## Creative Team Members & R&D Participants

### Team Members (3–8)

Your team must be made up of three to eight organisations or freelance creative practitioners / trading individuals that represent three or more sectors from across STEAM.

Ideally your team would include a mix of small and large organisations, as well as freelancers / individuals.

The Lead Organisation is one of your team Members.

### Participants (maximum 12)

A “Participant” is an individual person taking part in the R&D Project. Participants represent the Team Members in the directed, self-directed and presentation stages of the R&D.

Team Members may wish to have more than one participant (such as an employee, advisor or freelancer) representing them in the R&D process.

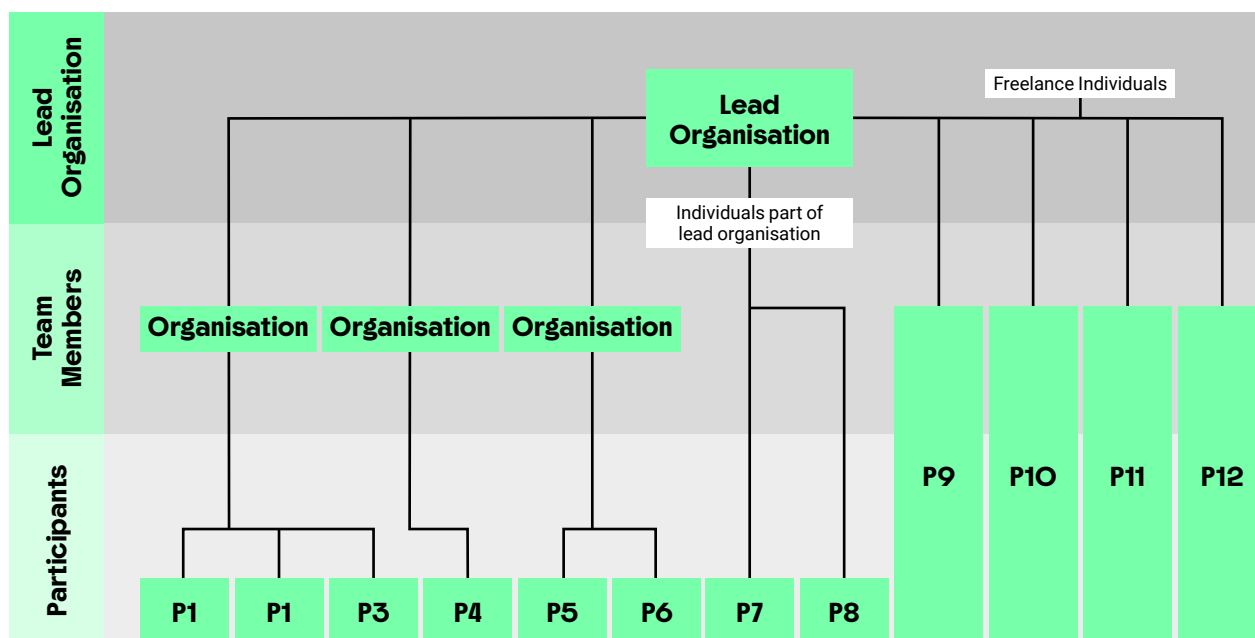
The total number of Participants across your Creative Team must not exceed 12.

### Nominate a Lead Organisation from within your Creative Team

The Lead Organisation will be the central point of contact for the Creative Team throughout the R&D Project. They will be the entity contracted by Festival 2022 Ltd to lead the team and will sub-contract the other team members.

The responsibilities of the Lead Organisation are outlined in section Lead Organisation Criteria.

### Example Creative Team Structure



# 5 Responsibilities of a Lead Organisation

## **Each Creative Team must nominate a Lead Organisation.**

### **Lead Organisation Responsibilities:**

- Enter into a contract with Festival 2022 Ltd as the financial responsible organisation on behalf of the entire Creative Team.
- Sub-contract & pay the other team members for their contribution.
- Promote & champion equal opportunities across the Creative Team.
- Assign a member of staff to act as the primary contact for the Creative Team and Festival 2022 Ltd.

### **Criteria for a Lead Organisation:**

1. Be based in and have a registered address in the UK
2. Be a legally constituted organisation. For further guidance on the kinds of organisations that are eligible please see below
3. Demonstrate a strong track record of financial administration and have the necessary experience and management skills required to deliver complex, large-scale projects.\*
4. If applying to be a nation specific team, be based in and have a registered address in the nominated nation.
5. Have Public Liability insurance of at least £5 million and Employers' Liability insurance of at least £5 million. Have or obtain if successful Professional Indemnity Insurance for at least £1 million.
6. Have in place standard organisational policies (e.g. Health and Safety, Safeguarding) to be made available for review by Festival 2022 Ltd.

\*We may ask successful Lead Organisations to submit two years of financial statements and in some cases your most recent management accounts for review.

## **The kinds of organisations that are eligible to be a Lead Organisation are:**

- limited companies registered at Companies House excluding individuals trading as a limited company
- community interest companies (CICs) registered with the Office of the Regulator of CICs
- charitable incorporated organisations (CIOs) registered with the Charity Commission
- charities or trusts registered with the Charity Commission
- limited liability partnerships registered at Companies House
- partnerships established under a deed of partnership
- co-operative and community benefit societies (including former industrial and provident societies) regulated by the Financial Conduct Authority
- companies incorporated by Royal Charter or Act of Parliament

# 6 The Role of a Participant

**Each team member can nominate one or more participants to take part in the R&D Project. Participants represent the Team Members in the directed, self-directed and presentation stages of the R&D.**

A participant will usually be an employee, advisor or freelancer; but can be any individual you engage to represent you in the R&D process.

As team members can be both organisations and individuals; Any team member who is an individual will count as one participant.

The total number of Participants across your Creative Team **must not exceed 12**.

**We are seeking to engage with individual Participants who are excited about collaboration as key to innovation. Ideal Participants will be:**

- creative leaders or emerging leaders in their chosen field;
- aligned to our values of open, original and optimistic;
- ambitious visionaries with a desire to design a positive future for all;
- seeking new opportunities for innovation and partnership working;
- excited at the prospect of fast-paced digital collaboration;
- able to commit fully to the programme of directed and self-directed work;
- be prepared to develop and deliver a concept that may result in a large-scale commission to reach 66 million in 2022 as part of the Festival.



# 7 How to Apply

**Once you register your interest at [www.festival2022.uk](http://www.festival2022.uk) you will receive a link to the Application Portal.**

We will use the information you give us in your application form to help us decide on the 30 Creative Teams to take forward into the R&D Project.

## **Application Form**

The application form is made up of five sections:

### **1. Details of the Lead Organisation**

Provide us with the contact details for the Lead Organisation, and if you are a UK or nation-led team.

### **2. Creative Team Member**

Completed by the Lead Organisation to collect contact details for the 3-8 Creative Team Members. Each Member will receive an automatic invitation email to complete their section.

### **3. Details of R&D Participants**

Accessed via the email link sent to Team Members, to gather more information about each Participant or multiple Participants within a Member Organisation.

### **4. Assessment Questions**

Completed by the Lead Contact on behalf of the whole Creative Team. These are a series of application questions the Creative Teams will be assessed on.

### **5. Acknowledgements**

Set of statements acknowledging that the person submitting the form has read and understood the relevant statements

An Equality & Diversity Monitoring Form will be emailed to all Participants to complete anonymously. This will not form part of the application assessment.

We can only accept applications that meet our criteria as set out in this document.

## The Application Portal

We encourage you to discuss your application with the rest of your Creative Team prior to making a submission and draft the answers to the Assessment Questions as a team. We recommend reading this guidance document and any supporting information on the Festival UK\* website.

The Lead Contact from the Lead Organisation will complete the full application and invite Team Members to complete the Creative Team Participant details. If at any point, the Creative Team Member is unable to complete their section, the Lead Contact is able to fill it out on their behalf.

At any stage in the application process you can save your work and return to it later. If you need to navigate away from your current page, please ensure that you have saved your progress.

All personal data you submit to us as part of the application process, will be processed in accordance with our Privacy Policy.

## Assessment Questions

Along with the Eligibility Criteria, Creative Teams will be asked to answer a series of Assessment Questions. Answers to these questions will be scored and form the main part of the shortlisting process.

The Assessment Questions are designed to assess your team against the criteria and gauge your potential for success as part of the R&D process:

1. **Please outline why you think your creative team is best placed to create and deliver a mass public engagement? (500 words)**  
*Tell us why you formed this group and what you want to use the opportunity to explore*
2. **How does your Creative Team platform under-represented voices? (250 words)**  
*Please detail below how you have considered this representation in the make-up of your team.*
3. **How does your Creative Team represent new and emerging talent? (250 words)**  
*Please detail how you have addressed this in the make-up of your Team*
4. **Which Members of your Team are NOT working with you for the first time? (300 words)**  
*Outline any projects where you've worked with Members before: include the project title, Member & year*
5. **What experience do you and your Team Members have in delivering large scale or high-profile public projects, or events? (500 words)**  
*Please share examples of relevant projects and specific involvement, naming the Team Member, date and scale involved in each project*
6. **Tell us how your Team is capable of producing a concept that champions and celebrates creativity and innovation. (300 words)**  
*Share examples of where you have championed or celebrated creativity or innovation in the past or how your Team is best placed to do this in future.*
7. **We are looking for innovative ideas and fresh approaches throughout this project. How will you create a culture where Team Members feel able to suggest ideas and challenge their current practices? (250 words)**  
*Think about how you can create new spaces and new practices that will spur innovation.*
8. **How will you ensure successful collaboration and input from all your Team Members during this programme to create the best outcome? (300 words)**  
*Think about how will manage your Team, communication and decision-making processes.*

# 8 Budget Information

**You are not required to submit a budget breakdown with your application. However, you must ensure you can afford to cover the costs of your Creative Team's participation in the R&D process. To aid this, a template is provided at Appendix i.**

All 30 Creative Teams will be allocated a Budget of up to £100,000 (exc. VAT) to cover the costs incurred to participate in R&D Project. This budget will cover fees for team members' time commitment, the costs of the presentation and materials, plus administration and resource to enable access, inclusion and to widen participation

**Shortlisted teams will be required to submit a completed Budget Sheet as part of the Lead Organisation being contracted by Festival UK\* for the R&D.**

In advance of this, please make sure you have read and understood the budget guidance, template and examples. It is vital that you have discussed individual fees as a Creative Team. We expect all members of your Creative Team to agree your Budget prior to the R&D commencing and that this is reflected the sub-contracting arrangements between your Lead Organisation and other team members.

## **Indicative Budget Breakdown**

The following breakdown should be utilised to calculate your Budget using the template provided:

### **SECTION A:**

**Up to £52,500 for 'Creative Team Fees' to take part in the R&D.**

To assist in calculating this, please consider that all Participants of your Creative Team will be required to attend eight days of facilitated workshops as part of the IMAGINE "Directed" stage of the R&D process.

You should also allocate sufficient time for Participants to undertake self-directed work to develop a concept and produce documentation of your final idea at the end of the project when you pitch your concept to the Festival UK\* team.

You should also allocate time for Participants to be part of the Presentation.

This section of the budget is solely to cover the time contribution of your Creative Team. You may use some of the 'Presentation and Material Costs' section of the budget to bring in specialist staff to help you prepare your final pitch.

Here are some examples of what your fee breakdown might look like:

<b>Creative Team</b> (Example A)	<b>Imagine:</b> Directed time	<b>Design &amp; Pitch:</b> Self-Directed time	<b>Fee per day</b>
Participant 1	8	26	200
Participant 2	8	26	250
Participant 3	8	21	500
Participant 4	8	20	400
Participant 5	8	28	300
<b>Total</b>	<b>40</b>	<b>115</b>	<b>51,800</b>

<b>Creative Team</b> (Example B)	<b>Imagine:</b> Directed time	<b>Design &amp; Pitch:</b> Self-Directed time	<b>Fee per day</b>
Participant 1	8	12	250
Participant 2	8	12	250
Participant 3	8	12	250
Participant 4	8	12	250
Participant 5	8	12	250
Participant 6	8	12	250
Participant 7	8	12	250
Participant 8	8	12	250
Participant 9	8	12	250
Participant 10	8	12	250
<b>Total</b>	<b>80</b>	<b>120</b>	<b>50,000</b>

**SECTION B:****Up to £35,000 for Presentation and Material costs.**

This is to cover the costs involved in design and fabrication of all resources required to demonstrate the feasibility of your proposal and pitch your vision at the end of the R&D project.

The materials required will be as individual as the ideas created but you might want to spend this money on building prototypes, creating software, producing blueprints, creating a demonstrator, film, animations or performance.

As you won't know what it is your Creative Team will be producing yet, we will work with you throughout the R&D process to agree this element of the Budget. You are likely to require this full amount as we will require each Creative Team to produce a significant body of work detailing the creative process and final creative vision as part of this project.

**SECTION C:****Up to £5,000 on Access, Inclusion & Widening Participation**

This fee is to cover technical access costs, as well as physical access costs.

***Physical access***

Consider any physical access requirements. The festival directed content will include BSL, captioning and audio description, but you may also need interpreters for team meetings, or a second Member of staff to support you in using your computer.

***Technical access***

All Members of the Creative Team need to have access to high speed internet throughout this programme. Technical access costs could be a WiFi dongle, second screen monitor for each Team Member or another relevant device.

***Access costs related to reasonable adjustments***

We are committed to making sure as many people as possible can access this programme. If your Creative Team requires further adjustments to participate, such as BSL or 1-2-1 support etc, or if participating in this programme would prompt other additional costs, please contact us to discuss the further support we can offer.

**SECTION D:****Up to £7,500 on Administration & Project Management Costs**

This is for the Lead Organisation to contract & be financially responsible for distributing payment to each member of the Creative Team, as well as being the main point of contact throughout the programme.

This fee should cover administrative staff time (for example to cover project management and/or financial administration), as well as any contribution towards overheads or other reasonable costs required to participate.

If the Lead Organisation needs to purchase additional insurance cover (beyond their existing policy) in order to take part, you may consider using this budget for this.

## **Budget Design**

We are looking for transparent and competitive budget that remunerates individuals and organisations properly for their time.

**You might want to consider the following points:**

- Will each Member of your team receive adequate remuneration for their time?  
Please see our guidance on fair pay below.
- Is the time allocation for each Member adequate for you to complete the project to a high standard?
- Have you got a manageable number of Participants in your team?  
*You can have a maximum of 12, but all must take part in the Directed R&D.*
- Consider how you will organise your time together and what tools you might need, especially as digital working will be required.

## **Fair Pay**

We are committed to making sure those who partake in our programme are properly and fairly paid. Fees for Participants should be in line with recognised industry guidelines. When employing someone on a contract or freelance basis, you should agree the number of hours necessary to complete the relevant activity, which should include research, development and planning as well as delivery.

All Participants in the R&D Process must receive at least the National Living Wage.

## 9

# Selection Process

## The Application Portal will close at 3pm BST on Friday 16 October 2020

There are only spaces for 30 Creative Teams on the R&D Project, and we are not able to admit all the Creative Teams we receive applications from.

### Submission & Selection

**All applications will be shortlisted on:**

1. Eligibility Criteria
2. Assessment Questions

**On receipt of your application, we will complete an eligibility check. If you have completed all required information and your Creative Team meets the Eligibility Criteria, your assessment questions will be reviewed by a Selection Panel.**

- A group of creative advisors will review all applications and provide feedback on the strengths of each proposed Creative Team.
- The UK-wide applications will be assessed by the Festival UK\* team.
- Nation-led teams (representing England, Northern Ireland, Scotland and Wales) will be assessed by a panel appointed by the Strategic Delivery Body of that nation.
- The Chief Creative Officer of the Festival will have curatorial oversight of all applications to ensure a balance of creatives across the 30 teams.

**The Selection Panel will take a curatorial approach in terms of the overall pool of applications, and use the Assessment Questions to determine:**

- the Creative Team's potential to deliver creative and original work;
- the range and balance of Creative Teams across the R&D Project given the process will seek to cover broad range of geographic bases, lived experiences, industries;
- the extent to which under-represented voices, established organisations and new or emerging talent are reflected through your application;
- the strength of an application in the context of other applications received;
- the extent to which innovation and experimentation is embraced in the practice of the team members;
- the commitment made by Creative Teams to championing equal opportunities.

## **Decision-Making Bodies**

**Festival UK\* is delivered in partnership across the four nations of the UK.**

- Festival 2022 Ltd is responsible for curating, managing and promoting the project across the UK; and will select the UK-wide and England teams.
- EventScotland will select the Scotland-led teams.
- Creative Wales will select the Wales-led teams.
- [TBC] will select the Northern Ireland-led teams.

## **If Your Application is Successful**

We will contact your Lead Organisation on the application with an offer letter and information on how you accept your place on the programme.

All applicants will be informed by 6 November 2020

Once you have accepted your offer, we will send your Lead Organisation an R&D Commissioning Agreement with Festival 2022 Ltd setting out the terms and conditions on which your team will participate in the R&D Project. You will need to return this before the programme begins along with a completed Budget Sheet.

Payments will be made in three instalments, aligned to correspond with key milestones in the programme; and paid against actual costs from Budget Sheet.

This will also include a template sub-contract for your Lead Organisation to use when contracting the other Members of your Creative Team. In particular, these contracts will set out the contractual conditions of participating, including in terms of intellectual property. Further details on this has been set out in the Creative Commons section of this Guidance document. It is important for you to confirm that all members of your Creative Team are happy to participate in the R&D Project on the basis of these terms prior to submitting your application.

## **If Your Application is Not Successful**

We'll contact your Lead Organisation by 6 November 2020 to let them know your application has not been successful.

## **Our Decision-Making Practice**

Festival UK\* will be a curated programme of work and as such while we have set out criteria for decision making. For both the R&D phase and commissioning phase we reserve the right to make subjective curatorial choices based on our desire to produce a balanced and dynamic programme across the year.

The decisions of Festival 2022 Ltd. and the Strategic Delivery Bodies are final.

Festival UK\*'s Chief Creative Officer will have curatorial oversight across the R&D.

Festival UK\*'s decision in all matters concerning the assessment and selection of creative teams for the R&D Project is final. We realise it may be disappointing if your application is not successful. If you'd like to seek further feedback on your application, please ask your Lead Organisation to contact us.



# 10 Further Information on the R&D Project

## **There are three stages to the R&D Project:**

- Directed work (“Imagine”) – Eight days of facilitated workshops run by our team over a period of four weeks.
- Self-directed work (“Design”) – the time spent independently by your team to develop a concept, working alongside our producing team.
- Presentation – A pitch and proof of concept for your final idea, presented to a panel and with supporting documents to assess deliverability.

## **Imagine: Directed R&D**

Directed content led by Festival UK\* will be held for 2 days a week (Mondays & Tuesdays) and is an essential part of the R&D process for all Participants to attend between the 16 November – 8 December 2020 on the following dates:

- Monday 16 November (Programme Induction)
- Tuesday 17 November
- Monday 23 & Tuesday 24 November
- Monday 30 November & Tuesday 1 December
- Monday 7 & Tuesday 8 December

Each of these will be a full day online workshop running 9.30am - 4.30pm

A brief technical induction will take place w/c 9 November to ensure all teams can access the digital platforms required to participant in the Directed R&D.

## **During this time, you will:**

- Develop and challenge your practice through new creative relationships drawn from across the STEAM and beyond
- Participate in collaborative workshops designed to push the way you think
- Network and socialise as part of an online creative community
- Access live talks and seminars for inspiration from pioneering Industry experts
- Access and contribute to a growing digital collective of ideas, methods and inspirations
- Work with festival producers to develop your ideas into deliverable projects of scale

## **Design: Self-Directed Work**

Your self-directed work is for you to manage as a team to maximise the potential of the idea you can produce as an output of the R&D.

When planning your time, you should be prepared to allocate significant resource to the 6-8 weeks following on from the 'Imagine' stage to produce a showstopping concept. Depending on the size of your team, we suggest for planning purposes that you are prepared to commit to between 15–30 days per Participant.

### **You will use this time to:**

- Meet with your team to discuss your ideas
- Work with the festival producers to develop your ideas
- Produce an incredible concept to reach 66 million people
- Test or prototype the feasibility of your concept
- Create your showstopping presentation moment

At the end of the programme, what you present, and your supporting documents will be submitted to the Festival team and your concept may be selected for commission.

## **Presentation**

At the end of the programme, your team will be asked to present your concept/s for a commission with the potential to reach 66million people in an optimistic act of mass creative public engagement. Your idea must respond to the original challenge set out in these Guidance notes and be a creative response to the discussions from the Imagine stage of the R&D process.

Presentation will take the form of a submission of a detailed research portfolio, visualisation, prototype or proof of concept, pitch and outline delivery plan.

This is your opportunity to make your presentations as arresting, visual, exciting and realisable as possible. Ultimately, we'll be using this opportunity to identify the projects which have potential to become a reality by 2022.

The guidance and criteria for how Festival 2022 Ltd. and the relevant Strategic Delivery Bodies will select the final commissions will be communicated to the successful Creative Teams at the outset of the R&D Project. It is expected that this will closely align to the areas outlined in the indicative presentation requirements outlined in Appendix II.

# 11 Intellectual Property & Creative Commons

## Ownership

Each Creative Team Member will keep ownership of their IP (Intellectual Property). This includes the IP in any pre-existing work which they contribute to the R&D Project and the IP in the work they create specifically for the programme.

## Festival UK\*'s Rights and Your Future Exploitation Rights

**Each creative team will give Festival UK\* (and/or the applicable Decision Making Body across the four nations of the UK) the exclusive and first worldwide right:**

- to present the entire output of the R&D Project in a physical exhibition and/or digitally as part of the Festival in any medium at a date and for a period to be set by Festival UK\*; and
- to commission the concept they develop during the R&D Project for delivery in any medium.

### **After completion of the R&D Project:**

- The up to ten teams whose projects are selected for commission as part of the Festival will be commissioned to deliver their projects by Festival UK\* (or the applicable Decision Making Body) on the terms of a separate agreement. These teams won't be able to exploit their projects in any medium outside Festival UK\* until 1 January 2023. Festival UK\* won't want any rights of approval or any financial participation in the future life of the projects after this date, but an originator credit must be given to Festival UK\* where required.
- The other teams will be free to continue with their projects outside the Festival and (subject to the Non-Commercial Creative Commons Licence detailed below) to exploit them in any way they want from 1 January 2023 onwards or, with the prior written agreement of Festival UK\*, prior to this date, as long as all team members agree in writing on the future life of their project and Festival UK is given an originator credit where required. Festival UK\* won't want financial participation in any future presentation.

## **Collaboration and Information Sharing Between Creative Teams**

- It is central to the success of the R&D Project that all participants enter into it in a spirit of creative community, intellectual generosity and openness, not just with their own team members, but with the other teams in the programme. We anticipate and, indeed, encourage the sharing of work and ideas generated by one team with other teams, both during the directed element of the programme and in any opportunities you wish to create for your own team to collaborate with other teams in your own 'self-directed' time. Each creative team will need to agree that any work or ideas that they share in this way, may be used and adapted freely by the other creative teams both in the R&D Project and afterwards in the future life of their projects, whether as one of the final ten commissions selected for the Festival or otherwise.
- Creative team members will need to waive and/or agree not to assert their moral rights in respect of their contributions to their own team's R&D output and any contribution they make to another creative team in the collaborative process outlined above, but only to the limited extent necessary to allow these contributions to be used and adapted for the purposes of the projects of their own creative team and those of any other creative team(s) to which they contribute. Without this, the collaborative process of the R&D Project would not be workable.
- All creative team members from each of the thirty teams in the R&D, will be jointly credited for the entire output of the R&D Project, as well as being credited in respect of their own creative team's project.

## **Non-Commercial Creative Commons Licence**

- The R&D Project is an end in itself and a key purpose of the programme is to share with the public not just its end results, but also the process of each of the thirty creative teams and all material generated by them as part of that process, as a resource of future generations; to educate, inspire and spark curiosity in creative minds.
- Each creative team will therefore need to agree to license all work created by their team for the R&D Project permanently from a date to be set by Festival UK\* under Attribution-NonCommercial 4.0 International Creative Commons licence (CC BY-NC-SA 4.0). Please see the following website for a summary of the applicable Creative Commons Licence which also includes a link to the full licence terms:  
<https://creativecommons.org/licenses/by-nc-sa/4.0/>
- This licence means that each creative team member as the creator retains ownership of the rights in their work, but that others can copy and redistribute it any medium or format and can remix, transform and build upon it, all for non-commercial purposes and with appropriate credits. If a user does remix, transform or build upon the work, they must then share their own contribution with the public under the same Creative Commons Licence. This will mean that the publicly accessible archive generated by the R&D Project won't be static, but will grow and be enriched over time.
- There will be no requirement to license under the Non-Commercial Creative Commons Licence all rights in any pre-existing work or technology which a creative team member brings to the R&D Project. However, to the extent that any pre-existing work or technology is incorporated into the results of the R&D process or the materials relating to that process, it must also be subject to the Non-Commercial Creative Commons Licence described above.

## **Third Party Rights**

If a creative team wants to incorporate any work(s) into the output of their R&D process in which the rights are owned by a person or organisation other than a member of their team (or a member of another creative team who has shared their work or idea as described in the section headed 'Collaboration and Information Sharing Between Teams' above), Lead Organisation will be responsible for obtaining all necessary rights in those works within their team's budget. Where a team cannot obtain rights that would allow those works to be licensed as part of the output of the R&D Project on the basis outlined in this guidance (including the Non-Commercial Creative Commons Licence referred to above), such work(s) should not be included in the output of their R&D process.

# 12 Access & Inclusion

## **Support with the Application Process.**

We are committed to being open and accessible to as many teams as possible. We realise some people may find that there are barriers to applying for this programme.

If you experience or anticipate any barrier in making your application and would like some support, please contact us on [access@festival2022.uk](mailto:access@festival2022.uk)

## **Access Support During R&D Project**

Due to the current global pandemic and public health advice, all directed sessions will take place online. To access these sessions, you will need:

- access to a computer, with sound, microphone and web camera functionality
- fast and dependable WIFI

You may also find it helpful to have a second screen or monitor.

We will give you details of all the tech requirements before the R&D directed stage commences, to ensure that you are set up with everything that you need.

If you have specific needs that you would like to discuss with us prior to applying, please get in touch.

## **Equal Opportunities**

Festival UK\* is committed to developing a project that is reflective of the diverse communities of the UK.

To analyse and understand how we are performing in respect of this we will ask for monitoring information from every Participant who applies to be part of the R&D Project. Responses to this Equal Opportunities Monitoring Form will remain anonymous and does not form part of the assessment of Creative Teams.

Any information provided on this form will be treated as strictly confidential and will be used for statistical purposes only. It will not be seen by those involved in the selection process. No information will be published or used in any way which allows any individual to be identified.

**Our duty under the Equality Act 2010 requires us to have due regard to the need to:**

- eliminate unlawful discrimination, harassment, victimisation and any other conduct prohibited by the Equality Act 2010;
- advance equality of opportunity between people who share one of the protected characteristics listed on the Equal Opportunities Monitoring form and those who do not;
- foster good relations between people who share a protected characteristic and those who do not.

## 13 What Happens After the R&D?

**Once all Creative Teams have made their final presentation, it is expected that up to ten concepts will be shortlisted to go into production to realise their commission:**

- Six UK-wide commissions
- One England-led commission
- One Northern Ireland-led commission
- One Scotland-led commission
- One Wales-led Commission

These commissions will form the public programme for Festival UK\*. At this point, teams may bring in additional collaborators (including international partners) to aid their delivery.

Festival UK\* and the Strategic Delivery Bodies in each nation will support teams throughout 2021 in readiness to deliver projects across 2022.

# 14 Contact Us

**Should you need to contact the Festival UK\* team during the application process, please email us at [team@festival2022.uk](mailto:team@festival2022.uk)**

## Data Protection

We take our responsibility to look after your personal information very seriously. Further information on how we control any personal data you submit to us is set out in our privacy policy for applications which can be accessed on [www.festival2022.uk](http://www.festival2022.uk).

## Freedom Of Information

We are committed to being open and transparent in our use of public funds.

The project is subject to the Freedom of Information Act 2000. This means that by law we may have to share your application documents and information about our decision making with a member of the public who asks to see them under that Act.

However, there may be parts of those documents that do not have to be released as they are covered by one or more of the exemptions under the Act.

For further information about freedom of information and the exemptions, please see: <https://ico.org.uk/your-data-matters/official-information/>

and:

<https://ico.org.uk/for-organisations/guide-to-freedom-of-information/refusing-a-request/>



# Appendices

## Appendix i – Budget Sheet Template (For reference only).

If your application is successful, you will be then be required to submit a budget at the point of contracting. Please make sure you have read the guidelines on how to plan your budget.

<b>Creative Team Fees</b> (up to £52,500)						
		<b>Day rate</b>	<b>Directed Days</b>	<b>Self-led Days</b>	<b>Total Days</b>	<b>Net Cost</b>
Participant	Member	0.00	8	0	8	Days x Day rate
Participant	Member					
Participant	Member					
Participant	Member					
Participant	Member					
Participant	Member					
Participant	Member					
Participant	Member					
Participant	Member					
Participant	Member					
Participant	Member					
Participant	Member					
<b>Total Commissioning Fees</b>				0		<b>0</b>
<b>Presentation &amp; Material Costs</b> (up to £35,000)						
Presentation & Materials						0
<b>Administration &amp; Project Management Costs</b> (up to £7,500)						
Item						
Item						
Item						
<i>Total Administration &amp; Project Management Fees</i>						0
<b>Access, Inclusion &amp; Widening Participation</b> (up to £5,000)						
Item						
Item						
Item						
<i>Total Access, Inclusion &amp; Widening Participation</i>						0
<b>Total Budget</b>						<b>0</b>

## Appendix ii – Self-Directed ‘Design’ Outputs

The following information indicative to help your team understand outputs expected at the end of the R&D Process. Presentations on your concept will be held w/c 1 February 2021 and should include:

- A 30 minute pitch followed by a 30 minute Q&A. Creative Teams will be expected to represent their idea as creatively as possible; a visual summary of their concept which might include a model / storyboard, a beta test, prototype or VR experience along with the underpinning research behind the document which outlines the feasibility as a project for Festival UK\*.
- A portfolio of your process including: concepts, ideas and iterations of your idea and self-assessment on how the R&D Project has developed your thinking around the concept & concept delivery.

A Project Plan including all information required to bring the concept to fruition. This should include adequate information to demonstrate that the project is achievable should it be chosen to be commissioned.

<b>Scope of work</b>	Creative Vision, Design & Specification	What the project/concept is and what it will look like
	Objectives & Deliverables	What you want to achieve and the results of the project
	Audience	Who the project will reach and how (numbers & demographics)
	Delivery Schedule	Timelines and key milestones
	Legacy	Any elements which will last beyond 2022
	Constraints / Assumptions	What you have assumed in the formation of the plan or identified as limiting the project e.g. that COVID will not be an issue by 2022
<b>Resources</b>	Staffing	Who you will need to deliver the project and how the project will be governed
	Production Resources	What you would need to deliver the project
	Stakeholders	Identification of potential partners or collaborators
<b>Finance</b>	Budget	How much will your concept will cost
<b>Health &amp; Safety</b>	Method Statement	Your approach to Health and Safety throughout the project
	Risk Assessments	How your concept can be safely delivered
	Licensing	What you would need to obtain for delivery
	Sub-contractors	What support you'd need to hire
<b>Risk Management</b>	Project Risks	What could significantly impact delivery
	Contingency	How you will mitigate these risks
<b>Sustainability</b>	Environmental Impact	How you will mitigate any negative impact
<b>Appendices</b>	Supporting documents	Relevant Organisation policies

## Appendix iii – Eligibility Criteria Check List

### All lead organisations must:

- ☐ be based in and have a registered address in the UK
- ☐ be based in and have a registered address in the nominated nation, if applying to be a nation specific team
- ☐ be a legally constituted organisation
- ☐ be able to demonstrate a strong track record of financial administration and have the necessary experience and management skills required to deliver complex, large-scale projects.
- ☐ have Public Liability insurance of at least £5 million and Employers' Liability insurance of at least £5 million.
- ☐ have or will obtain Professional Indemnity Insurance for at least £1 million.
- ☐ have a suite of organisational policies (e.g. Health and Safety policy, safeguarding policy) which can be made available for assessment by Festival UK\*

### All UK-wide Applications must:

- ☐ Contain representatives based across more than one nation of the UK
- ☐ have a minimum of three Creative Team MEMBERS
- ☐ have a maximum of twelve Creative Team PARTICIPANTS
- ☐ include one Lead Organisation (see Lead Organisation Criteria)
- ☐ include a mix of individuals and organisations
- ☐ have at least three sectors of STEAM represented
- ☐ have at least one Member who represents the Arts
- ☐ contain an organisation with experience in delivering large scale public programmes
- ☐ have one Member who has not worked with any of the other team Members before
- ☐ Include Members who are open to challenge and collaboration
- ☐ Include underrepresented voices
- ☐ Include new and emerging talent

### All Nation Specific Applications must:

- ☐ Be made up of Members who are based in and making work for a global audience in either England, Northern Ireland, Scotland, Wales
- ☐ have a minimum of three Creative Team MEMBERS
- ☐ have a maximum of twelve Creative Team PARTICIPANTS
- ☐ include one Lead Organisation (see Lead Organisation Criteria)
- ☐ include a mix of individuals and organisations
- ☐ have at least three sectors of STEAM represented
- ☐ have at least one Member who represents the Arts
- ☐ contain an organisation with experience in delivering large scale public programmes
- ☐ Include Members who are open to challenge and collaboration
- ☐ have one Member who has not worked with any of the other team Members before
- ☐ Include underrepresented voices
- ☐ Include new and emerging talent

We reserve the right not to accept applications from any Lead Organisation or in respect of any Creative Team whose Members include an organisation whose business or activities involves arms manufacture, gambling, the manufacture of tobacco products, animal testing for cosmetic and non-pharmaceutical products except where it is mandatory, pornography or fossil fuel extraction or any other business or activity which could expose Festival UK\* to undue adverse publicity or reputational risk or which otherwise conflicts with the values and aims of the Festival.

# FestivalUK\*2022

A nationwide festival of creativity and innovation.

Good luck with  
your application.

Application Deadline:  
3pm on 16 October

