



west midlands
ACADEMIC HEALTH SCIENCE NETWORK

Supported by the
 Regional Growth Fund

West Midlands Interactive Healthcare Fund

Application Guidelines

January 2016

Full Application Form Guidelines

N.B. Please read this document along with the West Midlands Interactive Healthcare Fund FAQs.

Section: The Applicant Company

We will use the information you provide in this section for due diligence and subsequent contract development, therefore please ensure all company information is accurate.

Please note that the fund is strictly targeted at small and medium enterprises (SME) as defined by the European Commission.

An SME will feature the following characteristics:

- Has less than 250 Employees
- Has either (1) an annual turnover not exceeding €50 million (approximately £39 Million) or (2) an annual balance sheet total not exceeding €43 million (approximately £33.5million);
- 25% or more of the capital or the voting rights are not owned by one enterprise, or jointly by several enterprises falling outside this definition of an SME.

For further advice on business types please visit the European Commission Website for guidance: http://ec.europa.eu/growth/smes/index_en.htm

Please note that this fund is unfortunately not available to local authorities or academic institutions.

The fund is open to companies operating in England, outside of Greater London.

Section: Your Proposal

1. What does your organisation do?

You may wish to highlight achievements that are particularly relevant to the project proposal.

2. Describe the project team

Please only include details of staff members who will be working on the project. Please attach the CV of key project staff in the attachment section of the application form.

3. What is your proposal?

Please describe your proposal to the West Midlands Interactive Healthcare Fund detailing how your web, mobile or tablet application can help improve any of the following priority areas:

- Long term conditions
- Wellness and prevention of illness
- Advanced diagnostics, genomics and precision medicine
- Mental health crisis care

What business opportunity is this proposal seeking to exploit?

Please tell us more about the business opportunity or market failure that you are seeking to address with this project proposal. This might include independent evidence which should be noted/ referenced where applicable. Please also refer to question 5.

4. What is the market opportunity?

Priority will be given to projects which can demonstrate a level of existing traction with the NHS and in particular the Heart of England NHS Foundation Trust and/or the West Midlands Academic Health Science Network. Applicants should have a sound knowledge of the Trust's requirements and be able to demonstrate a clear route to this market. This might include independent evidence which should be noted where applicable.

5. What, if anything, is innovative about this proposal?

Please tell us how this project proposal is innovative. Is it commercially, scientifically or technically innovative, and if so, how? What evidence is there to suggest that this project proposal is innovative?

6. Please outline the key elements of production and delivery

Please tell us about the format, platforms, and partners etc. that you are planning to use? What is your approach to project management; please provide a full cost breakdown* and timeline. Please also include details of any Intellectual Property that will be created as a result?

*The project budget should include actual costs incurred by the company.

7. Please provide evidence of the route to market for the project proposal

Applicants should have a sound knowledge of the Heart of England NHS Foundation Trust's requirements and be able to demonstrate a clear route to this market. This might include reference to digital media trends, specific client requests within this market or general sector trends. Please provide details of any existing contacts within the NHS Trust and/or the West Midlands Academic Health Science Network. Where appropriate, please provide details of any sales or marketing plans that you are developing in order to maximise the value of the rights in this project.

The Fund can offer investments to assist companies with the development costs of interactive app development that has a clear route to the NHS market and the potential to generate significant value for the company in terms of subsequent production investment and IP exploitation.

Priority will be given to projects which:

- push forward creative and commercial boundaries;
- have a strong chance of exploitation in the market and the potential for a significant lifecycle;
- have the active involvement of the Heart of England NHS Foundation Trust and/or the West Midlands Academic Health Science Network;
- focus on the below priority areas:
 - Long term conditions
 - Wellness and prevention of illness
 - Advanced diagnostics, genomics and precision medicine
 - Mental health crisis care
- submissions which explore areas of strategic importance to the organisation are also welcome.

Section: Timescales and Deliverables

1. When do you propose to start your activity?

Please specify the start date of your proposed project. In order for the investment to be paid upfront you will need to indicate when expenditure is likely to start.

2. When do you propose to finish your activity?

Please specify the end date of your proposed project.

3. What are the timescales for the proposed project outcomes?

For example, please provide timescales for anticipated job creation (or safeguarding), the development of a tangible product/ service, and product reach?

Section: Finance

1. What are the costs of the proposed project?

The costs should tally with your project budget previously described in 'key elements of production and delivery'. The project budget should be broken down into different expenditure categories (see below) in order to clearly demonstrate the areas of spend.

The following costs constitute eligible expenditure for the Creative England Business Investment Fund:

- Labour Costs: The cost of key staff employed on a full or part time basis by your company
- External Specialist Costs: Consultants who you will contract as part of your project to carry out tasks listed in section 3 of the guidelines, including, fees & expenses for researcher/consultant, script writers, production managers and other freelance specialists.

- Capital equipment and materials costs where these assets are used solely for the project
- Other costs: Production costs not covered above and associated with screen tests, taster tapes and pilots & licensing of new technology

Please clearly state how costs under each heading are made up as part of your application.

2. What is the amount you are requesting from Creative England?

Please state the amount you are requesting up to £50,000. Please note, the investment must not be more than 50% of the overall cost of the project.

3. Please give details of your match funding

The fund will be matched 50/50 by private sector investment secured by the applicant company either through internal or external investment.

This funding should be secured by the date of submitting your full application and should be evidenced in your application. This information will be used as part of the monitoring and evaluation process. Please provide details of the composition of this match funding.

4. Have you received any state aid in the last 3 years?

The West Midlands Interactive Healthcare Fund operates under 'De Minimis' State Aid rules. This means that a private company cannot receive over €200,000 worth of public sector support granted under 'De Minimis' from whatever source in any three year rolling period. For further advice on De Minimis and State Aid please use visit the Department of Business, Innovation and Skills website: <http://www.bis.gov.uk/policies/europe/state-aid/de-minimis-aid-regulations>

If you have further questions about eligibility criteria then please get in touch: business@creativeengland.co.uk

5. Please detail the amount of state aid you have received in the past 3 fiscal years

Please state the amount in Euros.

Section: People

1. How many employees does the company have?

Please note that the RGF regulations state:

Full-time job (FT) = 30 hours or more per week;

Part-time job (PT) = more than 15 hours, but fewer than 30 hours per week;

Two part-time jobs of 15-29 hours per week = one full-time equivalent (FTE).

2. How many of these jobs are under threat of redundancy within the next 12 months?

Written confirmation of this may be required if the application is successful.

3. How many jobs will no longer be under threat of redundancy within 12 months of the project end?

These are jobs that will be maintained as a result of the investment. Jobs can only be considered safeguarded where there is real threat that they will be lost in the near future if the programme does not proceed.

4. How many jobs do you forecast being created as a result of the project?

These are new jobs that will be created as a direct result of the investment.

Regional Growth Fund Background Information

1. Overview, aims and objectives

Creative England operates with the core purpose of supporting the sustainable growth of independent creative businesses, and the talent that feeds them, in every part of England outside of London.

The Creative England Regional Growth Fund is a private sector-led fund intended to stimulate development in creative and digital SME's working in cross-platform content and services. We are looking for companies in the English regions that want to innovate and grow and be more competitive within the digital communications, TV, film, games, interactive and mobile content sectors.

The fund will therefore support the development of innovative content and cross-platform applications for the following markets:

- Cross Platform TV development
- **Healthcare**
- Government Services
- Games and Interactive Entertainment
- Business To Business content
- E-Learning
- Mobile applications

2. West Midlands Interactive Healthcare Fund

Funded by Creative England's Regional Growth Fund, and managed by Creative England in partnership with the Heart of England NHS Foundation Trust and the West Midlands Academic Health Science Network, the West Midlands Interactive Healthcare Fund aims to improve cross sector collaboration and innovations, and open up practical opportunities for creative businesses to work with business clusters in other sectors (e.g. healthcare).

The Fund totals £500,000 and will be made available via investments of up to £50,000 per application. Each investment must be matched 50/50 by funding from the applicant company.

Each investment will be repayable in full in accordance with a revenue-share arrangement that will entitle Creative England to recover its investment over a timeframe to be agreed from revenues generated by the applicant company's commercial exploitation of the project the subject of its application. The specific terms of each revenue-share arrangement will be negotiated and set out in a funding agreement between Creative England and the applicant company.

Creative England will require certain security to be provided to ensure compliance with that obligation. In the event of non-repayment or other default Creative England may charge interest on the investment and take steps to enforce its security and recover the debt owed to it. Further details will be provided in due course to successful applicants.

In line with the Regional Growth Fund objective, this funding is only available to companies based in the England, outside of Greater London. We encourage the submission of projects which have already attracted the support of other public funds – such as the TSB and NESTA through their respective development programmes, and who can demonstrate a level of existing traction with the NHS and/or Heart of England NHS Foundation Trust. Businesses will also be expected to have secured the support of a NHS Clinical Champion.

Applications will need to demonstrate the company's desire and ability to grow through the delivery of high-quality, commercially astute projects which result in the creation of jobs

The Creative England Regional Growth Fund is the first element of support delivered by Creative England with the support of the UK Government Department for Business, Innovation and Skills. The primary objective of the Regional Growth Fund is the creation and safeguarding of jobs and evidence of your capacity to grow as a company will be crucial to the success of your application.

Applications will be assessed on a rolling basis. The fund will close on **Friday 30 September 2016**. The application process will be as follows:

- Applications will open on 20th January 2016.
- **Expression of Interest.** First stage due diligence is carried out at this stage. Decisions will be communicated to the applicants, with successful applications being put forward to full application stage, successful applications will be expected to submit their full application within three weeks of being notified;
- **Full application.** Once received the full application is scored by an internal and external panel member;
- The full application (plus scoring) is reviewed by an internal panel. Successful applicants are put forward to Creative England's next monthly investment panel. At this stage you may be asked to present your project and we will notify you if this is the case;
- Decisions will be communicated to the applicants and further due diligence will be carried out;
- Funding agreements will be issued on successful completion of due diligence

3. Who can apply?

Prior to registering your interest in the fund. you will be taken through an eligibility checker which will ensure that the fund is right for your business.

The Creative England Regional Growth Fund supports companies who are experiencing difficulties in accessing finance due to high levels of risk or uncertainty around the outcome of projects.

Each company can only make one application to the fund.

Your company should aspire to grow through your proposed activity and evidence of your capacity to support, nurture and exploit this growth potential will be essential to making a compelling bid. You will need to demonstrate both a clear route to the NHS market and your ability to realise the growth potential of your proposed activity in terms of jobs creation.

Companies who have already attracted the support of other public funding (such as funding from TSB and NESTA business support programmes) and who can demonstrate a level of existing traction with the NHS and/or Heart of England NHS Foundation Trust are particularly encouraged.

4. What activities are supported?

The Fund can offer investments to assist companies with the development costs of interactive apps that have a clear route to the identified market and the potential to generate significant value for the company in terms of subsequent production investment and IP exploitation.

Priority will be given to projects which:

- push forward creative and commercial boundaries;
- have a strong chance of exploitation in the market and the potential for a significant lifecycle;
- have the active involvement of the Heart of England NHS Foundation Trust and/or the West Midlands Academic Health Science Network;
- focus on the below priority areas:
 - Long term conditions
 - Wellness and prevention of illness
 - Advanced diagnostics, genomics and precision medicine
 - Mental health crisis care

Submissions which explore areas of strategic importance to the organisation are also welcome.

Heart of England NHS Foundation Trust provides general and specialist hospital care across the West Midlands in Heartlands Hospital, Solihull Hospital, Good Hope Hospital and Birmingham Chest Clinic. The Trust also provides community health services across the borough of Solihull. The Trust has a dedicated Innovation service (HEFT InnovatioN) fostering collaboration with external partners. The Trust employs more than 10,000 members of staff, making it one of the top five employers in the Midlands. www.heartofengland.nhs.uk.

We strongly recommend that you, or someone in your team, speak to the Heart of England NHS Foundation Trust's Innovation Service, HEFT Innovation, before submitting an EOI. Please contact Bethan Bishop, Innovation and Industry Engagement on 07870 629690 or email bethan.bishop@heartofengland.nhs.uk.

The Fund is designed to support content, applications and/or software. It will not invest in standalone enabling technology, hardware or software that delivers such content to the end-user.

Please refer to eligible costs above

5. How much is available?

The fund totals £500,000 which is distributed as investments of up to £50,000 per application. Each investment must be matched 50/50 by funding from the applicant company. Each investment will be repayable in full in accordance with a revenue-share arrangement that will entitle Creative England to recover its investment over a timeframe to be agreed from revenues generated by the applicant company's commercial exploitation of the project the subject of its application. The specific terms of each revenue-share arrangement will be negotiated and set out in a funding agreement between Creative England and the applicant company.

Creative England will require certain security to be provided to ensure compliance with that obligation. In the event of non-repayment or other default Creative England may charge interest on the investment and take steps to enforce its security and recover the debt owed to it. Further details will be provided in due course to successful applicants.

Applicants will need to supply a detailed development budget for the project and must demonstrate that the balance of the development costs will be provided as either a contribution from their own resources or from third parties.

Although it is not a requirement of the Fund that the applicant has secured the balance of funding prior to application, any drawdown will be dependent upon the applicant supplying evidence that the required funding is in place.

All funds are subject to the availability of funding and are discretionary. There is no guarantee that an applicant will be offered an investment even if the business and project is eligible.

6. Application process and deadlines

Applications will be assessed on a rolling basis. The fund will close on **Friday 30th September 2016**. The application process will be as follows:

- Applications will open on 20th January 2016.
- **Expression of Interest.** First stage due diligence is carried out at this stage. Decisions will be communicated to the applicants, with successful applications being put forward to full application stage, successful applications will be expected to submit their full application within three weeks of being notified;
- **Full application.** Once received the full application is scored by an internal and external panel member;
- The full application (plus scoring) is reviewed by an internal panel. Successful applicants are put forward to Creative England's next monthly investment panel. At this stage you may be asked to present your project and we will notify you if this is the case;
- Decisions will be communicated to the applicants and further due diligence will be carried out;
- Funding agreements will be issued on successful completion of due diligence

7. The decision-making process

We particularly recognise the commercial imperatives that surround product development and will try wherever possible to 'fast track' applications. Our ability to give quick decisions will ultimately depend upon the following factors:

- The completeness of the application and any requested supporting information including confirmation of partnership funding and distributor/ broadcaster/ publisher/ buyer interest.
- The amount of funding applied for.
- The number of product development applications being assessed by the Funding Department at the time of application.

Assessment:

Once we have received your application, it will go through a formal assessment process as outlined above. This will be undertaken internally by Creative England and, where appropriate, externally by appropriately qualified independent professional advisors.

The assessors will consider, amongst other things:

- The viability and track record of the applicant company.
- The quality of the creative elements.
- Cost efficiency
- The viability of your business plan
- The likelihood of growth and jobs creation and the timeliness of these outcomes.
- The availability of key talent.
- The market viability of the project and the likelihood of it proceeding to production;
- The likely long-term economic impact of the project should it proceed to production and
- The fit with the strategic aims of the Fund.
- The viability of the development budget & development plan.
- The commercial competence of the proposal and business experience of the applicant company.
- The nature of the partnership funding provided.

Decision Making:

For all applications a full assessment report together with a recommendation from our Fund Manager will go to the next scheduled Investment Panel meeting for a final decision on whether or not to invest. Investment Panel meetings are held at regular intervals and we will advise you at the time the application is received as to likely date for a funding decision.

Offer:

If your application is successful, you will be made a formal offer in writing which sets out the level of financial assistance agreed and the conditions under which it will be made. This will form the basis of a development contract. At this time you will meet with the Contracts Manager

who will be your point of contact throughout your funding agreement and will set the terms of your contract with Creative England.

If your application is unsuccessful, we will let you know the reasons why. There is no appeal against the decision itself but if you have concerns about any aspect of the application process, Creative England has a detailed Complaints and Appeals Procedure in place. Details are available on request.

8. Business terms

Offers made to companies remain open for a period of one month from approval and Product Development activities should normally commence within one month of acceptance of the offer made.

Financial assistance towards Product Development is payable in tranches on the completion of key milestones/benchmarks. Creative England may wish to negotiate a small on-going share of net profits from the exploitation of the product. All returns from this will be used to support future projects.

More information on the financial assistance and a copy of the contract will be made available shortly and prior to the full application deadline.

9. Monitoring and evaluation

If your application is successful, we will monitor your progress for 3 years. This will allow us to measure the effectiveness of the investment in meeting its strategic aims.

10. Contact details

For further guidance please contact:

business@creativeengland.co.uk

Creative England
The Greenhouse
MediaCityUK
Salford
Manchester
M50 2EQ

