

## **iAMDigital Guidelines**

### **Overview**

We are increasingly living in a society that is digital-by-default; this is creating a strong need to develop digital skills and increase the digital capability of all for a digital economy.

iAMDigital is a partnership programme between Creative England and the Nominet Trust. The fund will provide investment and support to organisations who are working to increase digital inclusion and digital skills in the UK, outside of London.

### **Aims**

The fund will invest in scalable models for addressing the following aims:

- Tackling the barriers limiting people's digital capabilities: lack of access, skills, confidence and motivation
- Increasing digital inclusion amongst those who are most marginalised
- Demonstrating how the creative industries can increase digital inclusion

### **How much is available?**

- iAMDigital investments are in the form of interest-free loans or equity ranging from £50,000 to £200,000. These investments will be matched 50% by the applicant organisation; for example, an investment request of £50,000 must be matched by £50,000 additional private funding.
- Applicants must demonstrate that the balance of the project costs (50%) will be provided as either a contribution from their own resources or from third parties. 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.

### **Who can apply?**

The fund is open to SMEs (start up, early stage or established) in England, outside of London, or those with significant operations and/or beneficiaries in England, outside of London.

For further advice on business types please visit the European Commission Website for guidance and an online "SME Checker":

[http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition/index\\_en.htm](http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition/index_en.htm)

To be eligible for funding your organisation must also:

- have a social mission and be able to demonstrate its social impact
- have growth potential, scalability and an innovative approach
- have an experienced management team
- create or safeguard jobs as a result of the funding
- support the growth of creative industries

### **Application process and deadlines**

- The programme is open until 18<sup>th</sup> August 2017
- You need to submit an Expression of Interest (EOI) before the deadline above.
- Successful EOIs will be put forward to full application

- Assessment of full applications will be conducted internally and externally
- Successful applicants will be invited to pitch their proposal at a Creative England and Nominet Trust Investment Committee meeting
- Decisions will be communicated to applicants shortly afterwards and further due diligence will be carried out
- Funding agreements will be issued on successful completion of due diligence

### **Assessment Criteria**

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

The assessors will consider, amongst other things:

- The measurable impact of your proposal against the fund's aims
- The scalability of your model and/or replicability of its social impact
- The likelihood of growth and jobs creation and the timeliness of these outcomes
- The quality of the creative elements
- Cost efficiency and value-for-money for job creation and safeguarding
- The viability of your model plan
- The strength of your team
- The likely long-term social impact of the model should it proceed
- The viability of the project budget and plan
- The provision of match funding
- Whether you have your major operations in England, outside of London

### **Offer**

If your application is successful, you will be made a formal offer in writing which sets out the level of investment agreed and the conditions under which it will be made.

If your application is unsuccessful, we will let you know the reasons why and offer you feedback on your application. 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.

### **Business terms**

Initial offers made to organisations will be subject to due diligence and will remain open for a period of one month. The offer must be accepted within this time frame or will become void. On successful completion of due diligence a final investment agreement will be issued.

Arrangement fee: In order to cover Creative England's legal and due diligence costs, we will charge a small arrangement fee of 5% of the total investment value. Creative England strives to keep this fee to the bare minimum needed to cover our costs and generates no profit whatsoever from the investment.

### **Monitoring & evaluation**

As part of the application process, you will be required to clearly articulate your impact metrics and how you will measure success. If your application is successful we will monitor your social impact and overall progress for five years. During this five year period you will be required to submit information to

demonstrate your impact metrics. This will allow us to measure the effectiveness of the investment in meeting its strategic aims.

**Contact details**

For further guidance please contact:

[kate.adam@creativeengland.co.uk](mailto:kate.adam@creativeengland.co.uk)