

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 of the programme

- To invest in scalable models for:
 - Tackling the barriers limiting people's digital capabilities: lack of access, skills, confidence and motivation
 - Developing the digital skills of young people and adults; particularly those who are most marginalised
- To support the growth of the creative industries by increasing and diversifying the talent pool available to organisations outside of London

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?

- Your organisation should:
 - Have a social mission and be able to demonstrate your social impact
 - Be increasing digital inclusion
 - Create digital content or have a creative angle to your offering
 - Be an SME (start up, early stage or established)
 - Have your major operations and beneficiaries outside London and within England

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

Completing your application

- Your application will demonstrate that as a result of the funding, your organisation will:
 - create a measurable impact on digital inclusion and digital skills in the UK, outside of London
 - create or safeguard jobs

- You will demonstrate scalability and/or replicability of your organisation's social impact.
- Your organisation should aspire to grow through your proposed activity.
- Evidence of your social impact proposition and your capacity to support, nurture and exploit your growth potential will be essential to making a compelling bid.
- Each organisation can only make one application to the fund unless authorised to reapply.

Application process and deadlines

- The programme is open until end of July 2017
- You need to submit an Expression of Interest (EOI) which will be assessed.
- 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 on digital inclusion and digital skills
- The likelihood of growth and jobs creation and the timeliness of these outcomes
- Whether your model has a digital/content/creative angle to its offering
- The scalability of your model and/or replicability of its social impact
- The quality of the creative elements
- Cost efficiency and value-for-money for job creation and safeguarding
- The viability of your model plan
- 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

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:

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