



Superfast Broadband Fund for Lincolnshire

Frequently Asked Questions (FAQs)

May 2014

Creative England Superfast Broadband Fund for Lincolnshire

Frequently Asked Questions

N.B. Please read this document along with the NHS Digital Fund Application Guidelines.

1. How much funding is available?

The fund totals £150,000 and will be distributed as investments up to £25,000 on a revenue-share basis with the share of revenue reducing once the funding has been repaid (over a limited time frame i.e. 5-years, to be agreed). The investments are to total no more than 50% of the total development budget for the project with the remaining 50% secured by the applicant prior to the closing date for full applications.

The purpose of offering investments on this basis is to attempt to split the risk with the SME and create a 'revolving fund', operating over a number of years which will enable Creative England to re-invest the monies we are repaid to other businesses, and so support sustainable growth and development in the sector.

2. What is the application process and what are the timescales for applications?

- a) Once eligibility has been confirmed (via a quick online eligibility checker), you will be invited to submit an expression of interest application (no more than 4 pages) to outline the business case for investment.
- b) Following on from this we will check your submission for its suitability to the fund and some applications will exit the process at this stage if their elevator pitch or general eligibility criteria fall short of the requirements of the fund.
- c) If successful, you will be invited to submit a full application (no more than 6 pages) to illustrate the business case for investment.

d) Timescales

Deadline for expressions of interest	–	Sunday 27 July 2014
Eligibility check	–	w/c Monday 28 July 2014
Full application deadline	–	Sunday 31 August 2014
Panel assessment	–	w/c Monday 8 September 2014
Creative England Investment Committee	–	Tuesday 23 September 2014
Successful applicants notified by	–	Friday 26 September 2014
Project begins	–	October 2014

3. Who can apply?

- a) The aim of the fund is to develop new digital solutions which benefit the rural market. Lincolnshire Council will promote new products and assist in the testing of the digital solutions thereby realising the business benefits that the solution provides.
- b) In line with the Regional Growth Fund objective, priority will be given to applicants based in the North, Midlands and South West of England.

- c) The fund is targeted at companies with demonstrable high growth potential and with the commercial acumen to deliver profitable content which want to make a step change in their development.

4. What activities are supported?

- a) The fund will support development projects that use digital technology to address problems faced by rural businesses, in areas such as:
 - Agrifood
 - Engineering
 - Renewables
 - Transport and Logistics
 - Care
 - Visitor Economy.

Please see Appendix 1 for further clarification and the real business issues identified from representatives of Lincolnshire's key sectors and GLLEP members.

- b) Examples of projects which might support these sectors include:
 - Providing resource for sensors streaming data continuously e.g. agricultural information, mechanical/structural information; satellite information; logistical information; energy usage / creation data; visitor information; etc. Monitoring that data and providing useful feedback.
 - Helping businesses to make efficient use of resources, particularly SME's in a rural economic landscape, e.g. collaborative activities to reduce licensing costs; hosting and storing information; sharing of knowledge, skills and resources;
 - Utilising connectivity to support people requiring care, potentially assisting with aspects of diet and nutrition and physical activity, health monitoring, remote appointments, treatment prompting; assisting with loneliness; removing barriers to access to education;
 - Utilising superfast broadband to promote Greater Lincolnshire in new ways and providing new revenue streams for Lincolnshire's Tourism businesses, e.g., connecting Lincolnshire with other places of cultural interest; widening access to cultural activities to allow more people to participate; supporting local events, activities, traditions, festivals, destinations; offers, etc.
- c) The overall intention is for this fund is to run alongside the existing Onlincolnshire superfast roll out and business support activities.

5. How do I apply?

- a) The application process begins with a simple online eligibility check and an invitation to complete an expression of interest application (no more than 4 pages) to outline the business case for investment.
- b) Following on from this we will check your submission for its suitability to the fund and some applications will exit the process at this stage if their elevator pitch or general eligibility criteria fall short of the requirements of the fund.
- c) If successful, you will be invited to submit a full online application (no more than 6 pages) to illustrate the business case for investment.

6. Who will assess my application?

- a) Your application will be initially be assessed by the Fund Manager to ensure eligibility and suitability for the fund. The Fund Manager will provide an impartial appraisal of each proposal to the Investment Panel(s). The Investment Panel(s) will make all decisions regarding the approval and rejection of applications. All decisions will be final.

7. What will the criteria for assessment be?

- a) The Investment Panel(s) will be looking for strong, commercially viable projects led by experienced and financially astute teams. A clear business proposition, a defined route to market, projected activity/sales and the potential for growth and jobs creation will be essential for a successful bid.

8. If I have a question which is not answered here or in the Application Guidelines who should I contact?

- a) Please contact the Business Investment Team at Creative England via email at business@creativeengland.co.uk and we will respond to your enquiry as soon as possible.

Creative England
The Greenhouse
MediaCity
Salford
M50 2EQ

Appendix 1

Creative England Loan Fund: Lincolnshire Business Challenges

What are the Business Challenges?	What would help achieve the challenge?
Farmers can't easily buy and sell second hand agricultural machinery	'Ebay' type auction sites
Access to training for small rural businesses is difficult and expensive	Video Clips for Training or Salesforce
There are large numbers of mobile workers in rural locations who travel long distances	Mobile Workforce Packages
Tourists can benefit from	Enhanced Tourism Applications – video, enhance for mobile, etc.
Animal Welfare	Applications to support mobile vets, animal dentists, etc.
Many services rely on volunteers, but it is not easy to find them / People want to volunteer but they don't know where to go.	Volunteering applications
Remote healthcare solutions to reduce travel, speed up appointment times, etc., etc.	Telehealth Packages
A huge amount of data is generated by modern agricultural machinery, but it is just data so cannot currently deliver business benefit	Applications which present machine generated data in a useful and user friendly way
Agri food businesses are coming under increasing pressure to measure carbon footprint and put plans in place to reduce the footprint	Low cost applications which help measure carbon footprint and assist with modeling improvements
Agri food businesses are coming under increasing pressure to measure water footprint and put plans in place to reduce the footprint	Low cost applications which help measure water footprint and assist with modeling improvements
Physiotherapy patients often forget their exercises, techniques, frequency of repetition, etc.	Low cost solutions which enable 'e-mailable' instructions, videos, and quick fire help guides. Applications that provide daily prompts.
Measuring packaging carbon footprints	Low cost applications which help measure packaging carbon footprint and assist with modeling improvements
Transmission of data files such as cad files in rapid prototyping is an issue for many businesses	Cost effective applications that compress file sizes?

Design processes are going to increasingly rely on computer aided design (CAD) but investments costs in traditional software packages and training are high.	Online access to CAD training.
RFID tags are becoming lower and lower in price such that practically any item could be tracked with one	There is an opportunity for a wide variety of cost effective applications to track and feedback information gathered from RFID tags within the agrifood sector, and potentially within many of the other sectors as well
Small bed and breakfast s / hotels can't compete for corporate business as they are not listed on the relevant booking platforms as it is too costly	Applications that raise the awareness and visibility of smaller accommodation providers to corporate customers and enable easy booking.
We wish to encourage visitors to spend more, stay longer, visit as many places as they can and come for e return visit.	Intelligent applications which gather knowledge about where you are and where you have been and push notifications to you which suggest other places to go/ potentially vouchers and offers from local attractions.
Lack of awareness of the activities / tourist attractions available throughout the local area. Inability to release hospitality staff from their roles during the busy season.	Video based training packages /local information resources which can potentially become accredited by specialist sector online deliverers such as WorldHost. (www.worldhost.uk.com/).