



Creative England presents

# Creative Open Health

Guidelines & Frequently Asked Questions



West of England  
Academic Health  
Science Network



Supported by:



**Do you have a digital or technology based idea that could have a real and positive impact on the mental health and resilience of young people in the UK? Do you need help bringing your idea to life?**

## Who is it?

Creative England has teamed up with the West of England Academic Health Science Network (AHSN) and The Wellcome Trust to launch the Create Open Health initiative.

## Who we are looking for

We're looking for talented people with remarkable ideas that will positively impact on our communities and young people's mental health. You might be an entrepreneur with a digital idea for growing and supporting teenage resilience and wellbeing. Perhaps you're a parent, caregiver or health and care practitioner with a proposal for bringing adolescents together in a safe online space. Or you could be a tech developer or creative designer with personal experience of mental health issues, who knows their product will make a difference to young people's wellbeing. We want ideas that directly support and empower children and young people, their caregivers, or their community.

**We're welcoming any idea, rooted in a digital technology offer, that you think would have a positive impact. More specifically, we're looking for solutions that**

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Support social inclusion and build resilience in children and young people

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Empower young people to take control of their mental health, or to help the wellbeing of them and their peers

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Help parents, schools and communities to identify the early signs of mental health problems, and to support each other

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Improve access to quality of care and expand the information available to children, young people, their caregivers or their community through the use of digital products

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Help address the stigma associated with poor mental health and mental health conditions

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Improve young people's experience of mental health care

**Application deadline is Midnight 31<sup>st</sup> March 2019.**

## Who are we looking for?

Ultimately we want people with suitable, viable ideas to apply - ones that fulfil the criteria (below) and have a real chance of making a positive impact. You don't need to be working full time in your product area, nor do you need to possess the technical or digital capabilities to execute it, but you must be driven by the desire to see your digital ideas turned into a real product or service. We can match successful applicants with the people who can build the technology to bring your idea to life, and potentially invest in your idea too.

**The following criteria outlines the sort of individual we are looking to apply. You may be:**

an entrepreneur, digital, creative or tech freelancer / consultant looking to submit an idea (i.e. you don't need a team behind you to apply)

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a founder or staff member of an organisation that wants to submit an idea on behalf of a team, organisation or charity

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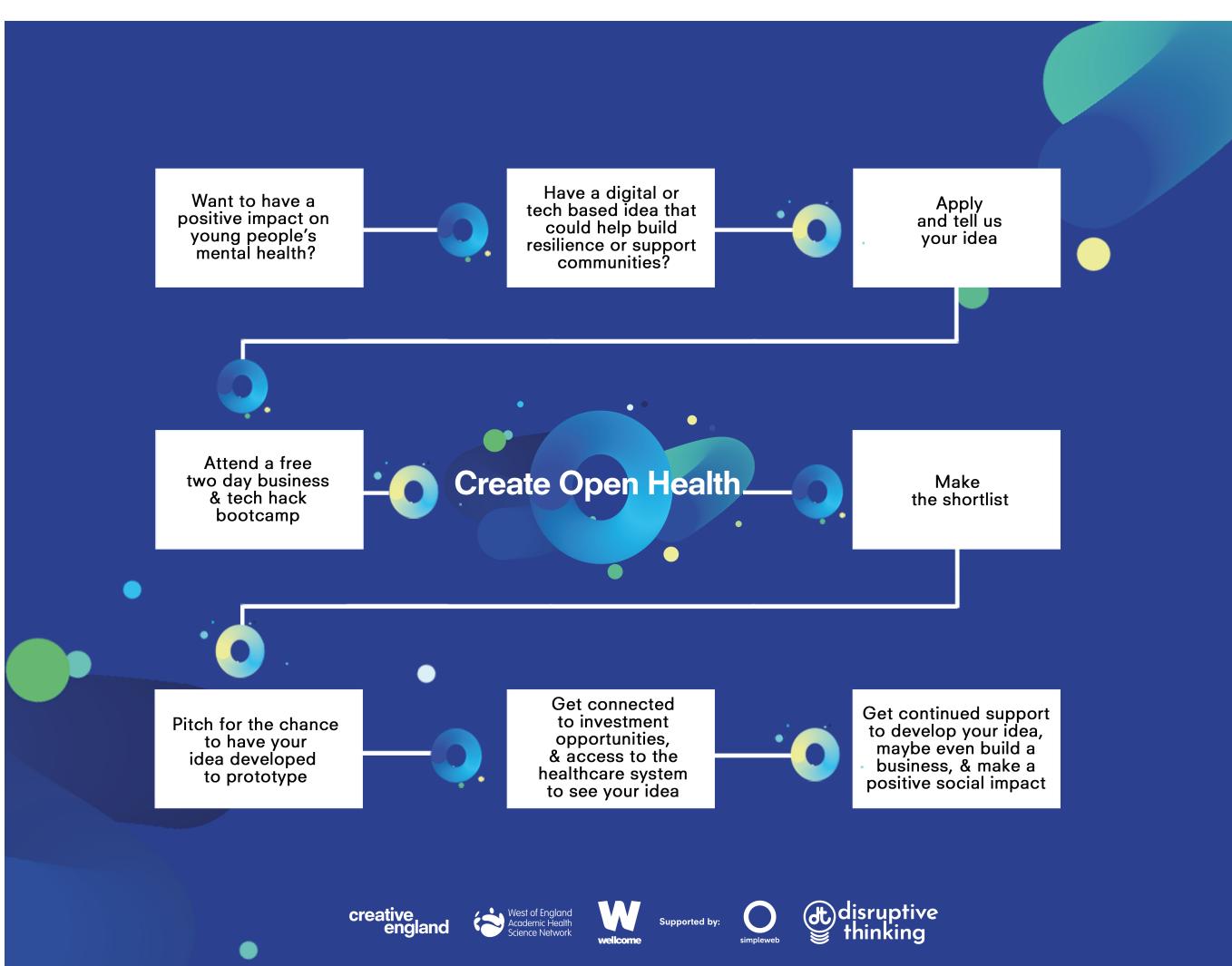
a health and care professional wanting to innovate in your area of work

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an individual with experience of working with or caring for young people with mental health issues

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## The Programme Overview



## What you'll get out of the programme:

We'll shortlist ideas down to a final group of successful applicants, who will, attend an idea development bootcamp in Bristol on Friday, 26 April and Saturday, 27 April 2019, covering the cornerstones of building a successful product and business, plus an introduction to the intricacies of innovation within the NHS and health sector. The participants will receive:

Technical, marketing and sales support in building your idea towards minimum viable product level

advice and coaching to develop sustainable propositions which could viably work within the NHS and health sector

access to investment opportunities, including potential introductions to investors and direct investment

an access to expertise who will be able to help you scope and plan out your idea

Support to develop commercially sustainable propositions which could viably work within the NHS and health sector

## More about the programme:

As part of the programme, we will be working with tech and software specialists Simpleweb and digital marketing & business development consultancy Disruptive Thinking to deliver an intensive 2 day bootcamp for shortlisted applicants. Throughout the 2 days, applicants will also get feedback and insight from potential users of their product or service idea, plus practical help with navigating and implementing their proposition within the NHS and health sector.

During the bootcamp we will take applicants through the core skills and expertise needed to build and launch a successful business and product. Over a series of workshops plus a hackathon, applicants will come out of the bootcamp with strong business development groundwork plus we'll help them to start the process of actually building the technology behind their idea.

After the bootcamp, we will further help to accelerate ideas into viable products. Our partners at Simpleweb can offer practical software support following on from the hackathon to take the technology forwards. At the end of the process we aim to connect the ideas to investment and further development opportunities that support the creation and launch of a product or service that will make a positive and enduring impact on the mental health and resilience of young people in the UK. Selected applicants will receive ongoing support from both Creative England and the West of England AHSN.



**Ultimately we are seeking to empower entrepreneurs - and by providing them with the business expertise, support, tech development resource, plus potential investment opportunities we aim to make a real tangible impact as a direct result of this programme.**

## **Eligibility Criteria**

You need to be based in the UK and can commit to the initial bootcamp dates of 26 and 27 April 2019, and be able to travel to Bristol for both bootcamp days (we can offer travel and

You must be passionate about taking your proposition forward, with the potential to turn your idea into a business

If you are responding on behalf of an organisation, it's important that the project lead completes the application and attends the bootcamp. Unfortunately we only have space for one team member at the bootcamp.

You need to have an idea or concept that's supported by a genuine interest, research, personal experience or insight into young people's (12-18 years) mental health and wellbeing

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The research might have involved you speaking to like-minded individuals about your idea. This shows us that you're beginning to get feedback and develop your proposition

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Research can also include academic evidence, but this isn't essential.

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Ultimately we expect applicants to show us they're beginning to test and find validation for their ideas, outside of their own beliefs - i.e. what could be the market potential of your idea

### **CTA1: Are you applying as an individual?**

**Start your application here**

### **CTA2: Are you applying on behalf of an organisation?**

**Start your application here**



# Application Form Guidelines

The programme aims to provide an opportunity to develop an entrepreneurial skill set of each participant. However, applicants are still able to apply on behalf of an organisation that wishes to develop a concept within the challenge area.

If you are applying to participate on behalf of an organisation you will need to complete the 'Application for Organisations' form. If you applying in your own right please complete the 'Application for Individuals' form. These guidelines cover the questions outlined in both application forms:

## Section 1: Your details/Contact Information

In order to be able to review your application effectively we need a certain amount of contact information from you. Please complete as much as the information in this section. Questions with an (\*) are mandatory questions and you won't be able to submit your application without answering this field. Please do get in contact if you require more clarification.

## Section 2: Your Proposal

### 1. If successful, are you available for the bootcamp dates of 26 and 27 of April 2019?

*To participate on the programme you will need to be available for both days of the bootcamp at the end of April. This questions ask you to confirm your availability.*

### 2. For the bootcamp, you will be required on site in Bristol all day for both days. We have a bursary available to support travel, accommodation and childcare costs. These are available dependent on your office or home location. If you would like to apply for these please select the relevant check boxes below

*We are keen to support participants who might find it difficult to cover costs associated with attending the programme. We have been able to find a small pot of money to support costs including childcare, travel and accommodation. Let us know here by ticking one of the boxes whether you would like to apply for a bursary to support some of your costs.*

### 3. If you'd prefer to apply via video, please provide a link to a 3-5 minute digital video that addresses the questions below.

*Alternatively you may also want to submit your video application via email (...)*

*You're welcome to submit your main proposal via video. Please paste a link to your video application form in the textbox provided and make sure that within your video application you included responses that cover question 4-11 below. If you would prefer to email a copy of your video proposal you can do so to the contact details below.*

### 4. Outline your reasons for wanting to take part in Create Open Health? Why are you applying for it, and what would you like to happen as a result of taking part?

*In this section we'd like to hear about what attracted you to the programme, as well as your ambition for your product idea and for you personally? We're also trying to understand what it is about the subject of mental health and young people that moves you to want to address the challenges in this space.*

## **5. What's your background? Why is your experience relevant to the programme?**

*We'd like to understand whether you personally or professionally have experience of mental health challenges and also whether you have previously worked to address challenges in this space.*

## **6. What is your digital or tech based idea, and how could it help support young people with mental health wellbeing?**

*Tell us about your idea. In simple terms we want to understand what the product might look like, what particular problem is it trying to overcome and how might it work?*

## **7. Do you have any research or proof that your idea might work in the market?**

*We'd like to understand whether your assumptions about how well the idea might address the problem is purely based on your own instinct or whether there is any further validation to its potential effectiveness. This doesn't need to be a comprehensive research piece but might purely be that you have discussed it with a potential user or client. What was the response?*

## **8. What challenges do you perceive in bringing your idea to life?**

*We'd like to understand whether you have thought about the potential obstacles to you making your idea happen, and what these obstacles might look like. Are you aware of your own personal limitations or the technological or financial challenges that might exist?*

## **9. Are you currently working in any area of NHS or community care?**

*Please give us a bit of background about your existing relationship with the UK health service, if any. This is not a mandatory requirement for participating on the programme, we're just interested.*

## **10. Where do you see your idea in 12 months' time?**

*We'd like to understand whether you have thought about the long term sustainability of your idea, as well as what the journey for developing your idea might look like.*

## **11. Anything further you'd like to add to your application**

*Please provide any additional information that you think might support your application.*

Creative England seeks to ensure that all aspects of our work reflect diversity and support equality of opportunity. Therefore, we would ask that you complete an equality monitoring form. This monitoring information helps us to identify areas of under-representation among applicants and assists in developing strategies to attract talented people from these groups. It also helps us to ensure that there is no discrimination in the allocation of funding. Your co-operation in completing this form is greatly appreciated.

Any information you provide us with will be used for monitoring purposes only. It will be kept centrally and held in such a way that we can use it to analyse the effectiveness of all Creative England's functions, policies, processes and procedures. The information you provide will be kept safe and treated with the highest standards of confidentiality. Although you are required to complete this section, you do not have to supply any information you do not want to. If you do not wish to provide some information, please ensure you click on the drop down menu and select "Prefer not to say". Otherwise, you will not be able to submit this application.

If you have any questions, contact the Investment team at  
[investment@creativeengland.co.uk](mailto:investment@creativeengland.co.uk)

# Our Partners



West of England  
Academic Health  
Science Network

## West of England Academic Health Science Network

The West of England Academic Health Science Network (AHSN) brings together all the key players innovating health and care in our region.

We are one of 15 AHSNs across the country, established by NHS England in 2013.

Since our launch, our priority has been to work across organisational and geographical boundaries, involving our entire network in both development and delivery to drive transformation that is based on genuine need, successfully embedded and sustainable. Ours is a whole-system, collaborative approach and we have spent considerable time growing our 'innovation ecosystem', connecting and brokering relationships that encompass patients and carers, industry and academia, and health and care professionals.



## Welcome Trust

The Wellcome Trust is the UK's leading global charitable foundation supporting scientists and researchers. Wellcome will provide up to £5 billion on research between 2015 and 2020, with roughly 20% of this funding currently spent in international settings.



## Off the Record

Off the Record (OTR) is a mental health social movement by and for young people aged 11-25 in Bristol and South Gloucestershire. OTR isn't just a charity providing mental health services, it's a mental health movement mobilised to support, promote and defend the mental health, rights and social position of young people. OTR provides information and support around wellbeing, including group work, sessions in schools and colleges, and one-to-one therapeutic support. Find out more at [otrbristol.org.uk](http://otrbristol.org.uk) and @otrbristol.

# Our Delivery Partners



## Disruptive Thinking

Disruptive Thinking is a business development & digital marketing consultancy, who work with clients who want to innovate, adapt and grow by focusing on the people, processes, teams and tools within organisations. The team at Disruptive Thinking work with businesses of all sizes to help them grow, change and succeed at pace.



## Simpleweb

Simpleweb is a purpose driven software company that specialises in new technologies, product development, and human interaction.



Bulbshare is the world's leading co-creation platform helping organisations across the globe collaborate with their audiences to generate real time insight, ideas and creative solutions. Find out more at [bulbshare.co](http://bulbshare.co)

