

Culture Innovation IAA Funding Call

Funding to accelerate the impact of your research by working with cultural partners in the Morecambe Bay region

This IAA call is only open to invited researchers who attended the Culture Innovation event in March 2025. See <https://www.lancaster.ac.uk/business/research/collaborative-research/impact-acceleration-account/arts-and-humanities-research-council/culture-innovation/> for more information on this call.

The IAA and Knowledge Exchange Teams at Lancaster University have collaborated to develop the **Culture Innovation IAA call**, bringing together cultural organisations around Morecambe Bay who are actively seeking to innovate. **Culture Innovation** applies creative and cultural methodologies to rethink challenges, foster collaboration, and drive problem-solving across disciplines. This event will explore how **culture-led placemaking** can serve as a catalyst for **sustainability, digital transformation, and health and wellbeing** in the Bay, shaping new ways of working across sectors.

Please complete all relevant sections of this online form and submit by **5.00pm, 16th April**.

For any questions, please email / teams j.p.hodge@lancaster.ac.uk

required

* This form will record your name, please fill your name.

Applicant Details

Principal Investigators (Pis) must have an employment contract at Lancaster for the duration of their proposed project. You do not have had to have received funding from the Arts and Humanities Research Council to be eligible to apply but you need to be working with a partner identified through the Culture Innovation event.

1. Name of Coordinating / Principal Investigator *

2. Names of Co-Investigators (Co-I) or Co-Principal Investigator (C-PI)

This question is about **other Co-Investigators or Co-Principal Investigators**. Please state their full name, followed by status (Co-I or C-PI) in brackets.

3. Please specify the AHRC discipline area(s) your proposal aligns to and one sentence of justification/explanation of alignment *

See <https://www.ukri.org/publications/ahrc-research-funding-guide/> (pp 67-74) for full list. Contact j.p.hodge@lancaster.ac.uk if not sure.

4. Lead Faculty(s) *

If no lead, or an even split across the project team, please select more than one faculty.

- FASS
 FST
 FHM
 LUMS

5. Department(s) *

Full titles, please list.

6. Across the project team (including yourself), please state the number of Early Career Researchers *

Definitions vary across the sector, but for guidance, see <https://www.ukri.org/what-we-offer/developing-people-and-skills/ahrc/early-career-researchers-career-and-skills-development/> and <https://www.ukri.org/councils/epsrc/guidance-for-applicants/types-of-funding-we-offer/new-investigator-award/eligibility/>

7. Please state the number of Mid-Career Researchers *

Definitions vary across the sector, but for guidance, see <https://www.ukri.org/what-we-offer/developing-people-and-skills/ahrc/early-career-researchers-career-and-skills-development/> and <https://www.ukri.org/councils/epsrc/guidance-for-applicants/types-of-funding-we-offer/new-investigator-award/eligibility/>

8. Please state the number of Senior Researchers *

Definitions vary across the sector, but for guidance, see <https://www.ukri.org/what-we-offer/developing-people-and-skills/ahrc/early-career-researchers-career-and-skills-development/> and <https://www.ukri.org/councils/epsrc/guidance-for-applicants/types-of-funding-we-offer/new-investigator-award/eligibility/>

9. Please state the number of Professional Services staff involved *

The value must be a number

Partner Details

It is mandatory that you have an external (non-HEI) partner for this funding scheme. **Please note that if there is cash match from the partner, successful projects will be asked to sign collaboration agreement** between LU and the external partner. This will clarify things such as payment terms, in-kind, and intellectual property ownership. A template of this agreement is available on the LU IAA webpage under the 'IAA Resources, Agreements and Requirements'.
See: <https://www.lancaster.ac.uk/business/research/collaborative-research/impact-acceleration-account/>.

10. Principal Partner organisation name *

If more than one partner, you will be prompted for a second tier of partner later.

11. Name of main contact *

12. Email address of main contact *

13. Please select the sector(s) in which your partner is based *

- Doctoral Training Partnership/CDT
- Government (local)
- Government (national)
- Government (devolved)
- International government
- International government organisation
- Public sector (other)
- NGO/INGO/Non-profit/Charity
- Third sector (other)
- Industry/Business (SME)
- Industry/Business (Large Corporation)
- Industry/Business (other)
- Other

14. Are there any other partners involved in this project? *

This could be on an equal footing to the principal partner or as a second-tier of partner

- Yes
- No

15. What is the status of this partner? *

- Principal Partner / on equal footing to partner 1
- Associate Partner / lesser involvement compared to partner 1
- Other

16. Partner organisation name

17. Name of main contact

18. Job title of main contact

19. Email address of main contact

20. Please select the sector(s) in which your partner is based *

- Doctoral Training Partnership/CDT
- Government (local)
- Government (national)
- Government (devolved)
- International government
- International government organisation
- Public sector (other)
- NGO/INGO/Non-profit/Charity
- Third sector (other)
- Industry/Business (SME)
- Industry/Business (Large Corporation)
- Industry/Business (other)
- Other

21. Are there any other partners involved in this project? *

This could be on an equal footing to the principal partner or as a second-tier of partner

- Yes
- No

22. What is the status of this partner? *

- Principal Partner / on equal footing to partner 1
- Associate Partner / lesser involvement compared to partner 1
- Other

23. Partner organisation name

24. Name of main contact

25. Job title of main contact

26. Email address of main contact

27. Please select the sector(s) in which your partner is based *

- Doctoral Training Partnership/CDT
- Government (local)
- Government (national)
- Government (devolved)
- International government
- International government organisation
- Public sector (other)
- NGO/INGO/Non-profit/Charity
- Third sector (other)
- Industry/Business (SME)
- Industry/Business (Large Corporation)
- Industry/Business (other)
- Other

Declarations

28. Please confirm that your project and IAA application has the approval of your Head of Department?

Yes

No

29. Please outline why an email approval from your Head of Department cannot be uploaded at this stage

30. Please upload an email from your Head of Department confirming approval

Note: you will either have to save the email as a PDF or if you do not have a licence for Adobe Acrobat, use the snipping tool or screen shot functionality to save the email as an image file. (.msg files cannot be directly uploaded via MS forms)

File number limit: 1 Single file size limit: 10MB Allowed file types: Word, Excel, PPT, PDF, Image, Video, Audio

31. Please confirm that you own/are free to use the know how/IP relating to the work you will undertake with the external partner

If you need any further IP and Commercialisation Support, please see <https://www.lancaster.ac.uk/research/research-enterprise-services/ip-support/>

Yes

No

Unsure

32. Is there any knowledge/IP owned by any other parties relating to the work you will undertake with your external partner?

If you need any further IP and Commercialisation Support, please see <https://www.lancaster.ac.uk/research/research-enterprise-services/ip-support/>

Yes

No

Unsure

Project Details

33. What level of funding are you requesting? *

- Seed funding** for up to £15,000 per project, intended for short 3-6 month duration projects to enable initial researcher and external partner collaborations or for critical, emerging opportunities.

34. Project Title *

35. IAA funding requested *

Please just enter numbers (i.e. no £).

The value must be a number

36. Summary of the collaborative idea and key objectives (15% of score) *

Provide a high-level summary which can be understood by a non-specialist reader. Briefly outline 1) the **underpinning research** that will be applied, 2) **what you will do**, 3) the **need** for the project (i.e. what problem is being addressed), 4) the **importance** (i.e. why now), and 5) the intended **beneficiaries** and/or impact(s) (i.e. who will benefit/how and through what means). Primary or engaged research or contract research/consultancy will not be funded.

Make sure that in your response, you think about your approach to **Culture Innovation** and how you are applying creative and cultural methodologies to rethink challenges, foster collaboration, and drive problem-solving across disciplines. This includes how **culture-led placemaking** can catalyse **sustainability, digital transformation, and health and wellbeing** in the Bay, shaping new ways of working across sectors.

37. Why is this partnership/collaboration best suited to achieve your project objectives? (15% of score) *

The primary purpose of the IAA scheme is to enable partnership working and collaboration that accelerates the application of academic research to real world scenarios and problems. Provide a summary explaining why this particular partnership between the researcher and the cultural partner is suitable to explore the collaborative idea and objectives stated above.

Make sure that in your response, you think about your approach to **Culture Innovation** and how you are applying creative and cultural methodologies to rethink challenges, foster collaboration, and drive problem-solving across disciplines. This includes how **culture-led placemaking** can catalyse **sustainability, digital transformation, and health and wellbeing** in the Bay, shaping new ways of working across sectors.

38. Please select which themes your proposal has broad alignment to: *

These themes are deliberately broad to ensure a wide range of activities can be supported. Feel free to select more than one.

- Health & wellbeing
- Sustainability and net-zero
- Digital transformation

39. What could the potential impact be? (15% of score) *

Think about potential impacts that could come about from the project - and try to be specific. This could be impact(s) for the **partner** (i.e. costs savings, increased R&D, increased profit/turnover/exports, product/service innovation, jobs secured), **broader knowledge exchange outcomes** (practitioner/public events, exchanges, secondments, CPD), **leveraged or scale up investment(s)** (i.e. seed corn/demonstrator funding to scale up), or **other academic/cultural outcomes** (audiences, patents, health & wellbeing, publications, licensing, spinouts, policy changes or training). Make reference to the themes (Health & wellbeing, sustainability & net zero, and digital transformation) and how your approach to culture innovation solves a problem(s).

Impact could also be broader, including an "effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia." Impact-generating projects should be done 'with' partners, not 'to' or 'on' them.

40. What is your proposed project plan? (15% of score) *

Describe the key 'work packages' to be undertaken by the researcher/partner(s), describing interactions and timescales. This should demonstrate the dependencies between the activities, outputs and outcomes. The significance of partner involvement and the impact(s) that may be accrued by their organisation as a direct result of participation cannot be overstated. We expect to see partners embedded in project activities regardless of whether they are contributing cash to the project or not - ensuring a high level of involvement is more likely to enable a sustained partnership post IAA funding.

41. Please describe how the relationship between the university and the external partner(s) will be sustained post funding, and what you expect a follow-on project could achieve? (15% of score) *

A key aim of the IAA is to build sustainable partnerships beyond the initial impact project. Consider how the relationship between the partners could be sustained post-funding and/or what a follow-on project could be explored or developed going forward.

Describe how you envisage the partnership developing, what your collaboration could achieve and how it could develop going forward. Be ambitious and realistic. Provide specific examples for funding streams and timescales. For example, identifying a specific UKRI / Innovate UK or other funding call or further contract research or consultancy.

42. Do you have any cash match from your partner(s)? *

- Yes
- No

43. Please itemise any cash contributions here, including £ value and source *

The value must be a number

44. Do you have any in-kind match from your partner(s)? *

- Yes
- No

45. Please itemise any in-kind contributions here, including £ value and source *

46. Provide a breakdown of your budget and cost headings. (15% of score) *

Provide a breakdown of cost headings i.e. staffing, consumables, travel/subsistence, equipment, and itemise where possible i.e. Artists Payments, £2,500; Research Assistant 1, £5,000; Equipment Item 2, £1,500; Two Train Journeys to London, £200 etc.

We expect that projects will include costs for the cultural/creative partner to facilitate their involvement and/or artists to deliver work. If you are proposing to pass a portion of your IAA grant to a third party (i.e. the cultural/creative partner) then VAT will be incurred. Ensure you include allowance for any VAT on 'taxable supplies' – see gov.uk/how-vat-works/what-vat-charged-on.

For artists costs, you should be guided by the creative/cultural partner but may also want to make reference to: www.artistsuni.co.uk/notes-of-pay/. Full Economic Costs are not applicable/eligible (i.e. estates and indirect costs, permanent staff time etc).

Types of eligible costs include: Research Assistant/Post-Doctoral Researcher time, travel, consumables, equipment (<£10k), and items such as childcare costs to enable work or time away from home. Costs and approvals **do not** need to go through the Lancaster Research Support Office, though you may find it helpful to seek assistance with staff costs, if applicable. See lancaster.ac.uk/research/research-services/pre-award-development/costing-and-pricing/. Explain how you will manage the budget and ensure delivery to time, cost, and quality.

47. Please explain how your project will protect and promote Equality, Diversity and Inclusion (EDI) (5% of score) *

Lancaster's IAA works to promote, equality, diversity and inclusion. This supports institutional commitments to create an environment where everyone can thrive and fulfil their potential. This is expressed by initiatives linked with recognising and supporting protected characteristics including age, disability, gender identity, race, religion and sex and sexual orientation in alignment with the Equality Act 2010. Commitments, aims and planned actions are set out in our EDI strategy, Gender Pay Gap Report and EDI charter marks. Consider how you will promote EDI through your project, for example:

- Project recruitment and Personal Development Reviews of staff (e.g., positive action statements, recruitment panels)
- Enhancing understanding of EDI opportunities and challenges (e.g., highlighting the importance of diversity in research).
- Designing inclusive activities (e.g., language, terminology and communication channels used in promotions, events, or materials, and consideration of timings such as avoiding school/religious holidays)
- Addressing under representation (e.g. sharing case studies where IAAs have had beneficial outcomes for individuals)

48. Please explain how you will approach Responsible Innovation within this project. (5% of score) *

LU and UKRI expects all staff involved in research to understand, and account for, the risk of unintended consequences stemming from innovation. By understanding what 'Responsible Innovation' offers by way of mitigating negative impacts through effective planning, accountability and transparency, researchers involved in IAA funded projects will maximise impact whilst ensuring that the systems, processes and results of their work meet the standards required by the University, the UKRI and wider society. We will include in the assessment of applications, a consideration of the robustness and appropriateness of the measures proposed to ensure 'Responsible Innovation'. Please use the AREA framework to describe the project's approach to RI – see <https://www.ukri.org/who-we-are/epsrc/our-policies-and-standards/framework-for-responsible-innovation/>.

49. Please upload any letters of support from your partner(s) and/or imagery in relation to your project

Letters of support are not mandatory and successful projects will be asked to facilitate the signing of a Collaboration Agreement between Lancaster and the project partner(s)

Imagery in relation to product development, schematics, diagrams etc. can be uploaded here if helpful to visualise aspects of the submitted proposal

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