



Frequently Asked Questions

Creative Catalyst 2024

Previous Competitions

What was the success rate for 2023?

The success rate last year was 20%. So, for every 5 applications 1 was successful.

This is a competitive process with a fixed budget, and we can only fund high quality applications. Therefore, the previous year's success rate may not be an appropriate metric for this round.

Are there examples of previously funded projects?

Some examples of Innovate UK's creative industries success stories from 2021

<https://www.youtube.com/watch?v=6JLTORjnpqE>.

Here is a case study from a company who's been successful with Innovate UK Funding

<https://www.ukri.org/who-we-are/how-we-are-doing/research-outcomes-and-impact/innovate-uk/artistic-collective-celestial-and-their-journey-with-innovate-uk/>

Business Type

Can charities, CIC's or Sole Traders apply?

No, you must be a private limited business registered with Companies House.

During the briefing it was said that Sole Traders could apply; this was a misunderstanding on our side. Sole Traders are not eligible for this competition.

Is it ok if you're pre-revenue?

Yes, the company should be registered at Companies House prior to the Grant Offer Letter being issued, however we would also expect you to be able to demonstrate that the business is actively operating in the UK, for example you would need to have business premises and UK employed staff.

Contractors

Can you clarify the proportion of subcontractors allowed?

All subcontracting should be justified as Innovate UK is investing in the economic growth of your business specifically. You may struggle to score highly if you are proposing to use a large proportion of contractors.

However, we accept other skillsets may be required to deliver your innovation. The maximum allowed spend on contractors is 75% of the total grant award.

When you say subcontractors, do you mean freelancers?

Yes, anyone working on the project who is not an employee on PAYE.

Are international subcontractors allowed?

No, not without specific evidenced justification. The justification cannot be regarding cost or having worked with them previously.

Timeline

What is the timeline?

Should you be successful you will be notified in mid-May 2024. Paperwork and due diligence is then carried out. Once this work is completed you will receive a 'Grant Offer Letter' as soon as this is signed and returned you will receive a substantial portion of your funding to carry out the project (a small percentage is held back for successful project completion).

The project should start no later than 1 October 2024 and must end before 31 March 2025.

Can I start preliminary work or project set up before August 2024?

You can work on your project, but before you've signed your grant offer letter and returned it, you can't claim any costs for that work against the grant.

The programme is designed for new activities which would not be possible without the funding, therefore you may fall out of scope if a considerable amount of work is carried out ahead of your start date, and you also may find it difficult score highly in the 'Added Value' section, within a highly competitive process.

Project Finance

If our project costs are £100k, can I cover the remaining £50k myself?

The total amount you can apply for is £50k. This can be the whole project, or for the initial work packages of a larger project. But please don't put in any amounts higher than £50k.

Is a capital purchase a permitted cost in the application?

You can claim for 'Capital Usage' this is explained in more detail on the link below.

Is marketing an eligible cost?

You can produce innovative marketing products or tools as part of this project. You cannot pay for the marketing of those products or tools. All eligible costs for the project are listed here:

<https://www.ukri.org/councils/innovate-uk/guidance-for-applicants/costs-we-fund/costs-guidance-for-non-academic-organisations/>

The Video Question

Is the video compulsory?

Yes. The question isn't scored, the intention is to give you the opportunity to present yourselves and your project in an alternate way to answering questions within a word limited text field.

If you are experiencing any issues with your video, you must contact Innovate UK support@iuk.ukri.org at least 10 working days before the competition closes for advice, or to ask permission to use an alternative platform.

Does the video need to include our team, or can it be showreel style?

Whatever you are comfortable with. It doesn't need to be of professional showreel quality, just a clear video which addresses the questions.

There are no limitations on file size or the way the video is created, the only limitations are that it must not be longer than 2mins and be viewable by our assessor on either YouTube or Vimeo.



Innovate
UK

Please direct further questions to

Customer Support Services:

0300 321 4357 (Monday - Friday 9-5pm)

support@iuk.ukri.org

Twitter:@InnovateUK

Facebook: Innovate UK

YouTube: Innovate UK