



# Cymru Greadigol Creative Wales

## **EXTERNAL GUIDANCE NOTES**

### **Creative Wales Emergency Digital Development Fund (EDDF)**

These guidance notes are intended to help you to complete the funding application for Creative Wales's Emergency Digital Development Fund (EDDF).

EDDF – Deadline: 18<sup>th</sup> May 2020 (5:00pm)

### **Background**

The Creative Industries have been one of the fastest-growing parts of the Welsh economy for nearly a decade, creating jobs and wealth, contributing to a strong national brand and promoting Wales in the world. Creative Wales is an internal agency within Welsh Government which has been set up specifically to further support the growth of the creative industries in Wales and to offer a streamlined, dynamic and innovative service to the sector.

Within the Welsh creative industries, the development of digital products and services continues to be a priority focus area. The development of IP that can be distributed digitally, and the prototyping of new digital platforms and services with a content focus, remain high potential commercial opportunities.

At a time when companies are reliant on work for hire to fund their own IP development, or when agency work may be reducing due to wider economic realities, this fund will provide funding for digital development projects.

This funding is aimed at Welsh based businesses developing content, products and services in the Creative Industries. In exceptional cases, we will consider projects outside of the Creative Industries, but showcasing excellence in design, user experience or other creative disciplines as a key part of the project.

### **Purpose of the Fund**

The aims of this fund are:

- To provide immediate financial support for games, animation, digital agencies and creative digital businesses during the coronavirus outbreak.
- To support the retention of IP by indigenous companies which, in turn, will enable them to grow.

- To enable indigenous digital creative companies to develop new digital services and improve or introduce new platforms for the digitisation or distribution of digital content.

The objective is to support projects that will use the creative digital economy to access new markets. This could include transformation or adaptation of other non-digital products and services to digital or expansion of existing digital products to smartphone, tablet and emerging devices, utilising social media channels for new markets, utilising emerging platforms (such as IOT, smart TVs / homes, social and many more).

In Creative Industries, projects would normally involve the exploitation of a creative product or service in digital format(s). A creative product or service is defined, for the purposes of the fund, as any commercial product or service with artistic or creative content or which has been created to distribute creative content.

### **Who can apply?**

Businesses registered in Wales producing digital content based products and services, including but not limited to games, animation, VFX, digital agencies and digital trailblazers where a product or service demonstrates excellence in digital design, user experience and implementation.

Applicant companies must have a track record in developing digital services, or have an identified route to market for new services.

Where IP is developed and retained, applicants must own at least 50% of the rights. The company can be any size, but the primary activity of the company needs to be within a creative industries SIC code.

This fund is not designed for general software as a service ventures outside of the Creative Industries.

If you are in doubt about eligibility we can provide advice and guidance as to whether your proposed idea fits the criteria.

Projects will typically be:

Medium to high risk.

- Have the potential to develop exponentially, either through IP exploitation or a mass market reach.
- Be substantially in Wales.
- Have a defined scope and timescale for delivery.

Current areas of note (although not an exclusive list) include games, animation, immersive, e-sports.

### **What kind of projects do we want to see?**

We welcome a broad range of applications across the Creative Industries.

Projects must always have:

- A commercial focus
- A defined start and end
- IP retained in Wales in the case of content projects, or a significant commercial return in Wales in the case of platforms / services or other digital creative initiatives
- Evidence of market interest / a route to market
- A normal design, develop, build, test, deploy cycle, whether that be traditional or agile managed

Projects not supported will include:

- Operational improvements to existing businesses which should be 'business as usual' – new websites, digitisation or automation of processes etc.
- Non-commercial, third sector or other public sector projects
- Projects which already have a substantial component of public funding
- Projects previously supported

We will prioritise projects which can demonstrate the following;

- Evidence of market interest
- Retention of core team members for a period exceeding 3 months
- Have the potential to generate exponential growth

### **What can you apply for?**

Applications can be made for funding from the digital development support fund for up to a maximum of £25,000.

For this new scheme there does not need to be any 'match' funding, Creative Wales will pay 100% up to £25,000 per project.

Any match funding leveraged will be welcome as it will increase the impact and potentially enable our funding to go further, and could make your case for support stronger.

Eligible costs include wages, freelancer costs, materials and resources specific to the project.

You should not embark on the project fully until your application is approved.

Development costs will only be covered for a maximum period of 12 months. It will not be possible to claim for any retrospective costs.

Companies may only submit one application per funding Call. There can be no reapplications from companies whilst a current development funding project is still running.

Funding is non repayable.

As a condition of funding you will agree to undertake up to 3 years of joint publicity with Creative Wales and will be asked to supply a bank of images and video from the project for us to use in press and publicity.

All applications will be considered on an individual basis and payment of this grant is at the absolute discretion of the Welsh Government.

### **How will the application process work?**

Applications for the EDDF will be made using the EDDF Application Form that will need to be submitted upon completion to Creative Wales, along with a completed development budget.

Applications can be obtained by emailing [creativewales@gov.wales](mailto:creativewales@gov.wales).

This Call for funding will end on 18th May 2020. Applications will be assessed following this date and we aim to provide a decision to applicants by 1<sup>st</sup> June 2020.

Successful applicants will be issued with a Grant Offer Letter that outlines in more detail the terms and conditions of your grant, and particulars that only apply for the EDDF. Once received, applicants will need to ensure that they sign and return this to us as soon as possible, and after they have checked they are content with the terms and conditions.

Delivery against agreed outputs will be recorded for up to 12 months following completion of the project and will be a condition of the grant offer.

### **Legal Route**

Covid-19 Temporary Framework for UK Authorities - SA.56841 until 30<sup>th</sup> September 2020 (with possible extension until 31<sup>st</sup> December 2020).

The Framework allows for temporary limited amounts of aid to undertakings that find themselves facing a sudden shortage or even unavailability of liquidity can be an appropriate, necessary and targeted solution during the current circumstances.

The Commission will consider such State aid compatible with the internal market on the basis of Article 107(3)(b) TFEU, provided that all the following conditions are met. Please note there are specific rules for the primary agricultural and the fishery and aquaculture sectors.

- a. the aid does not exceed EUR 800 000 per undertaking in the form of direct grants, repayable advances, tax or payments advantages; all figures used must be gross, that is, before any deduction of tax or other charge;
- b. the aid is granted on the basis of a scheme with an estimated budget;
- c. Aid may be granted to undertakings that were not in difficulty (within the meaning of Article 2(18) of the General Block Exemption Regulation in Annex C) on 31

December 2019, but that faced difficulties or entered in difficulty thereafter as a result of the Covid-19 outbreak.

d, the aid is granted no later than 31 December 2020.

In addition:

- i. there needs to be a direct causal link between the aid and COVID-19;
  - ii. the aid is to be strictly limited to compensating only for the damage caused;
- and
- iii. there is to be no culmination with other aid for the same costs.

**Applicants to this fund can only apply for a maximum of £25,000 total funding under the Covid-19 Temporary Framework for UK Authorities – SA.56841.**

It is also a requirement for the applicant to inform us of any support they have already received under other Temporary Framework schemes

EDDF is a discretionary fund with no set appeals process. Unsuccessful applications will be notified following our decision and provided with advice and feedback on their application.

### **Privacy Notice**

The Welsh Government provides a wide range of grant schemes to help deliver our policies and create a fairer, more prosperous Wales.

The Welsh Government will be data controller for any personal data you provide in relation to your grant application or request for grant funding. The information will be processed as part of our public task (i.e. exercising our official authority to undertake the core role and functions of the Welsh Government) and will help us assess your eligibility for funding.

Before we provide grant funding to you, we undertake checks for the purposes of preventing fraud and money laundering, and to verify your identity. These checks require us to process personal data about you to third party fraud prevention agencies.

If we, or a fraud prevention agency, determine that you pose a fraud or money laundering risk, we may refuse to provide the grant funding you applied for, or we may stop providing existing grant funding to you.

A record of any fraud or money laundering risk will be retained by the fraud prevention agencies, and may result in others refusing to provide services, financing or employment to you.

We will keep personal information contained in files in line with our retention policy. If successful in your application then your personal data will be kept for 7 years after the date when you, as grant recipient, are free from all conditions relating to the grant awarded and all payment have been made. However, if the funding is awarded

under General Block Exemption or De Minimis, your personal data will be kept for 10 years from the conclusion of any aid award. If you are unsuccessful your details will be kept for one year after the date you provided them.

Under the data protection legislation, you have the right:

- to access the personal data the Welsh Government holds on you;
- require us to rectify inaccuracies in that data
- to (in certain circumstances) object to or restrict processing
- for (in certain circumstances) your data to be 'erased'
- to lodge a complaint with the Information Commissioner's Office (ICO) who is the independent regulator for data protection

For further details about the information the Welsh Government holds and its use, or if you want to exercise your rights under the GDPR, please see contact details below:

Data Protection Officer  
Welsh Government  
Cathays Park  
CARDIFF  
CF10 3NQ

Email Address: [Data.ProtectionOfficer@wales.gsi.gov.uk](mailto:Data.ProtectionOfficer@wales.gsi.gov.uk)

The contact details for the Information Commissioner's Office are:

Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Telephone: 01625 545 745 or 0303 123 1113

Website: [www.ico.gov.uk](http://www.ico.gov.uk)

### **Publicity**

All successful applications will need to:

- Agree to be included on all publicity, press releases and marketing material we produce.
- Agree to include a *Supported by Creative Wales* credit on their end roller, should the project be produced.

Successful applicants will be notified and informed prior to the general release of material.

### **Post Payment and monitoring**

6 - 12 months after the date of payment we will ask for evidence of defrayal of the eligible costs agreed within the award letter (this could be by way of receipted invoices supported by bank statements).

### **Grant Repayment**

Applicants should note that the Welsh Government may require repayment of the grant in full or part if the funds are not used for the purposes stated on the application form or if the business was not eligible in terms a reduction in turnover. The applicant is entering into an agreement and this will be enforced by requesting proof, post grant award.

## **Appendix 1**

### **Eligibility Criteria**

Applications will first be assessed against the following eligibility criteria. Application projects which do not meet the eligibility criteria will be automatically rejected and will not proceed to the appraisal stage;

Company Eligibility Criteria	<ul style="list-style-type: none"><li>• Application must be made by company registered in Wales with a relevant SIC code</li><li>• Applicant company must be based in Wales with their head office based in Wales</li><li>•</li></ul>
Project Eligibility Criteria	<ul style="list-style-type: none"><li>• A commercial focus</li><li>• A defined start and end</li><li>• IP retained in wales in the case of content projects, or a significant commercial return in Wales in the case of platforms / services or other digital creative initiatives</li><li>• Evidence of market interest / a route to market</li><li>• A normal design, develop, build, test, deploy cycle, whether that be traditional or agile managed</li></ul>

### **Evaluation Criteria**

Projects will be assessed against the following criteria;

Proof of market interest/route to market
Track record of applicant company
Feasibility of the project
Project has multi-platform potential