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DIGITAL  
INNOVATION  
FUND FOR THE  
ARTS IN WALES

## Digital Innovation Fund - Application Form

To be considered for the next stage of the Digital Innovation Fund for the Arts in Wales you need to complete the following application form. It asks you to tell us about the challenge or opportunity you want to tackle, why you're the right people to tackle it, the audience affected and what you might do during the next stage. It's divided into four sections and all questions are mandatory. To see how this fits into the wider programme of work, please refer back to our timetable.

At present, you can't save and return to this at a later date. If you want to draft your answers first, please download and fill in a copy of this form from the Arts Council of Wales website: <http://innovation.arts.wales>

### Your Information

*Standard contact information to be included here.*

## Part 1 - The Problem or Opportunity

Any innovation project should have a clear objective - a reason why it needs to be undertaken or a goal that it wants to achieve. It should also make sure that this is a long-term objective - part of the ongoing vision of the organisation undertaking the project.

Innovation happens because change is necessary. We want to know what the change is that you're looking to instigate and why.

Tell us about the problem you want to solve or the opportunity you want to take advantage of. We're looking for clearly articulated challenges that could have a broad impact on the wider arts sector. Remember that we're looking for projects that want to either:

- Enhance their audience reach or engagement; or
- Develop new business models.

### What's the long-term aim that you're trying to achieve? (100 words)

This should be a SMART objective. e.g we want to increase attendance by people with visual impairments at arts events by making arts venues more accessible. By the end of next year, we want to reduce our reliance on public subsidy by finding new ways to increase our ticket yield.

### What needs to change or happen for you to achieve your aim? (400 words)

Be as specific as you can - there may be more than one thing that you need to do to affect the change that you want to happen (bullet points may help here). What assumptions are you making that need to be tested? What might stop you from achieving your objective? What are you assuming that you can't currently prove or backup? e.g. we're assuming that people with visual impairments want to attend more often and that they can afford to do so.

**How will you know if you've achieved your goal? (200 words)**

what metrics, measurements or other information might you use? e.g. visits to arts venues by people with visual impairments increase by x% over the next X months.

**How big a problem or opportunity is this for the wider arts sector? (200 words)**

Do other organisations experience the same problem or could they also take advantage of the opportunity?

## **Part 2 - Audiences, Customers and End-Users**

In this section we want to know more about the people that this is going to impact on - your audiences, customers or end-users. Regardless of your overarching objective (audience reach or new business models), you'll be interacting with customers and users throughout your project.

### **Who might take advantage of the new opportunity? Who is this a problem for? (200 words)**

Describe your potential audiences, customers or end-users and the potential scale or size of the market. Is this a new set of audiences or an existing set of customers or end-users for your organisation? If they're an existing group, tell us how many of them there are and how they currently engage with you. If it's a new group, why do you want to engage with them?

### **What are customers, audiences or end-users currently doing to overcome this challenge? Or, why has nobody taken advantage of the opportunity? (200 words)**

Tell us about the hacks, workarounds or homemade solutions that people are using. Or, if this is a new opportunity, tell us why you think nobody's taken advantage of it yet.

### **Part 3 - Your Organisation**

In this section we want to know a bit more more about your organisation - why you're the right people to undertake this work and how it fits with your strategic direction.

#### **How does solving this problem fit with your organisational strategy? (200 words)**

We want to know whether this fits with your current objectives or if it's a diversification. If it's the later, do you have support from your board to diversify your activities?

#### **Why are you the right people to be tackling this challenge or opportunity? (200 words)**

Tell us how you might represent the wider sector when undertaking this project - how the lessons you learn will be replicable by others and why you're in the best position to share those lessons. Is there anyone else within the sector that you should be working with? We know the benefits of collaboration. If your project would be best undertaken with other partners, let us know who they might be and how likely they might be to work with you.

#### **If you were to successfully make it through to the full R&D stage, who would manage your project? (100 words)**

is there someone within your organisation who has both the skills and the time to undertake this or would you need to employ someone?

## Part 4 - The Project

In this final section, we want to know more about how you would spend the 14 week Idea generation and team building period and what sort of support you might need.

### **If your application was successful, how would you spend the £5,000 on offer?**

Please set out a brief budget, including an allocation of at least £2,000 to a technology partner. Please also note that there is no VAT payable on our grant to you. Any VAT costs that you incur must be included in the total budget.

Item	detail	Cost
e.g. Staff Time	X days from Marketing Manager	£900
total		

In order to get the most out of the idea generation and team building stage, you must attend the following workshops. Please confirm that at least two members of staff from your organisation will be able to attend workshops in Cardiff on the following dates:

- w/c 8 February 2016
- w/c 14 March 2016
- w/c 25 April 2016

(We can cover reasonable travel and accommodation expenses for this where necessary)