

Amplified Publishing: Industry Partner and Fellowship FAQs

Who are the programme partners?

Bristol+Bath Creative R+D is a partnership between the region's four universities - UWE Bristol, Bath Spa University, the University of Bath and the University of Bristol - and digital creativity centre Watershed. Fellows and Industry Partners will have access to our partners at:

- **The CREATE lab**: spatial cognition in physical and virtual environments, design and evaluation of technologies for children, exploring trust, security and identity in online environments.
- **CAMERA** at the University of Bath: Centre for the Analysis of Motion, Entertainment Research and Applications
- **Vision Institute** at the University of Bristol: visual mechanisms and processes evolved in humans and other animals, and their translation to innovations in technology, medicine and the creative arts at Bristol.
- **Pervasive Media Studio** at Watershed: a diverse community of creative companies, technologists and academics exploring experience design and creative technology.
- **Digital Research Culture Centre** at UWE: based in the Pervasive Media Studio with a mission to interrogate, articulate and create practical approaches to responsible technological futures.
- **The Centre for Cultural and Creative Industries at Bath Spa**: Research, engagement and discourse surrounding the theoretical, practical and commercial frameworks that embody the arts, media, or creative industries.
- **Brigstow Institute at the University of Bristol**: Brigstow brings researchers from different disciplines together with a range of partners across the city and beyond to experiment in new ways of living and being.
- **The Studio at Palace Yard Mews**: Bath Spa University's town centre enterprise and innovation hub, which focuses on creative technology micro-businesses.

What is the difference between an Industry Partnership and an Industry Fellowship?

Industry Partners will be awarded £5K to engage with the Amplified Publishing pathfinder for a period of 6 months while Industry Fellows will be awarded £12K to engage for the full duration of the pathfinder of 11 months. The outputs and research

undertaken will vary accordingly but we hope Industry Partners will continue to remain connected to the community for longer if commitments allow. Access to the cohort, partners and opportunities that may arise will be offered to everyone taking part in the pathfinder. The different periods of engagement offered are a recognition that those in industry may have more limited availability or capacity to engage but have much to offer the Amplified Publishing community and expanding network.

What is a Pathfinder?

Pathfinders are themed, creative R+D projects designed to lead the Bristol + Bath cluster into the future, engage with emergent technologies and develop a diverse new talent base. There will be 5 Pathfinders from 2019 until 2023.

What is the time commitment?

These opportunities are commissioned on a project rather than time basis, and we expect Fellows and Industry Partners to manage your own time in relation to the project.

Fellows and Industry Partners will participate in a series of workshops May - July 2021. We believe that shared thinking and peer learning is the best way to innovate, therefore these sessions are a vital part of our process and we expect all to attend.

Beyond that, we are flexible about how you structure your time, but we advise you to check in with the Producer team to look at how this can best work for you and the project.

If you are concerned about timings in any way, do get in touch with the team at info@bristolbathcreative.org.

Where will the Fellowships and Industry Partnerships take place?

All Fellowships and Industry Partnerships will be virtual although you will have the support of teams at Watershed, Bristol, and The Studio at Palace Yard Mews, Bath.

What do we mean by 'New Talent'?

By 'New Talent' we mean that you are at the early stages of your career, either just emerging from a career break, education or training, or in the process of pivoting your career to include some aspect of digital creativity. You may have spent a year or so exploring this space but have an open and curious approach to your ideas and to the work of others.

For an overview of the scheme see [Amplified Publishing: Funded Opportunities](#)

You may have been working on things in your bedroom, in a studio, after work or on weekends. Perhaps you have an interest that started for you at school, college or university that you haven't been able to pick up since you left. Or perhaps you've just never had access to the time and resources, or to a support network that can help you to get it off the ground.

What about VAT?

The funding attached to these opportunities are classed as grants, and VAT is not applicable. Fellows and Industry Partners will not be able to charge VAT on top of the grant.

What can I spend my grant on?

The grant is primarily for time spent on the Fellowship or Industry Partnership, it is also inclusive of any travel, research trips or materials you might need. We have a separate access budget that can support specific access requirements as needed, please get in touch if you have any questions about what is available.

What will I be expected to share at the end of my Fellowship / Industry Partnership?

Fellows and Industry Partners might produce ideas, storyboards, treatments, articles, presentations or blog posts, designs, provocations, thought pieces, podcasts, videos, research papers, or audience research that helps us commission products or services that users actually want. We are open to hearing your ideas and will work with you to develop appropriate opportunities for you to share your work.

Who will own the Intellectual Property (IP) generated through my Fellowship / Industry Partnership?

You will retain ownership of any IP generated through the Fellowship or Industry Partnership. We will ask that you share your process openly with the cohort as you go as our intention is that people learn from each other. Academic Fellows will be subject to the IP arrangements in their employment contract.

Online forms aren't my thing. Can I apply in a different way?

We realise that online and/or text-based forms don't suit everyone, so if you would like to discuss a different way to apply, please get in touch at info@bristolbathcreative.org.

If I apply for Amplified Publishing but am unsuccessful, can I re-apply for a Fellowship or Industry Partnership for the other themes?

For an overview of the scheme see [Amplified Publishing: Funded Opportunities](#)

You can still apply for future Pathfinders, but you will need to ensure your idea, perspective or approach relates to the new theme.

What are the Fellowship application form questions?

- What is your first name?
- What is your surname?
- Email address
- Which of these statements best describes you?

Your answer will let us know which type of fellowship opportunity best suits you. You are welcome to select more than one, but if possible we would encourage you to choose just one.

- A. You have a new practice in this field (New Talent)
- B. You have an established practice in this field (Industry)
- C. The focus of your work is producing inclusion (Inclusion)
- Please upload a proposal outlining your Amplified Publishing research question, or set of questions. Tell us how you would approach your question/s during a fellowship. Maximum two pages.

What are the Industry Partnership application form questions?

- What is your company name?
- What is your first name?
- What is your surname?
- Email address
- Company website
- Please upload a proposal outlining your Amplified Publishing research question, or set of questions. Tell us how you would approach your question/s during an Industry Partnership. Maximum two pages.

Talk to us

If you have any questions about the programme or application process that is not covered by these FAQs and the briefs, please get in touch at:

info@bristolbathcreative.org

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