BRISTOL+BATH CREATIVE R+D

Digital Placemaking
R+D Production Brief

bristolbathcreative.org

Creative Industries x Clusters Programme

Funded by the Creative Industries Clusters Programme managed by the Arts & Humanities Research Council as part of the Industrial Strategy.
Thank you so much for your interest in our call for ideas. There is a lot of information in the following brief but we wanted to begin with a note of enthusiastic welcome, to tell you a bit about why we have designed our programme in the way that we have and the kind of conversation you’d become a part of, if you join us.

Bristol and Bath are our home. We are proud to live, work and play here and we want it to be the best that it can possibly be. We are a partnership charged with spending public money and we feel the responsibility of that keenly. We are excited by creative technology and the opportunities that it can bring but are keen to rethink the conventional narrative of economic development to be more sustainable. We want our region to be a place that is known for innovating in a way that is distinct from other major tech clusters - where rapid growth can lead to fragile success and divided communities. We think that there is a different way of doing things. We don’t know exactly what that looks like but we want to find companies who will go on that journey with us.

The last few months of working with our Fellows and Partners has provoked some of the most rigorous, inspiring and interesting conversations that we have ever been a part of. They have been asking questions about belonging, safety, hope and power in public space. We have imagined clocks that look like maps, stories that shift with the weather, and invisible networks made material and reconfigurable. They have reminded us not to polarise ‘real’ against ‘virtual’ because many people experience both as more blended and nuanced. They have given us an awareness of the relative nature of R&D and who feels enabled to take risks and feel safe.

If those sound like ideas that resonate with you, we hope that you will come and talk to us. Tell us what you want to do and the ways in which you want to change the world - if you want to keep things the same then this brief probably isn’t for you.

Thanks,

The Bristol+Bath Creative R+D team
The Brief

This document is for people interested in prototyping new R&D work around the theme of Digital Placemaking in Bristol and Bath. Below we set out who we are and what we are interested in as a starting point for a further conversation about what you are excited about making and how we might work together.

We have a funding pot of £235,000. We are expecting to make two or three awards that could be up to £100,000 with some smaller investments in response to your ideas.

What is Bristol+Bath Creative R+D?

Bristol+Bath Creative R+D seeks to support the creative industries cluster around our two cities by forging connections and partnerships, sharing knowledge, unlocking regional research strengths and maximising opportunities in what’s already one of the most vibrant clusters in the UK. The cluster is made up of all the individuals, businesses and organisations that play a role in the creative, cultural and technology communities in the region. We want Bristol and Bath to carry the torch for industry-leading innovation, creating the most inventive, compelling new products, services and experiences. And we want to achieve this in an inclusive and sustainable way.
**Our Core Values**
Bristol+Bath Creative R+D aims to deliver a ‘triple bottom line’ impact; social, cultural and economic. Our core values are:

- Be as creative as we can be in all that we do: helping to raise the ambitions of our cluster at every stage
- Be radically inclusive; developing new models for sustainable cluster growth, tackling societal and grand challenges for the widest benefit
- Bring in users and partners as co-commissioners and co-designers of challenges; helping companies to deliver their values in order to create value
- Open-source outcomes wherever possible; maximising learning and impact for the whole cluster

While the programme has commercial R&D at its heart, dynamic consultation, inclusive partner management, and open-source outcomes are in its DNA. We are looking to fund the research and development of creative products, future platforms, services, large scale production, content or market-ready applications. The money we invest must lead to shared value for the cluster - and we will work with those we fund to actively apply our values (for example through talent development placements or publishing your learning).

**What is the Digital Placemaking Pathfinder?**
Digital Placemaking aims to enhance and deepen the relationship between people and places. We believe the best examples of digital placemaking are co-designed by different kinds of communities, using creative solutions to improve or enhance the public experience of place. We want to invest in prototypes that demonstrate the potential of new technologies and the future internet to expand and shape our understanding of Digital Placemaking and its role within the future Smart City, looking ahead to 2030.

Earlier this year we recruited a group of eight fellows, bringing together new talent, university research and cutting edge industry and inclusion practitioners to explore the challenges and opportunities within the field of Digital Placemaking. You can read more about what this theme means and the work of our fellows [here](#), and explore (and add to) our bibliography of relevant work linked to from [here](#).

We are also working with Industry Partners to understand the current sector, the questions they are asking, and what the gaps are. Our Industry Partners are:

- **BBC R&D** comprises 220 highly specialist research engineers, scientists, ethnographers, designers, producers and innovation professionals working on the future of the BBC in a world of changing lifestyles and emerging content formats. Immersive and responsive experiences challenge the art of storytelling whilst enabling new ways for the BBC to achieve its Public Purposes.

- **City ID** develop unique design, information and architecturally responsive wayfinding solutions to integrate people, movement and places. They are a multi-disciplinary team of urbanists, planners and design specialists with a global reputation for improving the legibility and experience of cities, places and destinations. A pioneer in the principles and practice of ‘Legible Cities’ and the creation of products and services to enable people to read, understand and augment the experience of place.

- **Niantic** is the world’s leading augmented reality company with an initial focus on augmented reality games. They see a future where technology paves the way for new entertainment experiences, advanced robotics, and scaled adaptive computing — and games are where they incubate some of their most audacious thinking.

- **Stride Treglown** is a Bristol headquartered national architecture practice. They are experts in designing the built environment through Town Planning, Masterplanning, Urban Design and Architecture. They have a programme of research that is uncovering best practice in physical placemaking and virtual reality in the town planning process. They are offering expertise in site feasibilities, assessments and choice of physical space, impact of real and digital design on a space, built environment connections within the region, and professional services associated with any physical works arising out of the programme.
**What are the questions we are exploring?**

We have been exploring what we would like to exist digitally and physically in our cities at the intersection of infrastructure, culture and people. Overlapping approaches and areas of interest have begun to emerge, as well as a lot of questions. We have listed below some of the parameters we think are important and we will ask you to tell us how your proposal relates to these.

**The intersection of digital and physical space / hybrid space:** Many of us already move seamlessly between digital and physical worlds in our day-to-day life. From Google Maps, to wearable technology, to playing Pokémon Go in the park; digital technology can make things easier, more enjoyable and more accessible. Of course, if it's not done right, digital technology can also make things more confusing, alienating or overwhelming. How does digital space have an impact on physical space and vice versa? What does place mean across both?

**Culture as part of the digital infrastructure:** Culture is a key to place, belonging and identity: the new digital infrastructure can embrace culture to make our city region leaders in digital placemaking. How can we establish this as the first city region to make culture an integrated part of the future smart internet and 5G network and what is the role of culture in the newly emergent digital infrastructure?

**Co-created:** We believe the best examples of digital placemaking are co-designed by different kinds of communities, using digital technology and creative solutions to improve or heighten the way we experience place. We want you to ask who is it for and are you working with them? Whose stories are being told and how are they involved in the process? What is best practice for co-creation? How does your collaborative production process add value for all parties?

**People-centred:** We are interested in project design that puts people at the centre of the work, is accessible and inclusive, transparent and trustworthy. We encourage you to think about whether your project addresses people’s sense of security, any potential fears, and whether or not they feel safe and welcome? In a world where surveillance is common and people are increasingly concerned about the ways in which their personal data can be misused, how can we build cohesion and trust by enabling people to have greater agency and choice about data sharing and how it is used to create new, shared value in place based services and experiences?

**Relevance:** We are all affected by issues of inequality, social justice and climate emergency. Cities need to become more conscious of both the need to live with the impacts of climate change and to take radical steps to reduce future carbon emissions. We welcome ideas that engage with the urgency of these challenges in a nuanced and thoughtful way.

**Our approach to technology**

The higher speeds and enhanced quality afforded by the future internet and 5G create opportunities for creative industry content producers. We have the opportunity to develop a cohort in the region who are at the forefront of designing new place-based experiences.

Bristol and Bath have a history of being at the forefront of using creative work to engage citizens with the network. This Pathfinder is our opportunity to make culture an ongoing part of the city region network provision. How could we build an accessible ‘channel’ where users knew they could discover brilliant work that was in, and of, the place?

While we are not expecting all our investment to go into 5G projects, we foresee that some will, and we are working in partnership with the University of Bristol's Smart Internet Lab to provide access to 5G testbeds in Bristol and Bath. There will be a dedicated person in place to liaise with the commissioned businesses for 6 months from January 2020. The network will be available for 4 months from February to May 2020.

We are not expecting people to be advocates for 5G but to critically engage with it and be excited about emerging technologies and the opportunities they offer. We will build a public facing and open research programme into the process. Our Core Values also apply to our approach to technology and we will work with funded parties to actively apply them.
**What are we looking for?**

We will commission a set of creative prototypes that explore Digital Placemaking to be shared with a public audience in Bristol and Bath throughout May 2020. We are seeking to develop the cultural infrastructure in Bristol and Bath, paving the way for ongoing work and sustainable business models. We know that there is not an existing well-trodden route to market so will work with you to, together, make a step change in how this work finds an audience.

This commission should allow you to take creative risks, it is not for business as usual. In considering our brief, you might ask yourself and your team the following questions. They will also form the basis of conversations we will have with you throughout the process.

- Why are you excited about this idea and do you really want to make it?
- What already exists in the world and how is your idea different?
- Who is it for? And why do you think that they will want to engage with it?
- Might this idea lead to new things for your business longer term (a new business model, new IP or more scalable work)?
- Who are you interested in collaborating with who you haven't before? Who in our Pathfinder programme (e.g. research partners, Fellows) would you be interested in connecting with?

We have a funding pot of £235,000. We are expecting to make two or three awards of up to £100,000 with some smaller investments in response to your ideas. The commissioning process may involve negotiation of budgets to agree the right scale of investment, and how best to structure it. We will not take equity in anything we invest in, believing that making new work is hard enough and that you are the best people to take your own ideas forward. We also know that you will bring your own time, money, resources and networks to the work - this is of huge value and we will work with you to capture and recognise this as match contribution. We will work with you to secure further funding or investment in your prototype.

**What do you get?**

- Financial investment towards the production, project management and delivery of your R&D prototype.
- A collaborative cohort of other businesses, fellows and researchers interested in R&D work in Digital Placemaking to share with and learn from.
- Production support from the Bristol+Bath Creative R+D Producers, Business Development Advisor and Communications.
- An opportunity to showcase your work in Bristol and/or Bath with public, partners and investors.
- Full ownership of your Intellectual Property. If you are applying as a collaboration, you will need to agree how the IP will be split.
- Access to partner University research programmes in narrative, responsible technologies, sustainable business and audience/user research.

We welcome proposals from companies based anywhere in the UK, however, the impact of the investment and activity must be initially focussed in Bristol and Bath, with at least one partner based in the region. You might be an individual company, partnership team or collaboration.
What do we expect?

- A team (of whatever size) with the skills, experience and resources to deliver the proposed R&D work.
- Work that can be shown to investors and the public for a month-long showcase in May 2020 in Bristol and/or Bath.
- Active engagement with the Bristol+Bath Creative R+D partners, the Digital Placemaking Fellows and our Industry Partners and full participation in the process.
- An openness to sharing your process and testing your work as it develops. We will work with an awareness that your IP needs protecting.
- Endorsement of our Core Values and a commitment towards enacting them.
- A consideration of the environmental impact of your R&D prototype.

How will we assess your proposal?

- The **ambition** of your idea and how it applies to and develops the theme of Digital Placemaking. Original and exciting use of technology which unlocks new experiences or tools and accesses and engages new audiences or markets.
- The potential for ‘**triple bottom line**’ impact of the work on the sector in Bristol and Bath; we aim to create jobs, new economically sustainable businesses and new opportunities so we are interested in your collaborations and supply chain (we also recognise the region is not isolated from national and global markets and are excited by impact elsewhere).
- Your **understanding of the audience** you are making this work for; you could be interested in developing new audiences or deepening your engagement with existing ones.
- Your understanding of where **inclusion** exists in your proposal; this might include your team, process, content and/or audience and should acknowledge where the gaps are.
- The **feasibility** of your idea: do you have a team (of whatever size) with the skills, experience, resources and time to deliver the prototype and progress into the future. If not, do you know what you need to bring in and have an idea of how to find them (we may be able to help with this).
How to Apply

Please complete this online application form, which asks you to upload a proposal (no longer than two pages) that outlines your idea in response to the brief. It also asks you to upload a budget for the amount of investment you are asking us for and some basic information about your business.

We have answered some FAQs here, and will continue to update this document. We will be holding one-to-one surgeries in Bristol and Bath (dates below) these are an opportunity for you to talk through your ideas with us before applying. If writing is not your thing, we welcome alternative forms of application. Please get in touch to talk about your options (contact details below).

Please contact us if you have any questions, or want to book a session in one of our surgeries:

info@bristolbathcreative.org

We aim to be as inclusive as possible and will work to accommodate all access requirements. We will openly discuss and tailor how we do things to support you as best we can.
Timeline

Applications open: Mon 7 Oct 2019
One-to-one surgeries: Mon 28 Oct (Bristol) & Wed 30 Oct (Bath) 2019
Application Deadline: Mon 18 Nov 2019, 10am
Shortlisted applicants informed by: Weds 27 Nov 2019
Pitch and Interviews: Mon 9 & Tue 10 Dec 2019
Production period: Jan-Apr 2020
Network and resource mapping workshop: Tue 21 Jan 2020
Showcasing: May 2020
Thanks!

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From Digital Placemaking workshops
at Watershed 28 June 2019