

Collaborate: pilot project

Expression of interest information and guidance for
academic sector applicants



Arts and
Humanities
Research Council



Paul Hamlyn
Foundation



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About the Centre for Cultural Value

The Centre for Cultural Value is building a shared understanding of the differences that arts, culture, heritage and screen make to people's lives and to society.

We want cultural policy and practice to be shaped by rigorous research and evaluation of what works and what needs to change. To achieve this, we are working in collaboration with partners across the UK to:

- Make existing research more relevant and accessible so its insights can be understood and applied more widely.
- Support the cultural sector and funders to be rigorous in their approaches to evaluation and to foster a culture of reflection and learning.
- Encourage new research partnerships between academics and the cultural sector through our Collaborate programme.

Based at the University of Leeds, the Centre's core partners are The Audience Agency and the Universities of Liverpool, Sheffield, York and Queen Margaret University, Edinburgh. The Centre is funded for five years by the Arts and Humanities Research Council (part of UK Research and Innovation), Paul Hamlyn Foundation and Arts Council England.

Our Collaborate programme

Over the next four years we will invest £200,000 in funding to the cultural sector, which includes arts, cultural, heritage and screen practitioners and organisations, to support the development of collaborative research projects responding to sector-driven questions exploring cultural value. The impetus for the research topics will be led by cultural sector partners, with the research questions, approaches, methodologies and project activities being developed in partnership with academics.

The Collaborate programme provides a framework that supports experimentation, skills sharing and learning from failure in order to develop projects that will employ innovative methodologies and engage in reflective practice, creating new perspectives on topics which will add to our growing body of knowledge around cultural value.

This pilot project of the Collaborate fund will be supported with a grant of up to £10K which can be used to cover all or part-costs of a collaborative project working with Manchester Camerata lasting between 6-12 months.

As well as providing funding for the project, the Centre for Cultural Value will support you to work together with Manchester Camerata to create a project which demonstrates a clear focus on a strong, mutually rewarding working relationship and which achieve clear benefits and insights for you both. Participants in this pilot programme will be provided with key

opportunities for professional development in collaborative research practice through access to supportive networks, workshops and learning resources and support to develop the potential of a longer-term partnership or programme of activity.

Who can submit an expression of interest?

We welcome expressions of interest to participate in the Collaborate pilot programme from any Post-doctoral individual researchers or research teams from any discipline currently working at a UK based Higher Education institution.

Who won't be eligible?

For-profit organisations, funded sector support organisations and independent researchers.

Why you should apply

Participation in the Collaborate pilot programme offers an opportunity to support the cultural sector at a time of crisis, following the devastating effects of the pandemic and lockdown on venues, organisations and freelancers.

You will have the opportunity to develop a research partnership with Manchester Camerata, a leading arts organisation, on a live research topic to explore and more deeply understand an area of cultural value that is highly relevant to their practice - so knowing that your input will make a difference.

At a time when universities are constrained in their support for small-scale pilot projects, this project offers the opportunity to co-develop innovative research processes, to pilot research activity with live audiences and/or test existing methodologies in a new context that could be developed beyond the life of the project.

The project is a professional development opportunity for researchers interested in collaborative research practice. You will have the opportunity to build new networks, develop skills of research leadership, open up new ways to communicate your research and develop a partnership that could be the foundation for successful externally funded grants.

The programme cannot fund core HE staff time, due to the funders' requirement to give direct support to the cultural sector through this scheme. However, eligible costs would include payment of PhD researchers to carry out data collection, which could form the basis for future research publications and any direct costs of events and activities associated with the research that could be cited as strong impact activity for future REF case studies.

How does the pilot programme work?

Stage 1: Expression of interest

Academic researchers will be invited through open call to submit a simple online expression of interest (EOI). Guidance information is available below to assist in the development of your EOI. Potential applicants will have three weeks to submit an EOI. **Deadline 5pm 14 December 2020**

Stage 2: EOI Assessment and notification

Your EOI will be used to assess eligibility and fit with the criteria of the Collaborate fund which are set out in the guidance below. We will notify everyone who submits an EOI whether they have been invited to the next stage in the **week of 4 January 2021**. If your EOI is successful, you will be amongst a shortlist of potential research partners invited to meet with the Manchester Camerata team to discuss project ideas and approach.

Stage 3: Matchmaking

After meeting with all potential research partners, Manchester Camerata will select their choice of academic partner. The Centre for Cultural Value will let you know if you have been selected to form a collaborative research team in the **week of 11 January 2021**.

Stage 4: Partnership and research project development

Your newly formed collaborative research team will be invited to a project inception meeting in the **week of 11 January 2021** which will provide support and information to establish collaborative working, build rapport and help develop a co-produced research question and methodology. You will have until the **19 February 2021** to work with Manchester Camerata to co-develop a full project grant application. We expect to be able to award funding of up to £10K to deliver between six and twelve months of project activity.

Stage 5: Funding and research

Manchester Camerata will be issued with a contract and payment schedules set against the milestones provided in your joint application in the **week of 15 March 2021**. Collaborative research activity may begin as soon as the contract is returned. The project process will be fully supported by the Centre for Cultural Value with milestone meetings and opportunities for peer learning and reflection to ensure effective delivery and to support ongoing project and individual professional development as necessary.

Stage 6: Documentation and dissemination

Your collaborative research project team will be expected to produce information about the cultural value insights and/or learning outcomes that have emerged from the project which can be disseminated to the wider cultural sector. We anticipate, at the very least,

this taking the form of a final report and/or case study written in plain language. We would also encourage you to trial new and compelling ways to present project findings and learning outcomes in accessible formats.

We'd also like you to contribute content to the development of a film produced by the Centre for Cultural Value that will be used to highlight the outcomes from the pilot project. This may take the form of participating in interviews or sharing images or video from projects that can be included in the film.

How will the Centre for Cultural Value support you?

The Centre for Cultural Value will provide support at every stage for the development of a mutually beneficial research partnership with Manchester Camerata.

- Guidance information and our Collaborate partnerships manager will be available to answer questions and clarify your thinking prior to the development of expressions of interest.
- Information and guidance sessions will be provided to assist the establishment of collaborative working practices, and development of a co-produced research question and methodology before submitting a full project grant application for assessment.
- Project delivery will be supported through opportunities for peer learning and reflection to ensure effective delivery and to support ongoing project and individual development as necessary.
- On completion of the project, the Centre for Cultural Value will explore opportunities to present your collaborative research findings and learning outcomes to cultural sector, academic and policymaker audiences, amplifying its impact.

Collaborate Pilot Programme Timeline

19 November 2020

Open call for academic EOI applications to Collaborate Pilot Programme

14 December 2020

Deadline for submission of academic EOI applications to Collaborate Pilot Programme

w/c 4 January 2021

Academic EOI applicants informed of outcome of application. Successful academic EOI applicants will move to next stage: matchmaking with Manchester Camerata

w/c 11 January 2021

Academic partner will be selected by Manchester Camerata from shortlist of academic EOI applicants. Project inception meeting with Manchester Camerata and Centre for Cultural Value.

19 February 2021

Deadline for submission of project grant application

w/c 15 March 2021

Funding awarded and project activity may begin

How to submit an Expression of Interest

Please read the detailed EOI guidance information below and complete your EOI online [using this form](#) by 5pm on Monday 14th December.

If I have any further questions, who can I ask?

If you have any queries you can find further information at:
<https://www.culturalvalue.org.uk/collaborate-fund/>

Or please get in touch with the Collaborate Partnerships Manager:
Lisa Baxter at ccv@leeds.ac.uk

Detailed Expression of Interest guidance

The following information will support applicants in aligning their EOI application with the assessment criteria below, classed as 'essential' and 'desirable'.

Essential criteria

1. Research interests/expertise relating to the Centre for Cultural Value's definition of cultural value are clearly identified
2. Effective demonstration of the contribution this project will make to developing new practice, knowledge or understanding for their own research area or academic skills.
3. Demonstration of reasonable expectations of the contribution in terms of skills, role and approach needed from a cultural sector research partner

Desirable criteria

1. Evidence of previous research conducted with non-academic research partners and its impact OR what value you anticipate working with a cultural sector research partner might bring to your practice
2. Understanding of how this research might contribute to a longer-term research partnership and/or continue to deliver value beyond the life of the project.

Further guidance on what to include for each question on the online form.

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1. Please describe your areas of research expertise (Max 5 key words)

In this section please provide us with no more than 5 key topic headings that describe your specific research expertise within your broader discipline.

2. Please tell us about your research interests (max 200 words)

Please describe your research interests more broadly, writing for a non-academic audience and highlighting the expertise and ambitions you bring to the scheme. This information will help us to identify how relevant a proposed research topic would be to your research area and what contribution it might make to developing new insight into cultural value. You should make reference to how this relates to the Centre's definition of cultural value - *i.e. "The difference arts, culture, heritage and screen makes to people's lives and society"*.

3. What benefits do you see in this collaborative opportunity for you, your research and/or its impact? (200 words)

In this section, please be as specific as possible in describing what value you think the programme has for:

- your own professional development
- your wider area of research
- achieving research impact.

4. What are you looking for in a cultural sector research partner? (200 words)

In this section please describe your expectations, needs and understanding of the role of a collaborative research partner. In answering this question you should outline:

- What types of skills and expertise you would expect them to have.
- What you envisage their role being in the project in relation to your own.
- How you would ideally like them to approach the project.

5. What previous experience do you have of research collaboration with cultural sector practitioners? (200 words)

If you have any relevant previous experience please detail:

- What research you conducted
- Who you collaborated with (if appropriate)
- How you applied learning from the work/ research findings to your research practice

You may include web links to detailed project information if available.

6. How might this project contribute to a longer-term research partnership or programme of activity? (200 words)

We would like to understand how you see this activity potentially fitting into a longer term vision for your research practice. In answering this question you might consider:

- How you could continue the research partnership beyond the life of the project.
- In what ways this activity might lead to further research.
- How the learning from this project might inform or catalyse new activity.