



Create Guidance Notes

Context & Background

Honeycomb – Creative Works is a £3.58m programme targeted at the digital content sector across the INTERREG IVA region of Northern Ireland, the six border counties of the Republic of Ireland and the western seaboard of Scotland.

Honeycomb will address the economic, educational, social and cultural needs of the sector by focusing on SMEs, organisations and individuals that play a role, or have a vested interest in the development of the digital content sub sector, particularly those who work in:

- film and broadcast;
- animation;
- computer gaming;
- interactive media; and
- music technologies.

The Honeycomb Fund is the Honeycomb – Creative Works dedicated seed fund.

Honeycomb – Creative Works would welcome proposals of a cross-border or cross-regional nature, although this is not a requirement.



Create Award

The Create Award is targeted at existing ideas/projects that require additional support to take them to the next level (Proof of Concept). Create is designed to help digital content freelancers/companies to establish further the commercial potential of a concept and more fully develop and test their ideas.

Guidance Notes

Who can apply?

1. Freelancers/companies involved in at least one of the following categories:

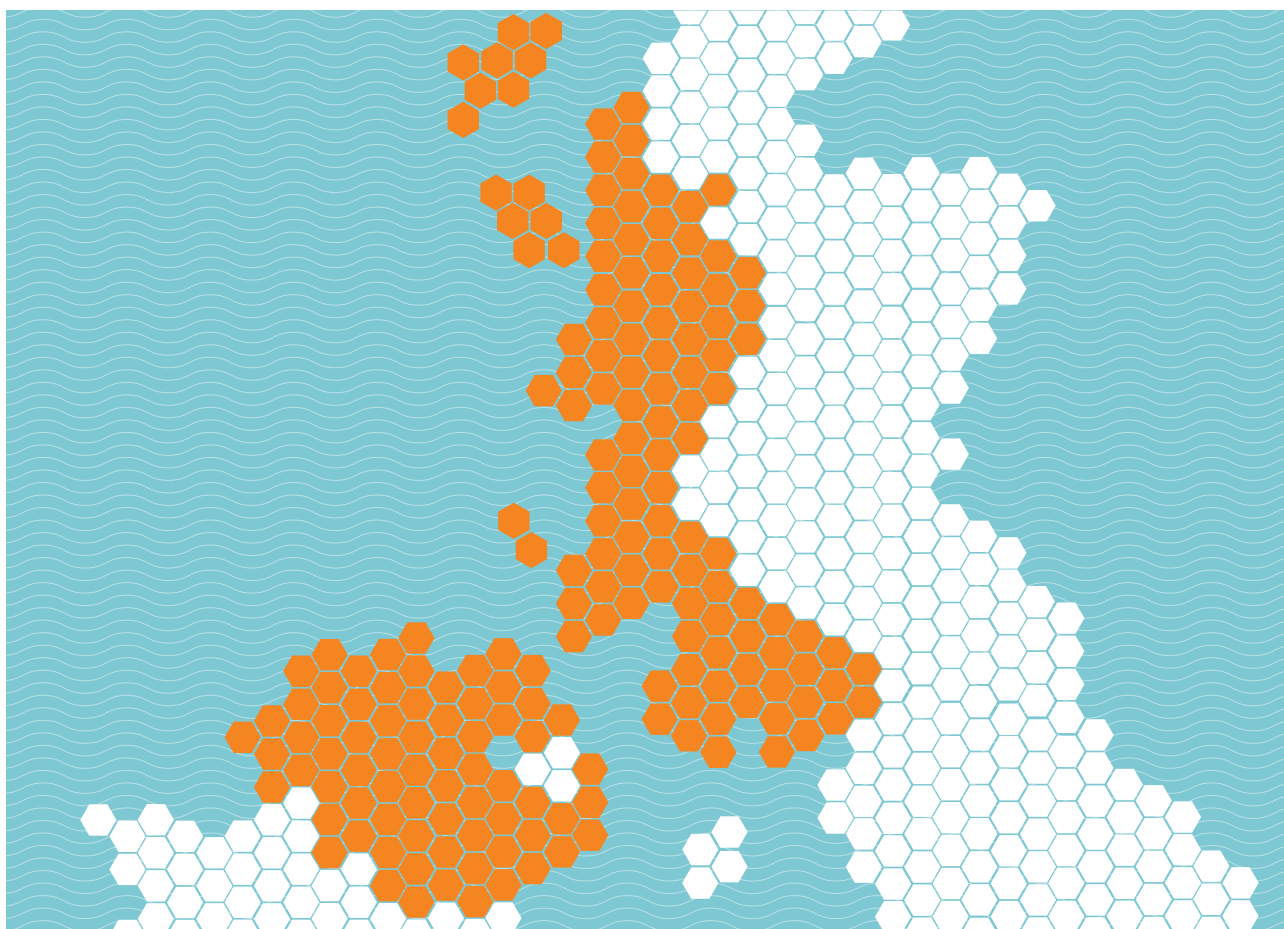
- film and broadcast;
- animation;
- games development;
- interactive media; and
- music technologies.

It is the responsibility of the applicant to ensure that they own the Intellectual Property contained in the application.

2. Award recipients must be located with the eligible INTERREG IVA Region, ie:

- Northern Ireland, excluding greater Belfast.
- Six border counties of the Republic of Ireland – Cavan, Donegal, Leitrim, Louth, Monaghan and Sligo.
- Western seaboard of Scotland – Lochaber; Skye & Lochalsh; Arran & Cumbrae; Argyll & Bute; East Ayrshire & North Ayrshire Mainland; South Ayrshire; Dumfries & Galloway.

The eligible area is represented in orange in the map below.



What Awards are available?

Create Award: eligible projects will have funding requirements of up to £5,000.

What costs can be covered by the Honeycomb Fund?

1. Content/product development costs.
2. Freelance/short-term contracts.
3. Existing staff costs.
4. Reasonable travel and subsistence costs.
5. Reasonable advertising and PR costs.
6. Appropriate and reasonable market research costs.

What costs cannot be covered by the Honeycomb Fund?

1. Overheads (rent, electricity etc.).
2. Any items of capital/equipment/software.
3. Development or updating of business websites for general promotion of the business.

Financial management of Awards if successful

It will be mandatory for Honeycomb Award recipients to meet with a member of the Honeycomb – Creative Works team in advance of commencement of their project to discuss timeframe for delivery, spend profile and mandatory requirements of Awards.

Coaching and mentoring

It will be mandatory for Honeycomb Award recipients to participate in the Honeycoach programme of coaching and mentoring throughout the duration of the project.

Evaluation

Honeycomb Awards will be subject to an ongoing programme of evaluation. Successful applicants must agree to participate in the evaluation process as and when required, in accordance with mandatory conditions of offer.

Publicity

Successful applicants must agree to participate in publicity activities programmed by Honeycomb – Creative Works to reflect the INTERREG IVA and European Regional Development Fund's promotional requirements.

Payment

80% upfront and 20% on receipt of final report.

Timescales

The deadline for applications is 4pm, Monday 17 November 2014.
Projects should be submitted using the online application form.
All project submissions are to be received by the stipulated deadline.
Submissions that arrive after the deadline will not be accepted.

A decision will be made within four weeks of receipt of proposals and successful projects will be notified as soon as possible.

Create Award: All projects must be completed by 4pm, Tuesday 31 March 2015.

A final report must be submitted not later than two weeks after the completion date of the project. If a final report is not submitted, the 20% balance of the award grant will not be paid.

Scoring

Honeycomb – Creative Works can only offer financial awards to a limited number of projects and as such projects will be scored using the following criteria.

Every applicant will receive feedback on his/her application. The decision of the Review Panel will be final, however the Honeycomb – Creative Works team would be pleased to respond to emails to explore possible alternative exploitation strategies for unfunded concepts.

Create Award – criteria for decision making

1. Originality of idea
2. Economic impact of proposed product/idea
3. Competitive advantage / attractiveness to the market
4. Product / service readiness
5. Ability of team / individual to deliver the project

Honeycomb is part-financed by the European Union's European Regional Development Fund through the INTERREG IVA Cross-border Programme managed by the Special EU Programmes Body.

