



AHRC UK-China Creative Industries Hub Fellowship Call

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I. Executive Summary

Funding Opportunity Title:	AHRC UK-China Creative Industries Hub Fellowship Call
Application Deadline:	24 th January 2023
Anticipated Announcement:	April 2023
Estimated Number of Awards:	1
Funding Range:	£170,000 (funded at 100% fEC)
Award duration:	12 months

II. Programme Description

A. Overview

AHRC is seeking to appoint a UK-China Creative Industries R&I Hub Fellow for a 12-month period starting in May 2023. The Hub is a long-standing ambition of AHRC's international portfolio and has evolved from the success of the UK-China Collaborations in the Creative Industries programme, which will conclude by March 2024 and has invested £5 million (plus match) in collaborative projects bringing together UK-China R&I teams in areas including gaming, fashion, animation and the performing arts.

In March 2022, AHRC, in collaboration with Innovate UK and the Shanghai Theatre Academy, convened a week-long virtual event, bringing together award holders, R&I funders, senior industry representatives and other partners from both countries to present, and seek feedback on, the Hub concept. The success of this event has enabled AHRC to move forward with the next phase of Hub planning, involving further scoping and development prior to the proposed launch of the Hub by summer 2024.

AHRC is seeking to appoint a Fellow with appropriate knowledge of UK-China R&I collaboration in the creative industries to lead this next phase of activity in collaboration with the cross-UKRI Hub project team. From May 2023 to April 2024, the Fellow will lead the development of the Hub Strategic Vision as well as a programme of UK and China stakeholder engagement activity, so as to ensure that UK and Chinese research and industry interests are embedded within the Hub's future activity. The Fellow will therefore play a key role in progressing plans for the function and form of the Hub and leading the development of the UK-China partnerships required to underpin its launch and implementation.

As part of the Fellowship, applicants are asked to cost in a project manager who will support the cross-UKRI project team and Fellow with the day-to-day management of the Hub scoping and development project. It is expected that the Project Manager will lead on the Hub's business case development, project planning, risk management, and the establishment and management of project reviews at appropriate points to evaluate progress against agreed time, cost, quality and compliance requirements.

The total funding available for the Fellowship is £170,000 (funded at 100% fEC). Within their proposed budgets, applicants must allocate a minimum of £30,000 (funded at 100% fEC) to the Project Manager role. It is required that the Project Manager will provide a minimum of 0.5 FTE for the full duration of the 12-month Fellowship.

B. Background

UK-China Collaboration in the Creative Industries Programme and the Emergence of the Hub Concept

The UK-China Creative Industries Research and Innovation Hub is a long-standing ambition of AHRC's international portfolio. It has evolved from the success of the current UK-China Collaboration in the Creative Industries programme, which seeks to develop four-way research-industry partnerships between the UK and China across the breadth of the creative industries. Led by AHRC, alongside the Engineering and Physical Sciences Research Council (EPSRC) and Innovate UK, the overarching aims of the £5 million programme have been to support the rapid scaling up of engagement between the UK and Shanghai, as the region driving China's creative industries growth, and to create the conditions for longer-term collaboration.

Following the successful completion of 13 Partnership Development Awards in 2019, eight large-scale UK-China research-industry Creative Partnerships launched in February 2020. These projects are focused on collaboration in areas including sustainable fashion, gaming, the performing arts and immersive experiences in cinemas and museums, and include a broad range of industry partners in both countries. Additional funding was allocated to a number of these projects in July 2020 to examine the impacts of COVID-19 on the creative industries and the accompanying shifts in consumer behaviour across both the UK and China, with teams examining remote audience experiences and the social impact of online mobile game play.

The concept of a UK-China Creative Industries R&I Hub emerged from a workshop held with senior figures from UK and China industry, academia and policy sectors in Shanghai in December 2019. A key recommendation from this workshop was that, in order to scale up engagement and support more and larger UK-China collaborative projects in the creative industries, appropriate infrastructure in Shanghai was required. Ideally this would take the form of a centre or Hub which would facilitate the work of existing collaborations as well as support the development of new partnerships. Delegates agreed that access to on-the-ground expertise in the policy and regulatory landscape would be crucial to best support collaborations as they are established and subsequently move through the R&D process to commercialisation.

As a result of the 2019 workshop's recommendation, AHRC commissioned BOP Consulting to scope the potential shape and structure for a Hub and that an investment of this kind may take. The final scoping report noted that BOP's consultations with key stakeholders and wider research:

"...underscored the demand and the appetite in both China and the UK for collaborative R&D in the culture and creative industries. There was universal approval from all of those (BOP) spoke to, in both countries for this work and for the potential establishment of a Hub. This demand also underscores the need for and the gap that currently exists for a resource that would help to scale R&D activity...While geopolitical tensions exist between the UK and Chinese governments, this has not diminished demand in China for working with UK partners and vice-versa. The Chinese and Shanghai government also recognise the importance of collaborative R&D to the Chinese economy and there are specific policies in place to incentivise international collaborative R&D."

In response to the report's conclusions, AHRC launched a further funding call in July 2021 with the aim of funding research that could support the development of the Hub concept. Focusing on the themes

of Audiences and Consumer Culture, Sector Mapping, and Practical and Legal Considerations, AHRC funded five research projects that will develop a deeper mutual understanding of the dynamics impacting upon UK-China creative industries-related collaboration, including different policy and regulatory landscapes, language and cultural differences, and different audience and consumer trends. Alongside this activity, AHRC, in partnership with Innovate UK and the Shanghai Theatre Academy, delivered a week-long series of online engagements with new UK and Shanghai-based partners in March 2022. This virtual event advanced conversations around AHRC's future UK-China activity beyond the end of the current 'UK-China Collaborations in the Creative Industries' programme, as well as providing an opportunity to present the Hub concept to UK and China research and industry stakeholders. The outputs from the virtual event and research funded to date will now be taken forward by AHRC and its UK and China partners to inform the scoping and development of the Hub.

UK-China Creative Industries Research and Innovation Hub Concept: Overview



Please note that this is the current UK concept for the Hub and is subject to amendment based on input from the Fellow.

The UK-China Creative Industries Research and Innovation Hub will be a resource to drive and support a rapid scaling up of research and innovation activity in the creative industries between the UK and China. Focused on partnerships between academia and industry, the Hub will support the development of new programmes and joint ventures, remove barriers to collaboration, and extend the work of existing partnerships.

The Hub will bring together research organisations, industry associations and funders across two connected bases: a primary base in Shanghai and secondary base in the UK. The primary focus of the Hub's activity will be the Shanghai base and its purpose will be to provide a destination and on-the-ground expertise from which to catalyse R&I collaboration between the UK and China in the creative industries, establishing the UK as the 'partner of choice' and addressing the barriers to effective collaborative working. The Shanghai base will have dedicated staff, with roles anticipated to focus on leadership, research, stakeholder engagement, communications and administration.

Alongside the Shanghai base, a secondary base in the UK will be established and hosted by the UK's lead consortium member. Its purpose will be to support and supplement the work of the Shanghai

base with research expertise, sectoral knowledge, and on-the-ground intelligence in the UK. It will be smaller in scale and mainly operate virtually, connecting research organisations, industry bodies and sectoral partners across the UK. It will also provide a landing space for Shanghai researchers and businesses to visit the UK, and for the UK consortium to hold meetings.

The expected outputs of the Hub are as follows:

- Expert support for ongoing and emerging UK-China projects (e.g., brokering partnerships, advice on navigating differing policy landscapes, information about suitable funding opportunities).
- New research, both led and commissioned by the Hub.
- Showcasing and advocacy activity.
- Reports addressing researcher needs (e.g., policy updates, audience and consumer culture, sector mapping and horizon scanning).
- How-to-guides and active support on practical considerations for UK-China collaboration (e.g., how to instigate partnerships in both countries; how to use online communications platforms for UK-China partnerships; how to legally collect and share data across borders; how co-authoring operates across the two jurisdictions; how to register, protect and enforce intellectual property and copyright in both countries).

It is expected that the Hub will:

- Serve as a long-term platform for enhanced UK-China R&I collaboration in the creative industries, with demonstrable economic benefit.
- Develop effective partnerships and good communication with trusted R&I bodies, yielding high-quality trusted research.
- Reduce bureaucracy and remove barriers to collaboration, making effective use of public money.
- Enable researchers and industry bodies to spend less time navigating unfamiliar funding landscapes, and more time doing research and building partnerships.

C. Aims

Building on the outputs of the BOP Consulting Hub scoping report and AHRC's virtual event in March 2022, the Fellow will work in partnership with AHRC to take forward the scoping, development and launch of the UK-China Creative Industries R&I Hub. Conducting a programme of research and options, benefits and risk analyses, the Fellow will scope out the Hub concept and in doing so, produce a strategic vision and delivery plan that AHRC can take forward to launch the Hub with its UK and China-based partners including the Shanghai Theatre Academy. Through an extensive programme of stakeholder engagement, the Fellow will also work closely with AHRC, UKRI China and wider partners to strengthen existing, and build new, partnerships that will underpin the Hub's long-term sustainability. Extending over a 12-month period, the Fellowship will extend from the required development of the Hub business case through to preparations for the infrastructure's proposed launch in summer 2024.

The Fellowship aims to:

- Utilise the momentum created by the prior scoping and stakeholder engagement activity to establish an operating model and strategic vision for the Hub.
- Review outcomes across the different strands of current UKRI creative industries-focused activity in China, so as to identify strategic priorities for the Hub and develop a long-term roadmap for its programme of activity.
- Deliver a robust set of options, benefits and risk analyses relating to the structure, form and function of the Hub, making strategic recommendations to AHRC and ensuring that it delivers against wider UKRI objectives and provides value for money.
- Bring together UK and China-based stakeholders from across the breadth of the creative industries to ensure that research and industry needs within both countries are embedded within the Hub design.
- Strengthen AHRC and UKRI's existing creative industries partnerships within China, including those with UK bodies, and explore and develop opportunities for collaborative Hub activity with new research and industry partners based in Shanghai.
- Build understanding amongst internal and external audiences regarding the strategic vision for the Hub and how they may engage with its development and future suite of activities.
- Establish and deliver benefits realisation planning and activity for the Hub, including the scoping and delivery of a Hub monitoring, evaluation and learning framework.
- Support the development and dissemination of an upcoming UK-China Hub Research Consortium call in autumn 2023.

As part of the Fellowship, applicants must include the cost of a project manager who will support the cross-UKRI Hub project team and the Fellow with the day-to-day management of the Hub scoping and delivery project. By including this project management function within the Fellowship, AHRC aims to:

- Secure project management expertise to lead on the day-to-day management of the Hub scoping, development and launch project, including budgeting and cost management.
- Develop the project's risk management function, including the identification, analysis and resolution of risks, and the proposing and implementation of appropriate controls.
- Strengthen the process of developing the Hub business case, through the acquisition of relevant business case expertise.
- Ensure the development of rigorous project governance and information management structures and systems.

- Provide the Fellow and wider Hub project team with required support to take forward the project's evaluation and benefits realisation activity.

D. Activity and Outputs

It is expected that the Fellow will deliver a range of outputs appropriate to the proposed approach including, but not necessarily limited to:

- A strategic vision for the Hub and its associated programmes, including recommendations for future activity and investment.
- Research and options analyses to shape the Hub's operational delivery plan and strategic vision, as well as the Hub business case to be submitted in autumn 2023.
- A Hub governance and funding model which will maximise collaboration between UK and China research organisations and industry, and ensure the diverse use and impact of the Hub.
- A 12-month programme of UK and China stakeholder engagement activity, so as to ensure that UK and Chinese research and industry interests are embedded within the scoping of the Hub.
- A benefits management and monitoring, evaluation and learning framework for the Hub.

The core areas of activity for the Project Manager will include but are not restricted to:

- Planning, including budgeting and cost management, identifying risks and proposing appropriate controls, and the development and maintenance of schedules for activities that take account of dependencies, resource requirements and constraints.
- The establishment, planning and management of project reviews at appropriate points to evaluate progress against time, cost, quality, compliance and ongoing viability.
- Business case development, including working with the Fellow on the development of clear Hub governance structures with defined roles, responsibilities and accountabilities with established controls and approval routes.
- Working in partnership with AHRC's Shanghai-based partners, the development of Hub data sharing, EDI and staffing policies and agreements.
- Supporting the Fellow in stakeholder engagement work, and developing a benefits management and monitoring, evaluation and learning framework for the Hub.

III. Type of Application and Award

A. Summary of funding

AHRC will fund one fellowship. Applicants will be able to apply for up to £170,000 (fEC) from AHRC. Within their proposed budgets, applicants must allocate a minimum of £30,000 (funded at 100% fEC) to the required Project Manager role.

The award duration is 12 months and must start **on 1st May 2023**.

B. Eligibility information

i. AHRC Eligibility Requirements

Standard eligibility criteria (see section 2 of AHRC's Research Funding Guide) will apply to this Call for investigators and research organisations.

You must be a salaried member of staff at the research organisation submitting the proposal and have been employed by the research organisation for at least one year before the proposal's submission date. The research organisation must confirm that you have a contract of employment that extends beyond the duration of the proposed Fellowship.

Due to the engagement and partnership building nature of the call, UK and China-based project partners and subcontractors are permitted according to the following guidance:

Project Partners

A Project Partner is a third-party organisation, or third-party person not employed on a grant, who provides specific contributions either in cash or in kind to a project. Project Partners provide contributions to the delivery of a project and therefore should not normally seek to claim funds from that project. However, if there are specific circumstances where Project Partners do require funding for minor costs such as travel and subsistence, this will be paid at 100% fEC (unless exceptionally agreed otherwise in advance). Any Project Partner costs should be outlined and fully justified in the proposal and will be subject to peer review. Please note that any applicable Subsidy Control regulation and HMRC guidance will also be considered which may affect the percentage of these costs that we will fund.

Organisations or individuals that are applicants on a project or UKRI Head Office Staff acting in their capacity as a UKRI employee are not eligible to be Project Partners.

Subcontractors

A subcontractor is a third-party organisation, or third-party person not employed on a grant, who is subcontracted by the host organisation to deliver a specific piece of work. This subcontracted work will be subject to the procurement rules of the host Research Organisation. All costs that support the delivery of the subcontract are eligible and will be paid at 100% fEC unless otherwise stated, these should be outlined and fully justified in the proposal and will be subject to peer review.

Dual Roles

An organisation or individual may act as both a Project Partner and Subcontractor on a project, however this must be fully justified and will be subject to peer review. This dual role may be required, for example, when an organisation or individual is contributing to the project in kind but is selected to deliver other work to the project involving substantial costs to be covered via a subcontract.

ii. Eligibility Requirements for this Call

Please note that applicants do not need to be a former or current holder of a grant awarded under the UK-China Collaborations in the Creative Industries programme.

All application materials must be received by the application deadline. **Late or ineligible applications will not be considered for funding under this call.**

IV. Funding and Eligible Costs

A: Available funding

Funding of up to a maximum of £170,000 is available on a full economic basis with AHRC meeting 100% of the full economic cost. Please note that within their proposed budgets, applicants must allocate a minimum of **£30,000 (funded at 100% fEC)** to the Project Manager role. The Project Manager must provide a **minimum of 0.5 FTE** for the full duration of the 12-month Fellowship.

Please note that as AHRC are funding the fellowship at 100% fEC, all costs must be submitted under the 'Exceptions' cost heading on the JeS form.

The Fellowship will be for a duration of 12 months and the funding profile will be confirmed at the point of award.

B: Eligible activity

It is expected that the Fellowship will primarily focus on the scoping and development of the Hub's strategic vision, operating model and programme of activities. Eligible activity and costs could include:

- **Staff Time:** Salary costs for the Fellow are permissible and modest costs for a research assistant may also be included where this is essential to delivery. Both should be proportionate to the proposed programme of activity. A minimum of 0.4 FTE of the Fellow's time must be costed into the proposal (for guidance, we would expect to see around 0.4-0.6 FTE of the Fellow's time costed in).
- **Staff Time (Project Manager):** Within their proposed budgets, applicants **must** allocate a minimum of £30,000 (funded at 100% fEC) to the Project Manager role. The Project Manager must provide a minimum of 0.5 FTE for the full duration of the 12-month Fellowship.
- **Activities Supporting Evidence Gathering and Analysis:** The Fellow will be required to deliver a robust set of options, benefits and risk analyses relating to the structure, delivery and development of the Hub, ensuring that the new infrastructure delivers against wider AHRC objectives and provides value for money. They will also review outcomes across the different strands of current UKRI creative industries-focused activity in China, so as to identify strategic priorities for the Hub and develop a long-term roadmap for its programme of activity. If the applicant can demonstrate a need for enhanced insights on particular sectors and policy areas as part of the Hub scoping and development process, including new research, this targeted scoping activity may also be costed into the proposal.
- **Stakeholder Engagement and Partnership Building:** The Fellow will identify and pursue avenues for increased engagement, communications and outreach for the Hub scoping and development project within the UK and China. Activities here may include supporting AHRC in managing partnerships with the Shanghai Theatre Academy and other partners in China, the drafting of new public-facing outputs including consultation and communication materials, and convening workshops, focus groups and wider showcasing events aimed at strengthening the UK-China partnerships that will underpin the Hub in the coming years.
- **Travel and Subsistence Costs:** Travel and subsistence costs are eligible for inclusion, including travel to China, but applicants should account for the fact that future travel to China remains

uncertain and demonstrate how they would pivot to virtual delivery if it remains impossible. Virtual communication and/or the engagement of partners remains preferable where feasible, and costs for this can be requested where they are essential for the activities proposed. Where overseas travel is deemed essential, it must be fully justified and consideration given to combining and including as many activities as possible into each visit.

- **Data and Administrative Support Costs:** Small amounts of data costs are permitted where these are essential to the activities proposed. Administrative support can be included as a cost where necessary.

All requested costs must be in line with the guidance set out in section 3 of the [AHRC Research Funding Guide](#). Any exceptions are noted in this document.

In June 2020 UKRI launched its [environmental sustainability strategy](#) which seeks to embed environmental sustainability across the research sector and work towards net zero futures. Accordingly, we encourage all applicants to this call to actively consider managing the environmental footprint of the proposed activities and welcome proposals that seek to experiment or innovate more environmentally sustainable, as well as inclusive, approaches.

V. Application Process and Format

Applications should be submitted through the Je-S system by **16:00 BST** at the latest on **24th January 2023** and will need to go through the appropriate institution submission process prior to this. You should submit your proposal using the Research Councils' Joint Electronic Submission (Je-S) system (<https://je-s.rcuk.ac.uk>)

To be able to do this, the organisation must be registered for Je-S, and the applicants must hold Je-S accounts. Where this doesn't already exist, it can be easily set up, but please note that it can take a number of days, so it is strongly recommended that the process be started well before the application deadline. Je-S accounts can be created on the Je-S site.

We recommend you start your application early. You can save completed details in Je-S at any time and return to continue your application later.

Je-S help text is available in every page of your Je-S form, simply click on the question mark against any section (or on the word 'Help' in the top right hand corner of each page)

To prepare a proposal form in Je-S:

- Log in to your account and choose 'Documents' from the menu
- Then select 'New Document'
- 'AHRC' as the Council
- 'Fellowship Type' as the Document Type
- AHRC Fellowships as the Scheme
- AHRC UK China Creative Industries Hub 24 January 2023 as the Call/Type/Mode
- 'Create Document'.

Je-S will then create a proposal form, displaying the relevant section headings. Using the blue question marks and the 'Help' link at the top of each section will provide guidance relevant to that section of the form.

Note that selecting 'Submit document' on your proposal form in Je-S initially submits the proposal to your host organisation's administration, not to AHRC.

Please remember to allow sufficient time for your organisation's submission process between submitting your proposal to them and the Call closing date.

The following are a list of attachments that are permitted for this Call. Please see below for further guidance on submitting these attachments:

Attachment	Requirement and page limits (sides of A4)
Case for Support	Compulsory (6 sides of A4)
Curriculum Vitae	Compulsory for the Fellow (no more than 2 sides of A4)
Justification of Resources	Compulsory (2 sides of A4)
List of Publications	Compulsory (1 side of A4)
Project Partner Letter of Support	Compulsory for all listed partners in UK and China (2 sides of A4 per partner)
Data Management Plan	Compulsory (2 sides of A4)
Workplan	Compulsory (1 side of A4)
Visual Evidence	Optional (Applications may include no more than two sides of A4 non-textual, visual evidence in support of the proposal, to illustrate the proposed aims and objectives and/or research methods)
Head of Department Statement	Compulsory (2 sides of A4)

You should attach your documents as PDFs to avoid errors. They should be completed in single-spaced Arial 11 font or similar-sized sans serif typeface.

It is also strongly advised that you use the recommended naming conventions for all attachments, as this will make it easier for peer reviewers and staff to identify documents. The recommended standard is listed below under each attachment type.

Case for Support attachment (6 sides of A4)

Naming Convention: [PI Surname]_CfS

This is the body of your Fellowship proposal. You should structure your case for support using the following headings:

1. Summary of the proposed fellowship
2. Aims and Objectives
3. Methodology and approach
4. Timetable of activities
5. Key partners or participants
6. Management and co-ordination

Summary of the Proposed Fellowship

You should provide a clear and concise description of the activities to be undertaken during the fellowship. You should also explain how the proposed activities will meet the requirements of this funding opportunity as outlined above.

Aims and Objectives

You should describe the aims and objectives of the activities. What specific targets or outcomes will you have achieved by the end of the fellowship?

Methodology and Approach

You should provide an explanation of the scoping, analysis and wider engagement work to be undertaken, including a clear explanation of the methodologies to be used and why and how these would enable you to meet the requirements of the fellowship listed above.

Timetable of Activities

You should give a clear timetable of activities, including the proposed stakeholder engagement and partnership building activity across the duration of the one-year Fellowship.

Key Partners or Participants

You should identify any specific partner organisations or participants, both in the UK and China, who will be central to the success of the fellowship, along with their expertise and availability.

Management and Co-Ordination

You should outline how the Fellow, Project Manager and any supporting team members would meet the needs of the proposed work and ensure it could be completed in time. Where relevant, this should include references to the roles of collaborating organisations and project partners.

Curriculum Vitae (max. 2 sides of A4 each)

Naming Convention: Surname_Initials_CV

A summary curriculum vitae should be attached as a separate document for the Fellow and any named post-doctoral researchers. Each curriculum vitae should be no more than two sides of A4. It should be tailored to the aims of the scheme, include basic information about education, employment history, and academic responsibilities, and outline any selected outputs, publications or engagement activity relevant to the fellowship.

List of Publications (max. 1 side of A4 each)

Naming Convention: Surname_Initials_Pubs

Summary lists of publications/research outputs should be attached as separate documents for the Fellow and named postdoctoral researchers. These should cover major publications/outputs relevant to the proposal and should be no more than one side of A4. Brief articles, conference papers etc, need not be included. You should asterisk those of particular reference to your current research proposal.

Justification of Resources attachment (max. 2 sides of A4)

Naming Convention: [PI Surname]_JoR

This statement should be used to justify the resources required to undertake the project.

You should:

- Explain why the indicated resources are needed, taking account of the nature and complexity of the activity proposed. Note that it is not sufficient merely to list what is required.
- Have regard for the breakdown of resources into the summary fund headings 'Directly Incurred', 'Directly Allocated' and (where appropriate) 'Exceptions'.
- In some cases, such as investigator time, use of internal facilities and shared staff costs, the basis of the costing need not be justified, but the need for the resources does need justification.
- Try to be explicit about the need for the level of investigator time sought.
- Do not justify estates and indirect costs
- Include a clear and detailed justification for both why items expected to be found in a department, or within a project partner (if sought) are required for the project and why they cannot be provided from the ROs'/partners' own resources (including funding from indirect costs).

Please note that if you do not provide explanation for an item that requires justification, it will be cut from any grant made as part of the awarding process.

Project Partner Letters of Support (max. 2 sides of A4)

Naming Convention: [PI Surname]_PPLoS

A Project Partner is an organisation which contributes in cash or in kind to the project, but which is not requesting any money. You should include letters of support from all organisations entered on the Je-S form as 'Project Partners' (both UK and China). Each letter of support should be no more than 2 sides of A4 or equivalent by e-mail on headed paper in exceptional circumstances, and it should outline all contributions to the project in GBP or CNY, including quantified in-kind contributions.

The letter should be written when the proposal is being prepared and should be targeted specifically to the project. It must therefore be dated within six months before submission of the proposal.

Data Management Plan (max 2 sides of A4)

Naming Convention: Surname_DMP

The Data Management Plan should outline the project's approach to managing data. Applicants should address the below points:

- Briefly introduce the types of data the fellowship will create. Why did you decide to use these data types?
- Give details on the proposed methodologies that will be used to create the data.
- How will the data be stored in the short term?
- What backup will you have in the in-project period to ensure no data is lost?
- How will the data be stored in the long term?
- Where have you decided to store it; why is this appropriate?
- How long will it be stored for and why?
- Costs of storage- why are these appropriate?
- How the data will be shared and the value it will have for others.
- How the data will enhance the area and how it could be used in the future.

Work Plan (max.1 side of A4)

Naming Convention: [PI Surname]_workplan

A Work Plan attachment must be included to outline your timetable for the project and to indicate the work to be undertaken in each month of the award. The Work plan should clearly outline the Fellow and Project Manager's time commitment for each phase of the Fellowship. It must not exceed one A4 page.

Head of Department Statement (max. 2 sides of A4)

Naming Convention: [PI Surname]_HoD

A statement is required from the Head of Department or other relevant Senior Manager for AHRC Research, Development and Engagement Fellowship applications (if you are the Head of Department, then the statement should be completed by your line manager). The Head of Department should briefly outline the process by which they have identified you to be a research leader, or potential future research leader, suitable to apply for a Fellowship. It should outline previous institutional support for you and detail the programme of career enhancing support that will be undertaken during and after the Fellowship period.

If you are committing less than 100% of your normal contracted working time to the Fellowship, the Head of Department should also outline any teaching, examining and administrative commitments that will continue alongside the award. Fellows must be released from duties for the time specified and must not be expected to take on additional work within the institution once an award has started.

The Head of Department Statement should be no more than two sides of A4. All letters should be signed, dated and on headed paper. It should be attached to the Je-S proposal by the approver/submitter at the Research Organisation rather than by the applicant. For more information, please refer to the AHRC Funding Guide (pages 60-61): [AHRC-210722-ResearchFundingGuide.pdf \(ukri.org\)](https://www.ukri.org/funding/guides/ahrc-210722-research-funding-guide.pdf)

VI. Submission Dates and Times

Call Timetable

Activity	Date
Call launch	17 th November 2022
Deadline for submissions	24 th January 2023
Panel meeting date	w/c 13 th March 2023
Funding decisions to be issued	April 2023
Start date of awards	1 st May 2022

VII. Assessment Process and Criteria

AHRC staff will review applications for eligibility, completeness, and fit to call after the submission deadline. Proposals will be considered by a cross-disciplinary expert assessment panel, drawing on members of AHRC's Peer Review College, and other experts as appropriate. There will not be a separate stage of individual peer review for each application prior to consideration by the panel; therefore applicants will not receive feedback on their applications in the form of individual peer reviewer comments. The assessment panel will agree on grades for each proposal, agree a ranked priority list of applications and make funding recommendations to AHRC:

The following criteria will be used to assess proposals:

Quality and Vision

- The proposal's overall fit with the call specification: the vision established by the proposal, its achievability and its potential to realise its aims.
- The quality, ambition and innovative nature of the proposal.
- Understanding of the requirements of the fellowship, particularly the scoping and stakeholder engagement elements.
- The appropriateness, effectiveness and feasibility of the proposed scoping and stakeholder engagement approaches set out.

People

- The quality and importance of your research and international engagement work to date, and its relevance to then the proposed fellowship, and your specific experience of UK-China collaboration in the creative industries and of working in research-industry partnerships.
- Your ability or potential to set research agendas, lead research communities, develop new international partnerships and provide intellectual leadership.
- Your ability to work across disciplines, and flexibility and openness to work with AHRC, UKRI China and other partners, across a range of research fields, identifying and responding to emerging areas and partner needs.
- The strength of the approach to recruiting a project manager of suitable expertise against the requirements above, and to balancing and coordinating the Fellow and project manager roles.

- Evidence of the strength, robustness and equitability of the relationships with the proposed UK and China-based partners to date, and the commitment of any proposed partners to the aims and objectives of the fellowship and its shared benefits.
- The extent to which the proposed fellowship would fit within relevant institutional/departmental research, career development and knowledge exchange strategies as appropriate.

Delivery and Value for Money.

- Whether a realistic timetable, incorporating milestones, is presented which will achieve the fellowship's aims and objectives within the proposed timescale.
- Whether the data management plan seems feasible, sensible, appropriate and valid.
- Whether the resources requested are reasonable and justifiable in the context of the proposed activity.
- The extent to which the likely outcomes of the proposed activity will represent value for money.

Outputs, Dissemination and Impact

- The appropriateness and effectiveness of the proposed partnership building and stakeholder engagement plans and methods.
- The likelihood that the outputs and outcomes of the fellowship, including the Hub Strategic Vision, will provide AHRC and UK/China partners with a clear and compelling basis from which to move ahead with the initiation of the Hub.
- Whether sufficient attention has been given to who the beneficiaries of the fellowship's activities might be and appropriate ways to engage with them throughout the project.

VIII. Scheme Requirements and Post-Award Reporting

Award holders in the UK are required to submit outputs, outcomes and impacts that arise from AHRC's funding through the Researchfish system. More details on Researchfish are available on the UKRI website.

Given the nature of the award, AHRC will expect to work closely with the Fellow and Project Manager on an ongoing basis. Both will be expected to report to other cross-UKRI and wider partner coordination groups.

IX. Contact Information

For queries about this Call, including those in regard to its remit and eligible activities and costs, please contact AHRC at enquiries@ahrc.ukri.org (available Monday to Friday, 08:30 - 16:30).

For queries on using Je-S such as creating and submitting the application form or Je-S account creation, please contact the Je-S Helpdesk at jeshelp@je-s.ukri.org (available Monday to Friday, 08:30 - 17:00).

