Place-based Impact Acceleration Account (PBIAA)
Place-based Impact Acceleration Account

Contents
- Place in UKRI and EPSRC strategic priorities
- EPSRC approach to Place
- Regional Engagement
- What is a Place-based Impact Acceleration Account (PBIAA)
- Proposal requirements
- Proposal review and decision making
- Questions
UKRI and EPSRC Strategy - Place

February 2022: UK Government Levelling Up White Paper

▪ **BEIS** will aim to invest at least 55% of its total domestic R&D funding outside the Greater South East by 2024-25

▪ UKRI was set a new organisational objective to:

  “deliver economic, social, and cultural benefits from research and innovation to all of our citizens, including by developing research and innovation strengths across the UK in support of levelling up”

March 2022: UKRI Strategy

▪ UKRI Strategic Objective

  "World class places - securing the UK’s position as a globally leading research and innovation nation with outstanding institutions, infrastructures, sectors and clusters across the breadth of the country."

Sept 2022: EPSRC Delivery Plan

▪ Develop “place-based impact acceleration accounts, supporting growth in regional clusters and capabilities.”
## EPSRC – Our delivery plan objectives:

<table>
<thead>
<tr>
<th>People</th>
<th>Places</th>
<th>Ideas</th>
<th>Innovation</th>
<th>Impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investing in people, skills and teams</td>
<td>Local, national and international partnerships, <strong>nurturing excellent research and strengthening clusters across UK nations and regions</strong>&lt;br&gt;World-leading capital and digital infrastructure</td>
<td>Investing in 3 discovery research priorities:&lt;br&gt;- Physical and Mathematical Sciences Powerhouse&lt;br&gt;- Frontiers in Engineering and Technology&lt;br&gt;- Digital Futures</td>
<td>Co-working with business&lt;br&gt;Connecting research and innovation&lt;br&gt;Accelerating translation, commercialisation and knowledge exchange</td>
<td>Mission-inspired research with four priorities:&lt;br&gt;- Engineering Net Zero&lt;br&gt;- AI, Digitalisation and Data: Driving Value and Security&lt;br&gt;- Transforming Health and Healthcare&lt;br&gt;- Quantum Technologies.</td>
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**Supported by a World Class Organisation**

PBIAA is a cornerstone of EPSRC’s contribution to Place
EPSRC Approach to Place

Our Vision
Foster greater collaboration and networking between researchers, business and civic bodies in order to deliver research and skills outcomes vital to the long-term prosperity of communities and regions of the UK.

Strategy Implementation
- Intensify regional engagement
- Embed Place into EPSRC activities where appropriate
- Place interventions for research connectivity across local and national ecosystems.
Regional & National Engagement Team

- **Insights** – knowledge of regional strategies and capabilities to influence our national programmes and policies on research and innovation.

- **Connection** – providing a regional focus and engagement with stakeholders creates a more nuanced picture of EPS ecosystems creating impact at a local, national and international level.

- **Place** – ensuring EPSRC’s role in helping address the levelling up agenda by supporting a connected, diverse, resilient EPS community
How we think about Place and levelling up

Place
- Civic collaboration
- Alignment of activity to needs of place(s)
- Source of research questions
- Impact in places

Levelling up
- Broader than our sphere of influence.... E.g. digital and transport infrastructures, housing, our pride in places we live
- Making sure that there is fair 'opportunity' for all
- In terms of our remit its about......
- Widening access
- Greater diversity of institutions on portfolio
- Geographic portfolio balance
- Advice and governance

By delivering “Place” activities we make a contribution to levelling up
Place Based IAA
What is a Place Based IAA?

Impact funding that will enhance the capabilities of a cluster through engineering & physical sciences research.

PBIAAs will:

- Be targeted at both a (scientific) theme and a place, supporting the development of a cluster
- Be delivered through a consortium
- Co-created with civic bodies and with significant business collaboration

Why are we doing this?

- Support a high density of impact activity within a cluster
- Broaden access to EPSRC impact funding
- Deliver activity that is locally relevant contributing to regional growth
PBIAAs should aim to deliver benefit to the cluster in the short and long term.

These benefits may include (but are not restricted to):

- local and regional economic growth, skills development, job creation or retention
- increased private investment, including foreign direct investment, in a specific place
- cluster development including through knowledge diffusion, supply chain development, small and medium-sized enterprise growth, generation and growth of spin outs
- development of research, development and innovation infrastructures
How is a Place Based IAA different to an institutional IAA?

- PBIAA will not replace IAA
Complementary schemes, but with key differentiators

**EPSRC IAA**
- Institutional award
- Typically Pro VCR as PI
- Algorithmic
- **About breadth:** Progress projects across broad portfolio

**EPSRC PBIAA**
- Consortia led (min 2 universities)
- Domain expert PI
- Competitive (call)
- Civic co-creation
- Collaborative fund
- Equipment *for impact only* (not research)
- **About focus:** Progress a specific portfolio of projects relevant to a target cluster
**About breadth**: Progress projects across broad university portfolio with any stakeholder or application area.

**About focus**: Progress a specific domain through projects relevant to a target cluster.
What is a “civic organisation”?
Co-creation with a civic organisation

• Proposals must be:
  • co-created with 1 or more civic actors,
  • align with civic ambitions
• interest in developing the identified cluster.
• “….we will ask the panel to form a judgement on the contextual value of civic partner or partners contributions, rather than their monetary value……”
Pause.....
Two application streams

Stream 1
- targeting emerging or nascent clusters
- estimate 3 to 5 awards
- maximum £2.5 million per award, (over 4 years)

Stream 2
- targeting established or mature clusters
- estimate 3 to 5 awards
- maximum £5 million per award, (over 4 years)

Why two streams?
- Emerging clusters are unlikely to be able to absorb as much impact funding
- Likely that the types of activities done through each stream may differ reflecting the clusters maturity
- Want to create new opportunities through immature clusters, as well as enable existing clusters to grow and strengthen
The Consortia and its geographic focus

- Minimum of 2 universities *plus* other eligible research organisations and project partners as appropriate
- Consider which partners have the most to contribute to your place / cluster.
  - Holding an Institutional IAA is not a pre-requisite to lead or be involved in a PBIAA consortium
  - Recognise the excellence that exists across the UK including in institutions with smaller or specialised world class portfolios. *Should they be involved?*
Consortia members all near the place/target cluster

Example

- **Manufacturing** – Uni X, Y and Z form a consortium supported by a large company with the local council to support a research push into local manufacturing cluster.
Consortia members *not* near the place/cluster

**Example**

- **Tidal Energy** – Uni X, Y and Z form a consortium supported by a large company, SMEs in tidal and offshore energy, endorsed by a City Deal near a planned deployment area. Focus on training and upskilling, product development and refinement, environmental monitoring and implementation.
One or some consortia members in the place/cluster

Example

- **Signal Processing** – Uni A, with a small and excellent research portfolio, and their local council are in the early stage of innovation cluster building around digital technologies and signal processing. Uni A builds a consortium with Uni B and C who have complementary expertise in signal processing but limited links to the place.
Net-zero Logistics - Uni 1,2,3 and 4 form a consortium supported by port operators and associated enterprise agencies aiming to concentrate their research expertise in the places identified as potential port locations.
Can we target more than one cluster in the same place?

- Each PBIAA should have a theme or domain and target a cluster.
- We want you to achieve a high density of related impact activity within your target cluster.
- It is acceptable to have multiple scientific themes being driven into a cluster if it is appropriate, but we don’t want one PBIAA to address multiple unrelated clusters.
- The standard IAA funding could be used to address multiple themes across multiple cluster, we don’t want this model to be replicated in PBIAA.
Pause.....
Whatever the model all proposals need a collaborative fund.
Activities a PBIAA can support

**Collaborative Fund**
- Translate needs / insights from cluster into impact activities that enable funds to be available to universities beyond the consortium.
- Draw on the full strength of the UK.
- Open to institutions outside the cluster and with smaller or specialised world class portfolios.

**Impact Activities**
- engaging users and forging new partnerships
- building the cluster’s capability and culture
- progressing towards commercial opportunities
- progressing research outputs towards impact e.g.
  - Proof of concept projects
  - Commercialisation
  - Market validation
  - Policy and third sector activities
Activities a PBIAA can support

Public engagement

- collaborative relationships that engage publics both within the target place and beyond (where appropriate).
- we particularly encourage efforts to involve and engage with underrepresented groups.
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Proposal Costing

- Consortium management costs: 80% full economic cost
  - PI and CoI time to support the management of the award
  - PBIAA manager and/or administrator can be supported. Up to 15% of the budget (to a maximum of £500,000)
- Consortium impact activities and collaborative fund 100% directly incurred costs

Equipment

- Individual items of equipment between £10,000 and £400,000 can be included
- Expect to see a robust strategic case for how equipment will maximise the impact from research
- The purchase of equipment to undertake non-impact focused research is out of scope for this opportunity.
- EPSRC will contribute 80% of the final purchase price
Decision Making Process

Proposal Review Process

- No postal peer review
- Applications will be assessed by an expert peer review panel
- Highly ranked proposals will be invited to interview

Balanced Portfolio

- Based on the assessment of the expert panel we will aim to build a portfolio of PBIAA awards that are balanced geographically and by application domain
- EPSRC resubmission policy applies, we reserve the right to invite resubmissions.
PBIAA Webinar

• Recap the call
• Run through the most common FAQ’s
• 11 January 2023, at 2pm
PBIAA Summary

Proposals must:

- be co-created with civic actors
- be aligned with civic ambitions
- engage business and local stakeholders
- involve at least 2 universities
- draw from the full breadth of UK research and development activity

£25M available through 2 funding streams:

- Emerging or nascent clusters: 3 to 5 awards with max £2.5M per award, 4 years
- Established or mature clusters: estimate 3 to 5 awards with max £5M per award, 4 years

Call opens – 3 Oct 2022
Call closes – 25 April 2023

Any questions? Email pbiaa@epsrc.ukri.org
Questions?
Thank you

Call details: www.ukri.org/opportunity/place-based-impact-acceleration-account/

Questions: pbiaa@epsrc.ukri.org
Impact Driven Funding Landscape

Market Readiness Level (MRL)

Discovery

Develop

Deploy

Technology Readiness Level (TRL)

Validation & Traction

Idealisation

Prosperity Partnerships

Impact Acceleration Accounts

Innovation & Knowledge Centres

Follow-on Fund

Catalyst