



UK Research
and Innovation

Place-based Impact Acceleration Account (PBIAA)

Place-based Impact Acceleration Account

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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”

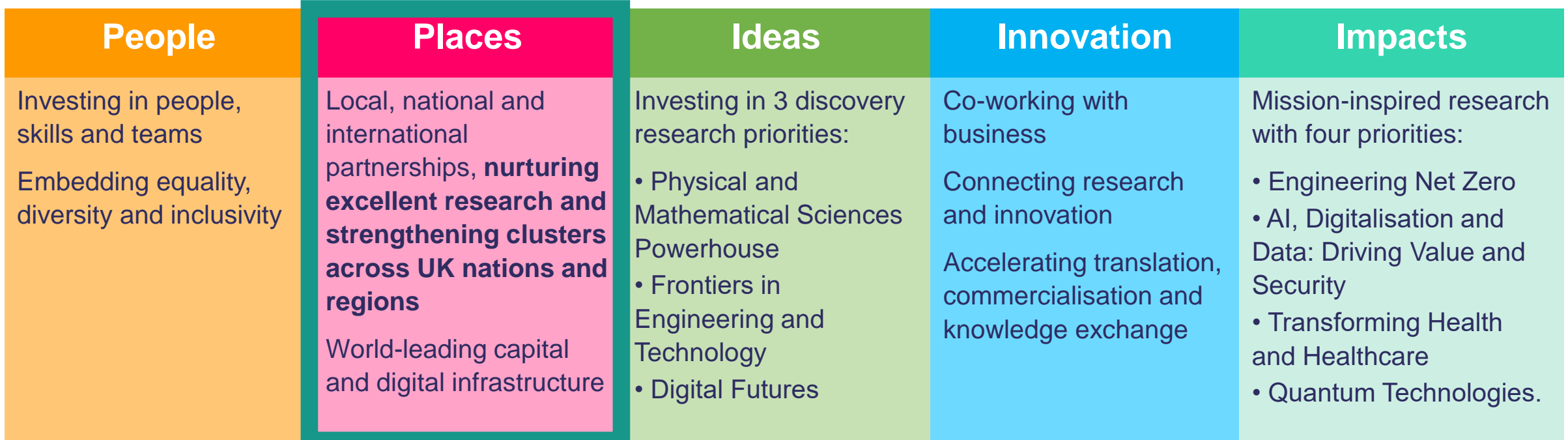
March 2022: UKRI Strategy

- 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:



Supported by a World Class Organisation



PBIAA is a cornerstone of EPSRC's contribution to Place



EPSRC Approach to Place

Our Vision

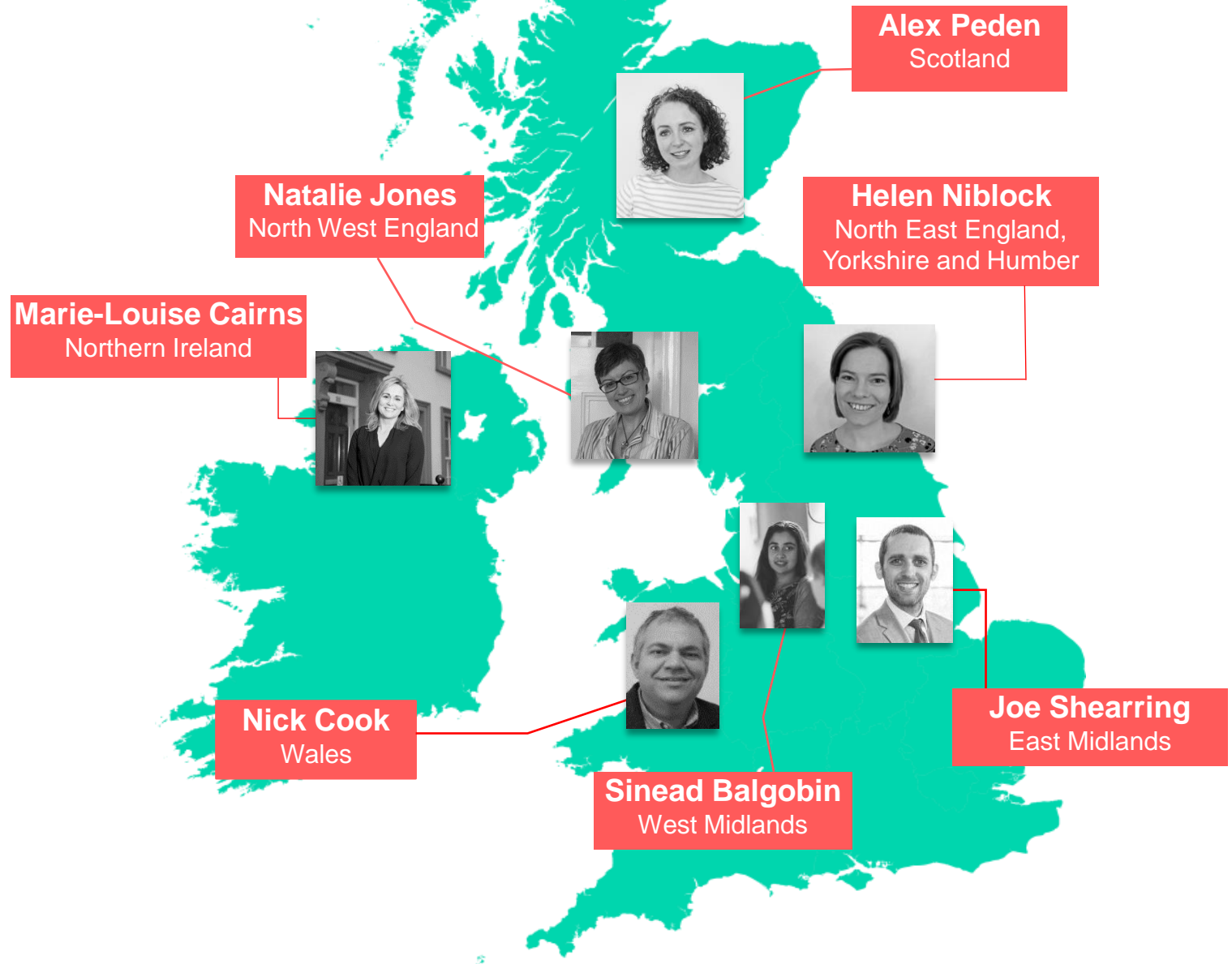
Foster greater collaboration and networking between researchers, business **and civic bodies** in order to deliver research and skills outcomes vital to the long-term prosperity of communities and regions of the UK.

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
- Supporting research to make a difference in the villages, towns and cities of the UK
- Alignment of activity to needs of place(s)
- Sources of research questions
- Impact *in* places



By delivering “Place” activities we make a *contribution* to levelling up

Levelling up

- *Broader than our sphere of influence....*
- Making sure that there is fair ‘opportunity’ for all
- E.g. digital and transport infrastructures, housing, our pride in places we live

In terms of our remit its about.....

- Widening access
- Greater diversity of institutions on portfolio
- Geographic portfolio balance
- Advice and governance



A wide, empty city street with modern skyscrapers in the background. The street is paved with large, light-colored tiles. The buildings are tall and modern, with glass facades. The sky is overcast. The overall scene is a modern urban environment.

Place Based IAA

What is a Place Based IAA?

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

PBIAs 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

PBIAs 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

Hypothetical Northern Ireland focused PBIAA



How is a Place Based IAA different to an institutional IAA?

- **PBIAA *will not* replace IAA**

Complementary schemes, but with key differentiators

EPSRC IAA

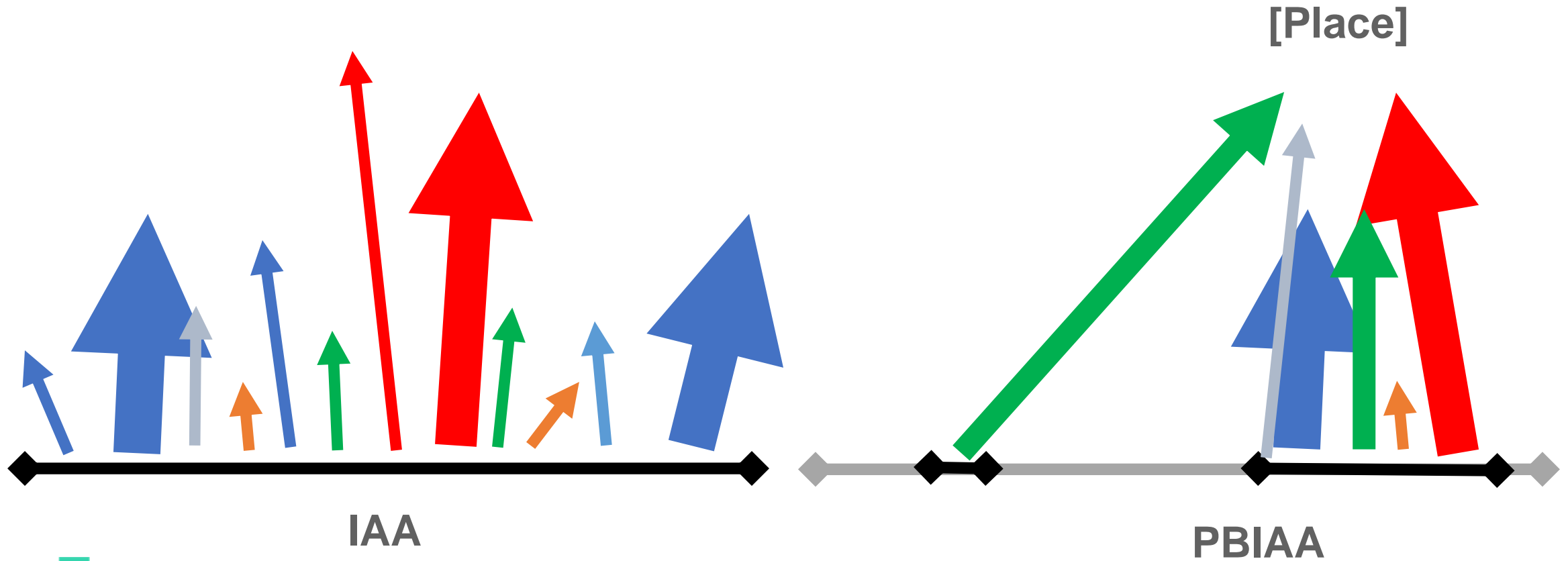
- Institutional award
- Typically Pro VCR as PI
- Algorithmic
- ***About breadth: Progress projects across broad portfolio***

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 domains 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



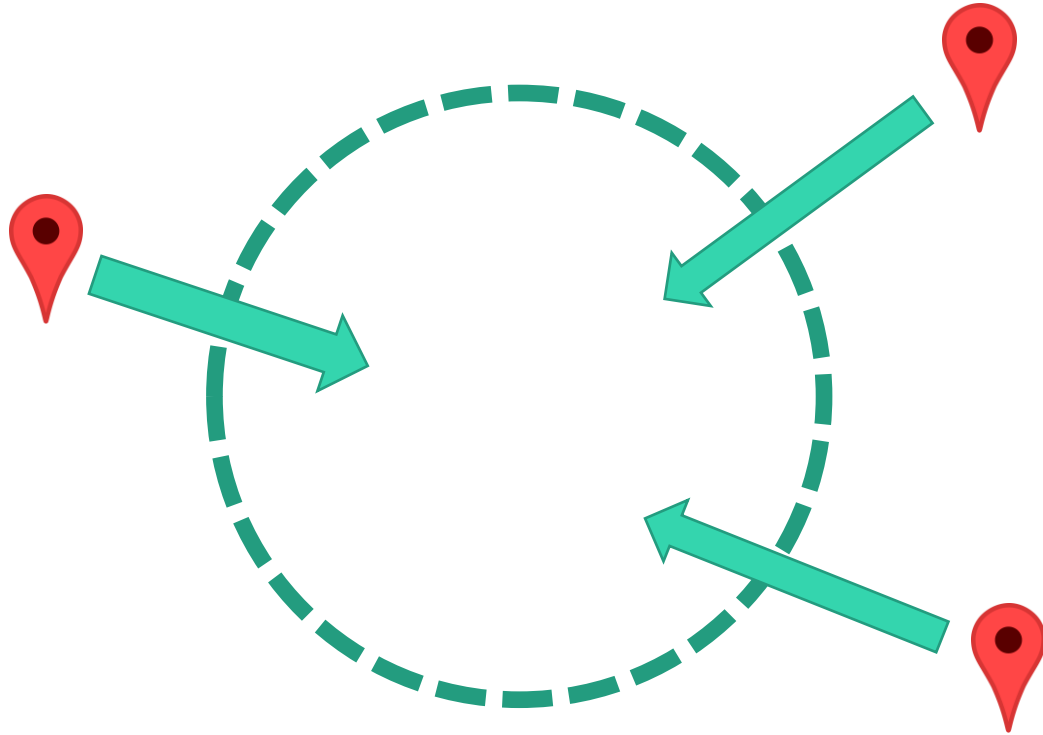
Example

- **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.



Consortium member

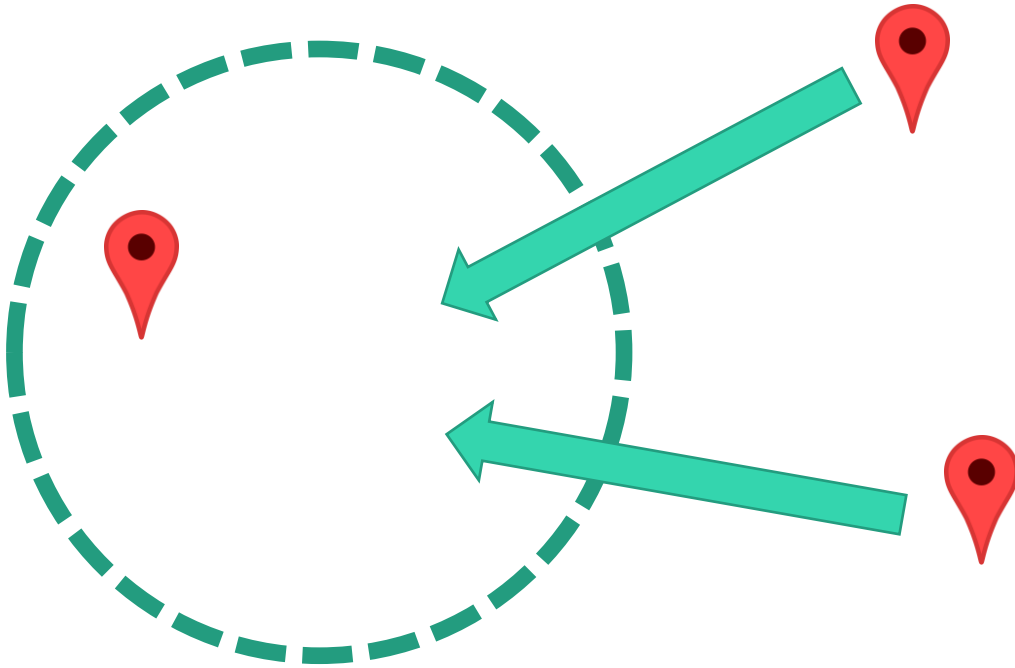
Consortia members *not* near the place/cluster



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.

Consortia targeting several places *with unifying characteristics*



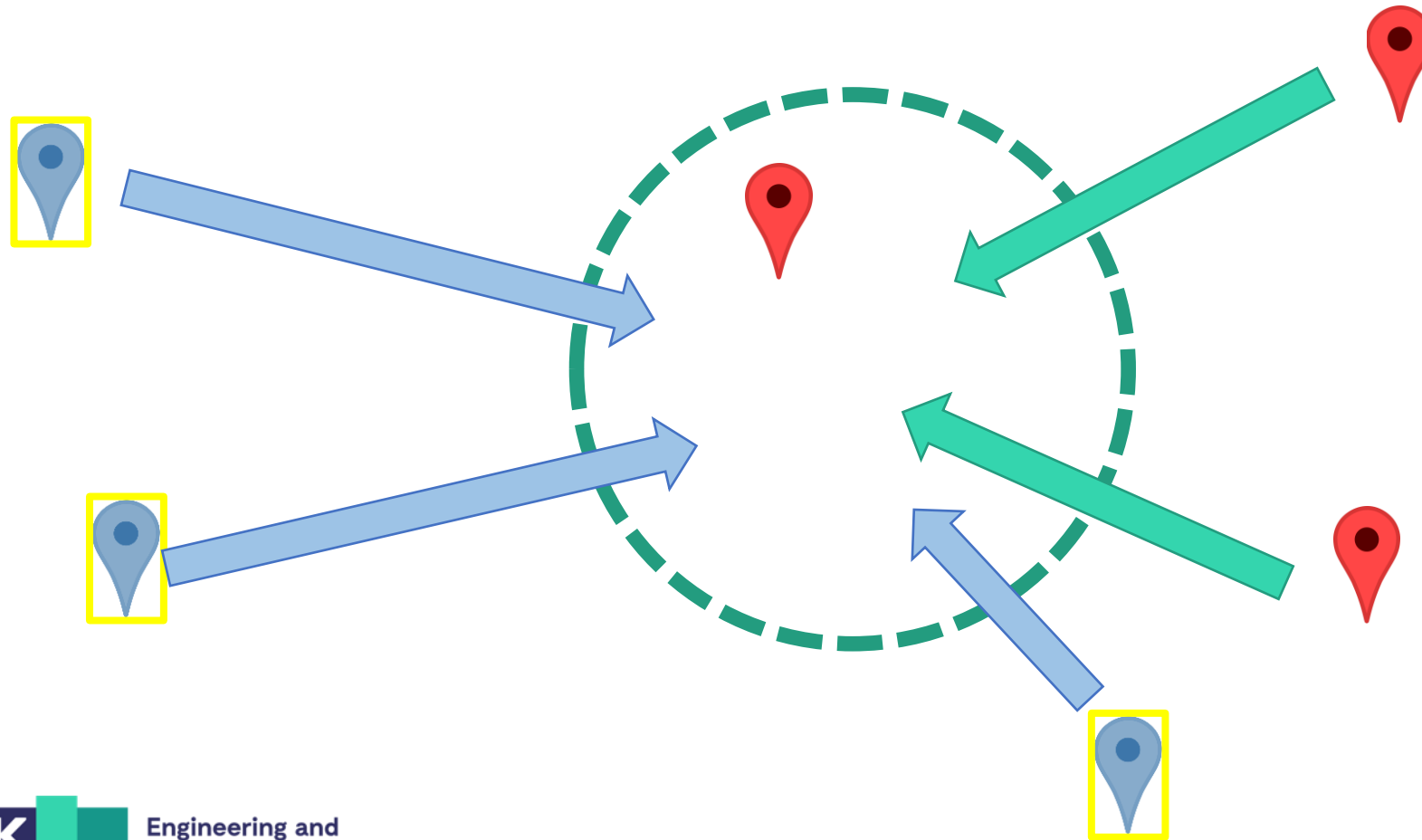
- **Net-zero Logistics** - Uni 1,2,3 and 4 form a consortium supported by port operators and associated enterprise agencies aiming to concentrate their research expertise in the places identified as potential port locations.



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



-  Consortium member
-  External partner (HEI) (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



Model of a Town Centre. Image Credit: WSP

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.



Illustration of city, town and country scape. Image credit: Tracy Worrall, Politics Home



Activities a PBIAA can support

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- collaborative relationships that engage publics both within the target place and beyond (where appropriate).
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Proposal Costing

- Consortium management costs: 80% full economic cost
 - PI and Col 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



Model of a Town Centre. Image Credit: WSP

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

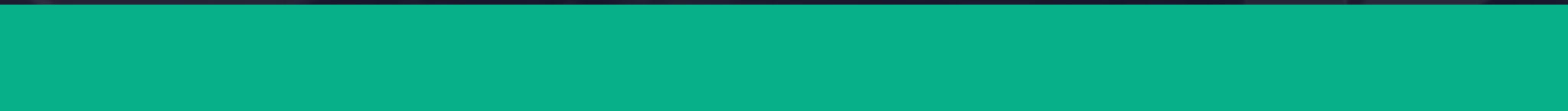
Any questions? Email pbiaa@epsrc.ukri.org



Illustration of city, town and country scape. Image credit: Tracy Worrall, Politics Home



Questions?

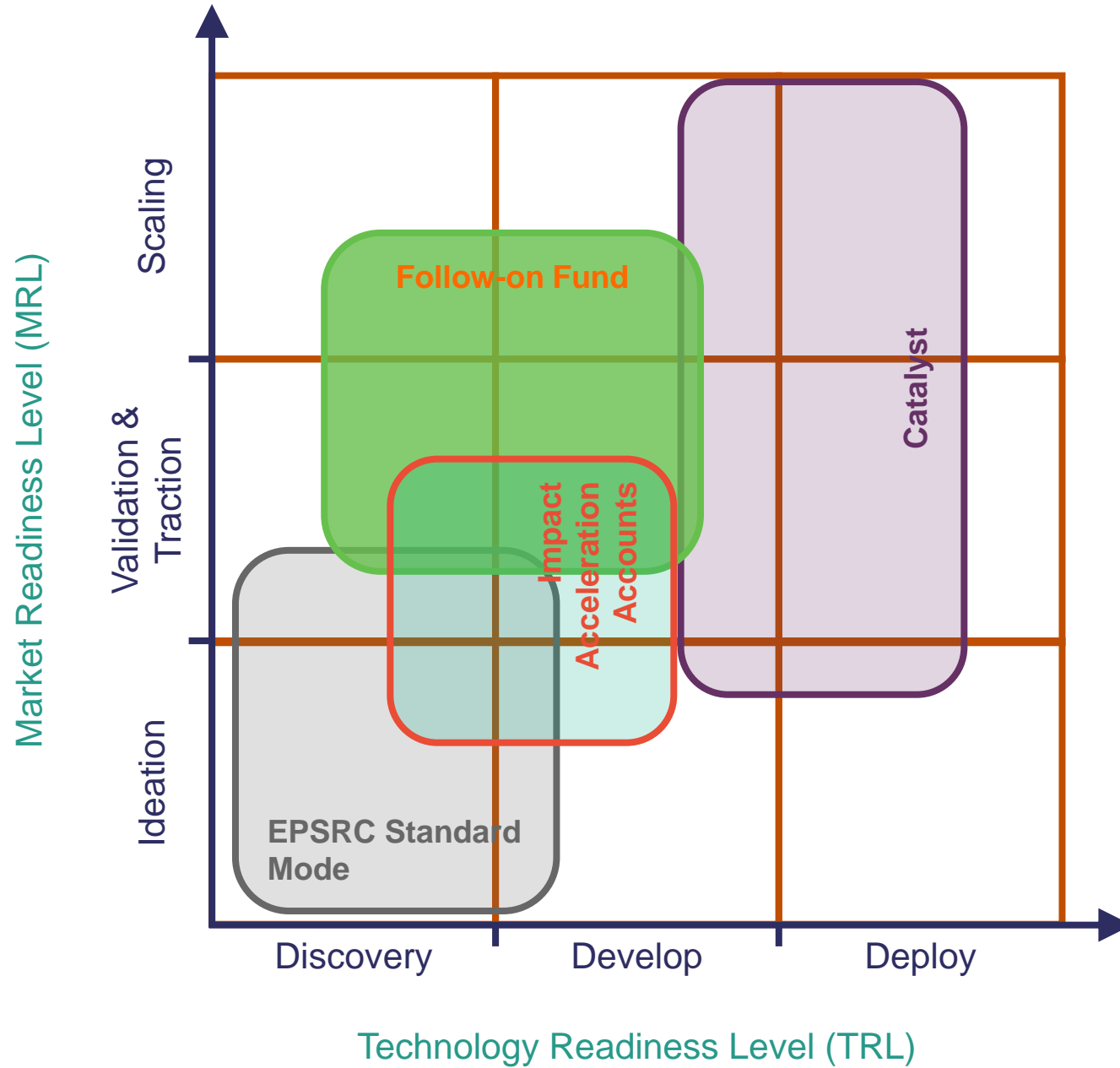


Thank you

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

Questions: pbiaa@epsrc.ukri.org

Responsive Funding Landscape



Impact Driven Funding Landscape

