**Creative Crucible 2013**

**What is Creative Crucible 2013?**

Creative Crucible is a short programme of personal, professional and research development for promising researchers in the Creative disciplines in Wales. It aims to help participants to discover:

* How to work and engage with Creative Industry businesses
* How to transfer knowledge to the public sphere/market to make an impact;
* How researchers in other creative disciplines are tackling similar issues;
* Skills and attitudes that are likely to make research more innovative;
* Opportunities for thinking creatively and developing a peer network.

Funded by the AHRC, Creative Crucible will bring together up to 25 researchers and businesses to explore how they can work together to develop a new and vibrant research agenda.

Creative Crucible is in the fortunate position of having **£15,000 in project development** **funds** available for collaborative projects that emerge from the Crucible.

Creative Crucible is partly modelled on the [Welsh Crucible](http://www.welshcrucible.org.uk/), a programme for talented researchers working in any discipline. Creative Crucible is focused solely on disciplines or research fields that have creative outcomes, although we welcome applicants from all disciplines that are related or applied to creativity including arts, humanities, media, drama, technology, music etc (see our definition of creativity below).

**Who can apply?**

Participants will be welcomed at the early-mid stages of their research/business career. This is to allow less experienced researchers to benefit from the programme, and to share ideas and develop future collaborations. For academic applicants we are defining early- mid career as within 10 years of completion of PhD or first permanent academic appointment.

Academic nominees will be expected to be of post-doctoral standing or have equivalent research /industry experience. Applicants who have completed a PhD awaiting examination will be considered but will have to demonstrate that they fit the definition of an active academic researcher.

Participants must work in Wales, either

* At one of the Welsh Higher Education Institutions (Glamorgan, Cardiff, Newport, Cardiff Metropolitan, Swansea, Swansea Metropolitan, Glyndwr, Bangor, Aberystwyth, University of Wales Trinity Saint David)
* In research and development in business, industry or the public sector. Preference will be given to businesses in EU convergence areas.

Each University in Wales has a Creative Crucible contact, who will identify and nominate suitable staff members.

**Why should I apply?**

Creative Crucible will help you to:

* Develop a network of peers within the research and business community, fuelling potential interdisciplinary working:
* Introduce you to new ways of thinking and working and improve your effectiveness both within and beyond your organisation;
* Ensure that your research has greater impact, by and exploring how you can interact more effectively with other academics, businesses, and creative businesses;
* Learn about different areas of research and encourage personal and career development.

**What will happen at the event?**

Creative Crucible has the following timetable. Workshops will be led by innovative academics and entrepreneurs in the creative industries, including sector skills councils, media companies and businesses.

**Monday 25th March**

10.30am-11am Welcome and introductions

11am-12.30pm Attendee introductions via Pecha Kucha

12.30pm-1.30pm Lunch

1.30pm-3.15pm Introduction to the Creative Industries- themes, ideas, technologies and creativity

3.15pm-3.30pm Break

3.30pm-5.30pm Working and engaging with Creative Industries: perspectives from outside academia.

7pm - Dinner and after dinner speaker

**Tuesday 26th March**

9.15am -11am The collaboration journey: how to develop ideas and apply for support

11am- 11.15am Coffee break

11.15am-12pm Outline of CEWN fund- opportunities for collaboration

12pm-1pm Lunch

1pm-3pm Ideas generation and project development workshop

3.00-3.45pm Plenary and close

**What will happen afterwards?**

Successful nominees will develop knowledge, network contacts and potential areas for collaborative working. There will be a focus on developing skills for interacting and implications of working with businesses and academics, through the presentation of case studies and the direct involvement of businesses in the Creative Crucible. Following Creative Crucible, seed-corn funding will be made available (£15,000) to take forward some of the proposed initiatives, which will be collaborative and business focused.

**Benefits to employers**

If selected, you will expected to attend the entire session at Gregynog on 25-26 March 2013. Being selected for this programme will benefit your employer as well as you. Creative Crucible will help you to develop your skills of creativity and innovation and you will benefit from your expanded network within the research community.

**How much does it cost?**

The costs of attending Creative Crucible are covered by the AHRC. All residential costs, including accommodation, refreshments, breakfast, lunch and dinner costs, will be provided for successful Creative Crucible nominees. However, due to cost restraints travel expenses will only be covered to up to a value of £100 per return journey from each participant’s home in Wales to Gregynog Hall. Incidental costs incurred while at the event (e.g. alcoholic drinks) must be met by the participant.

**Location and Date**

Creative Crucible will take place from 25th-26th March 2013 at a Gregynog Hall, Powys, SY16 3PW. A nomination to attend will be taken to mean you are available for these dates, and will attend if selected.

The environment will encourage free and open-minded thinking, networking and collaboration. Full details of the venue, how to get there and the accommodation arrangements will be sent to participants.

**Defining ‘creative’**

We are interested in applicants who are able to demonstrate a link between their work and the creative disciplines. We are not defining the disciplines that should be represented at the Creative Crucible; rather we are asking potential participants to indicate how their expertise and ideas could interact positively with other attendees. Expertise is welcomed from a very broad range of disciplines, and applicants should not feel limited by conventional perceptions: our approach recognises the benefits of bringing people together who would not normally interact. We actively encourage people to apply that are experts in their own research areas but wish to apply it alongside other creative disciplines.

The conventional DCMS definition recognises twelve *creative sectors*. They are:

* Advertising
* Architecture
* Arts and antique markets
* Crafts
* Design (see also communication design)
* Designer Fashion
* Film, video and photography
* Software, computer games and electronic publishing
* Music and the visual and performing arts
* Publishing
* Television
* Radio (DCMS 2006)

We also welcome(and endourage) nominations of researchers in other arts and humanities disciplines (e.g. History, English) as well as applicants from engineering and technological backgrounds who may be able to apply their knowledge and expertise to creative outcomes.

**Nominating Applications**

Nominations to attend will be made by representatives of each University in Wales. If the Creative Crucible is oversubscribed, nominations considered by a selection panel consisting of CEWN steering group members in order to ensure a mix of disciplines and experience. Overall, the panel will seek to ensure that a balance of expertise is present at the Creative Crucible. Participant selection criteria will be:

* The potential to contribute to research at the interface between creative disciplines
* The potential to develop new, innovative and original research ideas
* The likely impact from participation in Creative Crucible

**Further questions**

The CEWN project manager, Dr Richard Bromiley, will be willing to answer any queries and clarifications relating to this document. If any queries have outcomes that will be important to all potential applicants, these will be communicated to all parties as soon as possible via the CEWN website.

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