“The value is in the sense of community, rootedness and involvement, rather than money in, project out.” Media Sandbox Participant

Introduction:
REACT is a collaboration between the University of the West of England, Watershed Arts Trust, (and its subsidiary iShed), and the Universities of Bath, Bristol, Cardiff and Exeter. Funded by the Arts and Humanities Research Council as one of four UK Creative Economy hubs, REACT will generate economic and social impact by combining demand from the Creative Economy with Arts and Humanities research excellence. REACT activities will span heritage, broadcasting, digital media, publishing and beyond.

REACT is working with iShed to deliver projects using the Sandbox process. We will run two Sandbox schemes a year with six projects in each scheme from 2011 – 2014. Each scheme will have a different theme and will support collaborations between Arts and Humanities researchers and Creative Economy partners.

Sandbox was developed in 2008 by iShed, part of Watershed in Bristol. The inaugural Media Sandbox supported six companies from across the South West to develop early stage digital media ideas. Now in its fourth year, 19 companies have participated in Media and Theatre Sandboxes, creating games, apps, installations and software.

Sandbox has an emphasis on community. Participants become part of a network of academics, content producers, clients and commissioners who share knowledge as widely as possible through physical events, blogs and social media.

We're thrilled to announce that REACT’s Heritage Sandbox is now open for applications. If you have a brilliant idea and a dynamic collaboration, this might be the perfect opportunity to pursue it.
The Theme: Heritage
In 2009, half a billion people used their mobile to access the internet and by 2015, 1 in 8 mobile subscribers will use m-ticketing for airline, rail and bus travel, festivals, cinemas and sports events. Technology is changing the way people travel, work, communicate and spend their leisure time. There is an explosion of new and extended ways to use web, mobile and projections that enable rich and memorable interactions to pervade the everyday.

For the culture and heritage sector to remain relevant and sustainable it must make sure it remains at the forefront of this wave.

In this call, we’re looking for collaborations with ground-breaking ideas that create innovative, meaningful experiences for the culture and heritage sector. Projects could be an interactive installation for a museum, a new way of navigating a theme park, or a location aware game for a stately home. You will find a list of inspirational existing projects at the end of this call.

Successful projects will engage users, facilitate new kinds of social interaction and be designed with multiple audience touch points in mind. We’re looking for inspiring, sustainable, future-facing, creative projects that capture the imagination. Have we captured yours?

What’s on offer?
“I felt a real sense of support and a fantastic feeling of relief that people were struggling with the same questions that we were. It was also great to feel part of other people’s projects, watching them take shape and asking pertinent questions to help them develop their work.” Theatre Sandbox Participant

Participation in REACT Sandbox is open to collaborations between an academic partner and a creative economy company and offers:

Research support:
• A commission of £50,000 (at 74% FeC) for the academic partner including up to £10,000 allocated to the Creative Economy Partner. For detailed notes on how the academic spend has been modelled please see the end of this document
• Opportunity to focus intensively on development of an idea

Development support:
• Peer community of potential collaborators for current and future projects
• Structured ‘innovation lab’ process featuring research blogs and catch up, showcase and feedback events
• Critical and technical advice and support

Business support:
• A panel of leading industry advisers who will take a mentoring role in the development of ideas and potential routes to market
• Dedicated support from a business development consultant who will work with the partners to develop plans around routes to market and exploitation.
• Participation in Innovation Fitness, a three-stage process designed by University of Exeter Business School to help companies assess their ability to capitalise on innovation projects that they undertake

1 http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats#mobile-internet-access

Got a question? See the FAQ at www.react-hub.org.uk © iShed CIC, October 2011
Timeline:
- Close to submissions: 13:00hrs, 31 January 2012
- Interviews with shortlisted teams: 22 February 2012
- Production period: April – 29 June 2012

Projects which are not selected as part of Heritage Sandbox may be considered for strategic funding by the REACT Management Committee.

What are we looking for?
The REACT Sandbox is for dynamic collaborations with great ideas. It is for people who have already dabbled with digital technology and those who are completely new to it – it is a great opportunity to experiment, explore and take risks within a supported space. In some cases teams will be able to deliver a finished prototype, in others it may only be a proof of concept. We are looking for ideas with future development potential as much as market ready products or services.

We are not seeking to define how the collaboration should work but do ask that through coming together, the partnership achieves results they could not have produced on their own. The timescale is fast and there is a heavy emphasis on testing and iteration. Business partners and university researchers need to be able to commit to what may be a new way of working. The collaboration must be centred around Knowledge Exchange, i.e. the partners must be developing and bringing together existing expertise and skills to co-develop a new project.

We are looking for great creative ideas and people who get excited about treading new ground and sharing their learning with others. Technology is an enabler: it's only as exciting as the story it is telling or the experience it is helping to create.

What do we expect from you?
Successful proposals will be required to sign a three-way contract with iShed CIC and the University of the lead academic. We will expect the following from successful participants:

- Identification of lead academic and creative economy partner for each commission
- Fortnightly online/public documentation of progress and ideas
- Participation in events, critiques and discussions
- Attendance at project development sessions
- Participation in a national PR campaign including events; supply of materials such as interviews/information/images; and review of press releases
- Mentoring sessions with the advisory group
- Production of projects that are exposed, tested and investigated as they are developed
- An open, rigorous, experimental approach
- A willingness to contribute to the Hub community
- Presentation and demonstration of a work in progress or finalised piece as part of a Showcase event
- Completion of a detailed evaluation report
- Participation in Innovation Fitness (all interviewed companies)

The first REACT Sandbox will act as a proto-type in and of itself. Participants will be asked to feedback and help shape future calls to ensure that the structure, process and support on offer is dynamic, appropriate and useful to both academic and creative economy partners.

For more about the scheme and how it works, take a look at evaluation of previous Media and Theatre Sandboxes at [www.mediasandbox.co.uk](http://www.mediasandbox.co.uk) and [www.theatresandbox.co.uk](http://www.theatresandbox.co.uk). You can also watch films of sandbox projects and events at [www.watershed.co.uk/dshed/media-sandbox-2010](http://www.watershed.co.uk/dshed/media-sandbox-2010) and [www.watershed.co.uk/dshed/theatre-sandbox-2010](http://www.watershed.co.uk/dshed/theatre-sandbox-2010).

Got a question? See the FAQ at [www.react-hub.org.uk](http://www.react-hub.org.uk) © iShed CIC, October 2011
Innovation Fitness

“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.” Charles Darwin

It's not rocket science to understand that to remain competitive, enable growth and remain relevant, businesses need to change and adapt both their products and services and the ways in which they are delivered. But the real innovation challenge isn't about recognising need for it – it's making it happen. Innovation Fitness was developed through a World Bank Research Project and uses a three-stage process to help businesses assess their ability to exploit and manage innovation. REACT is partnering with Exeter University Business School, who developed the programme, to further develop this tool for the creative economy. All interviewed companies will be asked to fill in a short self-assessment to provide base-line data and participate in an Innovation Fitness interview later on in the Sandbox programme.

Read more at: http://business-school.exeter.ac.uk/research/areas/centres/isr/

Proposal Guidelines

Do:

- Be clear about the scope of the project and what you will deliver
- Think about how you will evaluate the success of your project
- Be clear about how your collaboration will work and who will lead on what
- Make sure your project is innovative and responds to the theme

Eligibility and selection criteria:

- Lead academic partners must be based in one of the five REACT Higher Education Institutes but we encourage collaborations that additionally include academics from other institutions as affiliate partners.
- Academic leads can be drawn from any discipline but must use or develop Arts and Humanities research.
- Creative Economy partners must be a creative or digital company, cultural organisation or micro business and must show that their participation is research and development that they otherwise could not undertake.
- One partner must normally have attended a REACT Sandbox ideas lab event, unless granted a specific exception by the REACT team
- It is expected that proposals will normally feature a significant technology/digital media component.

Projects will be selected by quality. Selection will by the React Management Committee according to these criteria:

- Quality: evidence of high quality Arts & Humanities research underpinning, and creative ambition.
- Originality and Innovation: potential for innovation in the Creative Economy.
- Impact: evidence that the proposal understands its audiences and users, and is accessible to them.
- Deliverability - Is the project deliverable within the time and resources available?
- Legacy: evidenced potential for future investment & development of the project.
- Contribution: description of what project and team contribute to REACT.
Budget:
Each academic partner can apply for a commission of up to £50,000 (at 74% FeC) which includes a suggested £10,000 allocation to the Creative Economy Partner. Please note that funding to the Creative Economy partner must be for work that is outside of and extends their core business.

A headline breakdown of the budget must be included. A sandbox requires c30 days of research time and the lead academic must attend community meetings and events. Some potential models are outlined below:

- Model 1: 31 days academic time (senior lecturer) over 3 month Sandbox, 13 trips to partners (£50/trip pp), including 4 nights accommodation for 2 persons (@ £100/night pp), materials (£1k), estates and indirect costs; average over HEIs £25k
- Model 2: 62 days academic time (senior lecturer x 2), student internship involvement, materials and travel as model 1, estates and indirects; average cost over the participating HEIs is £46k.

Please include an indicative budget in your application with details of what additional in-kind time and support you might contribute. If your idea is chosen we will work the University finance departments to make sure the budget is workable.

Writing your proposal:
Please use the following prompts as guidelines for completing each question on the application form.

3. Your background (up to 100 words)
- Describe the research and track record of both partners.
- Include any experience in similar collaborations

4. Your idea (up to 500 words)
- Describe the creative idea/concept
- Clearly state the goals of the project
- Demonstrate how this idea responds to the theme in an interesting and innovative way
- Demonstrate originality: Are your ideas ground-breaking/original/future-facing? Please note we are looking for projects which use technology imaginatively and seek to create innovative experiences. The technology itself does not have to be new.
- What DON’T you yet know about
- Who is the audience/users? What are the benefits? Is it accessible to the audience you are specifying?
- How to realise your proposed project?

5. Why now? (up to 300 words)
- Demonstrate that you are passionate about developing this project
- What will Sandbox add to the development of the idea?
- What does the project enable that would not be possible otherwise?
- Why do you want to collaborate? How will the collaboration work?

6. Impact and deliverables (up to 300 words)
- Please describe what you propose to deliver at the end of the project
- What is the anticipated impact of the project beyond the timescale of the scheme?
- How will you measure the success of the project? What methods will you use to gather participant feedback?

7. Commitment (up to 300 words)
- Please give an overview budget of how the budget would be allocated.
- How much time will your organisation (and partners) commit to this pilot project?
- Does your proposal rely on any additional equipment or support that is not in your budget?
- Please also describe what (if any) additional support and in kind funding you bring to this project.
Who will assess the applications?
Applications will be assessed by the REACT Hub Management committee which includes iShed and representatives from the advisory group.

Contact:
If you have any questions or would like to talk through any aspect of your idea or proposal, please contact Victoria Tillotson, iShed Producer / victoria@watershed.co.uk / 0117 915 7233

How to apply:
If you are interested in applying, please download and complete a short application form by visiting:
http://www.react-hub.org

Some inspiration:

**National Maritime Museum**
Compass card story viewer - Connecting artifacts within a collection
http://collections.nmm.ac.uk/compass/howitworks

**Cocoon at the Natural History Museum**
Opening up the hidden world of scientific research with virtual scientist guides, working labs and animated touch-screens encouraging you to take part in nature study
http://www.nhm.ac.uk/visit-us/darwin-centre-visitors/cocoon-highlights-slides/index.html

**Madame Tussauds Marvel Superheroes 4D experience**
Get up close to some of Marvel’s best-loved super heroes in three floors of multisensory fun
http://www.madametussauds.com/4d

**Alton Towers’ Thrill Attractions, part of Scarefest**
Chilling immersive experiences blends live action and sensory technologies
http://www.alton-towers.com/events/Halloween-Scarefest/-ThrillAttractions

**BBC Earth/SEGA**
SEGA technologies will bring BBC Earth content to life using multi-sensory experiences in two new museums

**Mind-controlled flying rig**
A mind-controlled flying experience at EMPAC in New York
http://www.wired.co.uk/news/archive/2011-03/03/infinity-simulator

**Escape From The Tower**
iPhone game for visitors to The Tower of London

**Museum of London StreetMuseum AR app**
Hold your mobile’s camera up to the street and watch as images from the Museum of London Collection, taken in the past in that same location, appear.
http://www.museumoflondon.org.uk/Resources/app/you-are-here-app/index.html