

Creativity, Innovation & Design in Welsh Business

Mapping exercise

Data Protection Agreement – requires your consent.

Your name is currently held on a database within the Welsh Assembly Government and we would like your consent in order to invite you to take part in a mapping exercise which we are conducting in conjunction with Design Wales.

The Welsh Assembly Government will store on its databases all and any information (including personal data) provided by you in this form for the purposes of programme monitoring, evaluation and marketing. The Welsh Assembly Government may also disclose this information to other partners in the public sector for the purpose of initiatives or projects that they are launching. By completing and returning this form you are agreeing to the information contained within it being used for such purposes.

If you wish your data to be used in this way please “x” this box

Data Protection

Aims for Mapping Exercise Research

This mapping exercise is being undertaken in response to the Cox Review which is concerned with identifying the level of creativity in business.

The mapping exercise will:

- Highlight any gaps in creativity in business activities taking place in Wales.
- Celebrate the scope of initiatives taking place in Wales.
- Help inform the Welsh Assembly Government of any further developments required in Wales.
- Benchmark Wales against other regions.

Examples of the information to be published:

- Type of Organisation
- Location
- Sector

Examples of the use for the Data Collected

The information received from the mapping exercise will be analysed and summarised in the form of a report. The report will be:

- Used to inform the Minister following the question “What is Wales doing in relation to the Cox review?”
- Provided for each individual participant to read.
- Published on Design Wales website.
- Used by the Welsh Assembly Government to continue research into creativity in business.

Freedom of Information

While data will be subject to the constraints of the Data Protection Act, some, or all of the information provided by participants may be subject to a FoI request and may, as a result, be disclosed into the public domain.

Your rights under the data protection act 1998

The data protection act 1998 gives individuals certain rights in respect of the personal data held on them. Whilst not intending to be exhaustive, examples of these rights include:

- The right for any personal data held about you to be processed fairly and lawfully;
- The right to ask for and receive copies of the personal data the National Assembly for Wales hold about you, although some information can sometimes be legitimately withheld;
- The right, in some circumstances, to prevent the processing of personal data if doing so will cause damage or distress;
- The right to ask for wrong information to be put right;

You also have the right to ask the information commissioner, who enforces and oversees the data protection act 1998, to assess whether or not the processing of your personal data is likely comply with the provisions of the act.

Seeking further information

The National Assembly's Data Protection Officer, National Assembly for Wales, Cathays Park, Cardiff CF10 3NQ

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The Questionnaire

The questionnaire is intended to capture individual initiatives supporting design or the creative industries, to this end an individual school or University would not complete a questionnaire for itself as a whole but only for a distinct programme of work. Some organisations may be delivering several distinct activities, initiatives or programmes with separate funding, staff and even location. Please complete a new copy of the questionnaire for each distinct programme or activity you currently deliver.

The recommendations made by the Cox Review are broad ranging and intended for a diverse type of organisation from regional government departments to further and higher education establishments, enterprise agencies and schools. To this end not all of the sections will be relevant to you so please leave these blank.

The wording of the questions is based upon the recommendations within the Cox Review, which might not capture the breadth of your activities. Where this is the case each section ends with an opportunity for you to outline your activities more accurately.

1.0 Host organisation and your contact details

(For all respondents):

1.1 Host organisation (if applicable):

1.2 Contact name:

1.3 Title:

1.4 Address:

1.5 Telephone:

1.6 E-mail:

1.7 www:

1.8 Type of organisation (for all – please tick only one option):

Welsh Assembly Government

Enterprise agency

Higher Education

Further Education

School

Other – please describe

2.0 Details of individual initiatives.

(For all respondents):

You may be responsible for more than one initiative / programme, each with distinct objectives, regional coverage, staff and funding. Please complete the following for each initiative / programme that in some form supports or promotes creativity, design or innovation.

2.1 Programme or initiative title:

2.2 Primary themes (please tick a maximum of three options):

- Creativity
- Design
- Innovation
- Enterprise
- Architecture / the built environment
- Sustainability /the environment
- Technology / technology transfer
- Knowledge transfer
- Organisational / management development
- Manufacturing
- Engineering
- Education
- Skills development
- Export
- Other Please state

2.3 Region covered by this programme / initiative (please tick only one option):

- Global
- European Union
- USA
- Asia
- UK
- Wales
- Enterprise region
- Objective 1
- Objective 2
- Objective 3
- Other Please state

2.4 How many staff are working on this distinct programme / activity?

- Full time Part time

2.5 With the current funding, when did the initiative / programme start and when is it due to end?

- Start date End date

2.6 Who administers the funding for the initiative / programme?

(Please tick all relevant options)

- A department of UK Central Government
- A department of Welsh Assembly Government
- European Union please state
- Other please state

2.7 What primary sectors are covered by the initiative / programme?
(Please tick all appropriate options)

- Schools
- Further Education
- Higher Education
- All SMEs
- Creative industries
- Craft
- General manufacture
- Automotive
- Aerospace
- Furniture
- Fashion & Textiles
- Food & drink
- Agriculture
- Tourism
- Electronics
- Construction
- Services
- Retail

3.0 Raising awareness and changing behaviour

(For all respondents):

The following section is intended to help understand the level of activity being undertaken to raise awareness of how creativity, design and innovation might be applied within business and change behaviour within Welsh SMEs.

The wording of these questions is based upon the recommendations within the Cox Review. If you think these questions do not capture your activities please skip to question 3.4 where there is space to describe alternative approaches.

3.1 Does this initiative work towards engaging SMEs in adopting a creative approach to business and / or demonstrate the practical benefits of applying creativity and design?

(please tick one answer):

Yes No

3.2 Does this initiative encourage the recruitment of people with creative experience onto companies at board level? (Please tick one answer)

Yes No

3.3 Does this initiative help to develop a greater understanding of creativity and innovation in the boardroom? (please tick one box):

Yes No

3.4 Does this initiative / programme help to support an understanding or use of creativity, design or innovation within Welsh SMEs in a way not described in the previous three questions. If so, please briefly describe these activities below:

3.5 Which of the following promotion and support activities do you undertake for this initiative / programme? (Please tick all relevant options).

Do you advertise in the Welsh press?

Yes No

Do you distribute a publication or newsletter about the initiative to Welsh businesses?

Yes No

Do you exhibit at trade shows and business fairs?

Yes No

If "Yes", how many trade or business shows do you exhibit at per annum?

Do you undertake workshops for smaller groups?

Yes No

If "Yes", how many workshops do you deliver per annum?

Do you undertake seminars for larger audiences?

Yes No

If "Yes", how many seminars do you deliver per annum?

Do you provide expert advice to businesses on a one to one basis?

Yes No

If "Yes", how many businesses do you advise per annum?

If you undertake other promotional or business support activities please describe these here.

4.0 Improving effectiveness of government support and incentives

(For Welsh Assembly Government only)

This section covers recommendations made in the Cox Review for central and regional government departments.

The Cox Review included recommendations for reforms to R&D tax credits that would include changes to increase the benefit to smaller businesses. There have already been changes made to make to make this happen;

- In direct response to recommendations in the Cox Report, HMRC has opened a network of seven new specialist R&D tax credit units across the country to make it easier for innovative SMEs to take advantage of the R&D tax credits scheme.
- Alongside the launch of the new units, HMRC and DTI published a guidance booklet of case studies illustrating companies' experiences of claiming R&D tax credits.

Additional recommendations for central and regional government included those for raising the profile of creativity and design in business support.

4.1 Please list the activities or initiatives you currently have direct input to that encourage the use of innovation, design or creativity in a business context:

4.2 Please briefly describe how creativity, innovation and design are encouraged within each of the initiatives above:

5.0 Broadening skills through higher education, business and science (For Higher Education and Further Education only):

5.1 Does this particular initiative develop links between higher or further education and Welsh businesses?

Yes No

If "Yes", approximately how many businesses participate each year?

5.2 For this specific initiative or the wider activities of the University or College are students helped to understand how other academic disciplines and specialists work?

Yes No

If "Yes", between which departments or schools is this taking place?

How many courses are involved?

5.3 Does your University or College offer multi-disciplinary courses that combine management studies, engineering, technology or the creative arts:

Yes No

If "Yes", how many courses are involved?

If "Yes", how many students are participating?

6.0 Exploiting the power of public procurement

(For Welsh Assembly Government only):

The Cox Review recommends that the approach to public procurement, both for central government and local bodies, should be adapted to encourage more innovative, creative and design-led solutions from suppliers.

6.1 Do you think that any procurement initiatives or processes that you are involved encourage this approach? (Please tick one option):

Yes

No

6.2 If “Yes”, what is the title of the procurement initiative / process?

6.3 If “Yes”, how is this approach encouraged?

6.4 If “No”, how do you consider such an approach might be encouraged or facilitated?

7.0 Raising the profile of the creative capabilities of Wales

(for all respondents):

Please briefly outline activities you might currently undertake to raise the profile of creative and design-led innovation, ideas or companies from Wales. This might be within Wales, across the UK or to potential international markets:

7.1 Please describe how this promotion is achieved:

7.2 What is the regional coverage of this promotion? please tick one box

- Global
- European Union
- USA
- Asia
- UK
- Wales
- Objective 1
- Objective 2
- Objective 3
- Other please state

7.3 Which other organisations / initiatives do you work or operate as a network with in order to reach your target audience?



8.0 Feedback

(Optional for all respondents):

Many of the recommendations made by the Cox Review are already being addressed in Wales in some form while others raise significant challenges that will not be addressed easily in the short term.

8.1 Do you think there are any significant barriers to prevent the promotion or adoption of the use of creativity, innovation and design in Welsh business and education?

Please outline your thoughts below:

8.2 What do you see as the greatest opportunities in supporting creativity and innovation in Welsh SMEs? Please outline your thoughts below:

Thank you