



Update to CDT Directors and DEN

**Thursday
1 February 2018**

Dr John Baird
Lead, RCUK Digital Economy
Theme

john.baird@epsrc.ac.uk

Tel: +44(0)1793 444047

DE Theme Update - overview



1. DE Theme – update on activities and future plans
2. Industrial Strategy Challenge Fund – update on Next Generation Services and Audiences of the Future
3. Centres for Doctoral Training (CDT) exercise – update from Jason

Research activities 2017-18

(£18M budget)



- **Fellowships** – Two going through system for interview in Feb/March. Demand is relatively low
- **New Approaches to Data Science** – 5 grants announced, £14M. Joint with Maths, Healthcare and ICT, plus NERC.
- **AHRC/EPSRC New Immersive Experiences Call** - £1.88M supported 32 proposals
- **TIPS 2.0** – Over 30 proposals to panel in early March.
- **Networkplus** – 10 proposals, interviews in late February
- **Telling Tales of Engagement** – 10 bids, to be reviewed at DE PAB – 3 to be supported
- **Digital Manufacturing**, £2M added to joint funding with Manufacturing the Future

Research activities 2018 -19



- **£12.7M budget to include:**
- TIPS 2.0 – supporting balance of proposals (£3.2M)
- ‘Highlight notice’ - open call for DE proposals
- Joint funding – with other EPSRC Themes and UKRI partners
- Fellowships – in any of the three areas(£2M).
- Telling Tales of Engagement

Industrial Strategy Challenge Fund



- The DE Theme involved in creation of two Wave Two bids
- Next Generation Services (NGS) and
- Audiences of the Future (AoF).
- Final approval hurdle – 2 Feb, after meeting with BEIS and Treasury

Industrial Strategy Challenge Fund Next Generation Services (NGS)



- £20m, 3 years to 2020/21, will be matched by industry with a further £14.5m. Will fund three elements, bringing together AI industry and academic expertise with user companies from the Accountancy, Insurance and Legal Services sectors. These elements will be:
 - *Research programme* (£4.5m ISCF) focussed on opportunities and evidence needed to augment human expertise with Specialised Artificial Intelligence in the professional services
 - *Innovation and Research Collaboration Labs* programme (£7.5m ISCF) which will translate academic research into solving industry problems
 - *Collaborative Research and Development (CR&D)* programme (£8m ISCF) bringing together complete value chains in the services ecosystem to pioneer next generation services

Industrial Strategy Challenge Fund Audiences of the Future



- £33m, 3 year, programme of industry-led activities including Demonstrators, R&D, and an Industry Centre of Excellence.
 - Public Demonstrator programme, £16m, to explore the immersive future of the Creative Industries by creating new large-scale experiences and testing them with a mass audience.
 - R&D programme 3 competitions, £12m
 - *A collaborative competition* aimed at making the production of high quality content cheaper, faster and more accessible by driving immersive innovation. *An investor accelerator* aimed at attracting additional private capital into this emerging sector. *An early stage design competition* focused on understanding the future consumer, delivering vital insight into audience perceptions and behaviours.
 - Industry Centre of Excellence (£5m + £5m part-funded from Creative Industries Clusters Programme) to work with screen industries and develop cutting edge creative training and research programmes in immersive storytelling to ensure the UK creative workforce is the most skilled in the world in the use of immersive technologies.

Issues we want to address



- Raising awareness of opportunities to pursue ideas through Standard Mode proposals
- Community must be pro-active and seek to be engaged in pursuing future strategic opportunities e.g. Sector Deals, GCRF, UKRI Emerging Priorities Fund etc.
- Capturing evidence of Success, Case studies etc:
 - Important to promote the DE approach and successes especially now that UKRI is thinking about how to operate. Want everyone the Community to think about outcomes, outputs, impacts and think how these could be promoted.

Thank You