



[REDACTED]

15 March 2024

Dear [REDACTED]

Freedom of Information request: FOI2024/00124

Thank you for your Freedom of Information request received on the 16 February in which you requested the following:

Your request:

Request for Comprehensive Documentation on Grant Offer and Assessment Criteria

I am writing in follow-up to my recent Freedom of Information (FOI) request, reference number FOI2023_01010. While I appreciate the response and the grant offer letter provided, I find myself in need of further clarification and supporting documentation to fully understand the scope and execution of the project in question, particularly regarding provisions for promotion, assessment processes, and inclusivity adjustments for disability and diversity.

Given the critical nature of these aspects in ensuring the project's success and alignment with broader societal values, I kindly request that UKRI provide all available supporting documents that detail:

- 1. The criteria and methodologies used for the assessment and evaluation of project outcomes.*
- 2. Specific strategies employed for the promotion of the project to ensure wide visibility and impact.*
- 3. Provisions made to accommodate diversity and inclusivity, including adjustments for disability, within the project framework.*

Understanding that some of this information may be sensitive, I assure you that my request is made in the spirit of transparency and with the intention of fostering a more inclusive and effective implementation of the project.

Our response

We can confirm that UK Research and Innovation (UKRI) do not hold information relevant to your request.

We are however able to provide the following information below which was obtained from the Digital Catapult as the grant recipient funded by UKRI for the Bridge AI Award.

UKRI previously provided the Digital Catapult Bridge AI Grant Offer Letter in our response to your previous FOI request FOI2023/01010. In considering your follow-on request detailed above, the information Digital Catapult are providing in this response is in relation to the BridgeAI Accelerator Programme, which is a part of the 'BridgeAI Digital Catapult Direct Award' delivered by the Digital Catapult and funded by Innovate UK via this grant.

BridgeAI is a £100 million investment delivered in part directly by Innovate UK and in part by our strategic delivery partners Digital Catapult, Hartree Centre, The Alan Turing Institute and the British Standards Institution. The High Growth AI accelerator series is part of the activities that Digital Catapult is delivering on behalf of Innovate UK for the BridgeAI programme and funded via the Digital Catapult BridgeAI Grant Offer Letter.

1. The criteria and methodologies used for the assessment and evaluation of project outcomes.

This response from Digital Catapult is based on criteria and methodologies employed in the first High Growth AI Accelerator for Innovate UK BridgeAI. It draws upon Digital Catapult's outcomes assessment framework to capture baseline data. Please note that future accelerator programmes may incorporate adjustments, to reflect changes in objectives and deliverables as a result of the collaboration with the industry partners.

To understand and assess Digital Catapult's projects, Digital Catapult focuses both performance and outcomes metrics to understand how well Digital Catapult met the objectives and what these objectives enabled.

For the performance evaluation, Digital Catapult focus on tangible metrics such as:

- Product/Service Development: Evaluation of key milestones in product development, including prototype completion, beta testing, or product launch.
- Funding Raised: Measurement of external funding secured by startups during and post-programme.
- Partnership and Collaboration: Assessment of new strategic partnerships established with other businesses, organisations, or institutions; and the initiation of joint ventures or co-development projects
- Market Impact: Evaluation of market validation achieved through customer engagement or partnerships.

As for the outcomes enabled by the programme, Digital Catapult has a proprietary Outcomes Framework, which defines how to monitor and evaluate our programmes' results in a structured way, capturing data in a timely, consistent and robust manner. Digital Catapult utilise this framework, placing special focus on the themes of innovation and technology development.

Based on the experience of the first cohort, Digital Catapult defined to monitor the following metrics:

Theme 'Innovation'

- Tech development: TRL progression, product's market readiness, new products/ services
- Collaboration: new collaborations/ partnerships
- Knowledge: confidence working with the tech

Theme 'Economic, Social, Environment'

- Investment: progress in investment readiness journey
- Ethics and EDI: accessibility and practicality of ethics, role of ethics in decision-making
- Sustainability: role of sustainability in decision making

Theme 'Delivery'

- Programme overall feedback (metrics: overall satisfaction, recommendation rate)

For data collection, Digital Catapult uses Salesforce as the customer relationship management tool for data collection ensuring its GDPR compliant. Using Salesforce, Digital Catapult will send 4 forms to collect the progress made on pre-selected metrics, including a baseline form prior to project engagement, an offboarding form to understand the progress made during the project, and 2 monitoring forms when appropriate to capture the project outcomes.

Additionally, to capture qualitative feedback to enrich our data, Digital Catapult use the following methods:

- Feedback Survey: Gathering feedback from the participants through a survey to assess various aspects of the programme and project outcomes.
- Interviews / Case Studies: Analysis of specific cases over time to track progress and evaluate the impact beyond the accelerator programme.

2. Specific strategies employed for the promotion of the project to ensure wide visibility and impact.

For this response it is assumed that the project being promoted corresponds to those of the selected participants of the cohort. Additionally, visibility and impact are distinct concepts within the context of our accelerator programmes, please refer to response (1) for impact.

The strategies outlined below are based on methodologies employed in the first High Growth AI Accelerator for Innovate UK BridgeAI to promote visibility. They may vary in the next accelerator programmes, depending on the specific context and resources available.

In our first accelerator programme, Digital Catapult implemented a range of strategies to promote the cohort and their projects and ensure their visibility. These include:

- Leveraging Digital Catapult's digital marketing channels such as LinkedIn and X for creating organic social to announce the cohort, as well as conducting live organic posting during the launch and showcase events.
- Issuing a press release at the start of the programme to introduce the cohort and their projects, and securing coverage in relevant publications including Startups Magazine to increase visibility.
- Utilising Digital Catapult's FutureScope website to feature the cohort and their projects, along with links to their LinkedIn and website pages.
- Hosting events such as launch and showcase days to present and showcase cohort projects, inviting a diverse audience including investors and industry organisations.
- Extending invitations for attendance or project showcases to relevant events or conferences such as AI for All, AI UK, and BridgeAI Annual Event.
- Collaborating with BridgeAI delivery partners in expanding Digital Catapult's reach through newsletters, targeted mailshots, reposts, and content on their social channels.

It is also important to note that the accelerator programme provides support aimed at refining the products and businesses of its cohort participants, empowering them to amplify the potential impact they can create in their respective industries. However, the impact and promotion also stem from the work of every single participant, as their efforts contribute significantly to the overall success and visibility of their projects.

3. Provisions made to accommodate diversity and inclusivity, including adjustments for disability, within the project framework.

The accommodations and provisions described below are based on general principles of inclusivity and diversity commonly integrated into our accelerator programmes. Specific measures may vary depending on the needs and requirements of individual participants.

Digital Catapult are committed to creating an environment that is welcoming and supportive of all participants in Digital Catapult's programmes. Digital Catapult took the following steps:

Open Call / Application

- Digital Catapult invite applicants to reach out via email for any assistance needed in the application process, ensuring that our support is available to address their inquiries.
- In Digital Catapult's application forms, Digital Catapult ask applicants if they have any access requirements (digital access, physical access, or other) to participate in the programme and to specify their requirements.
- Our network encompasses a wide variety of organisations that attract a diverse pool of applicants from different backgrounds.

Selection Phase / Interviews

- During the selection process, Digital Catapult assess applications taking into consideration any specific requirements outlined by the candidates.
- Digital Catapult ensure that Digital Catapult's panel of judges comprises individuals from diverse backgrounds, guaranteeing a broad spectrum of perspectives and experiences in the evaluation process.
- Digital Catapult work towards creating a welcoming and supportive environment during interviews, where candidates feel comfortable. This includes providing information in advance on the interview format and accommodating any accessibility needs required for the interview process.
- Digital Catapult offer feedback to all unsuccessful shortlisted candidates, ensuring that every individual, regardless of their outcome, has the opportunity to improve from the experience and strengthen their future applications.

Programme Delivery

- In response to the requirements outlined in the application forms, Digital Catapult make the necessary adjustments to meet the diverse needs of our participants in the accelerator. This includes offering flexible scheduling options, and virtual sessions, providing accessibility in our office, using digital platforms that offer screen reader compatibility, and other assistive technologies.
- Digital Catapult emphasise Digital Catapult's availability and presence to accommodate the specific needs. Make Digital Catapult readily accessible, ensuring that participants feel comfortable reaching out whenever assistance or clarification is required. Whether it is through one-on-one meetings, check-ins, or responsive communication channels.
- Digital Catapult always make sure that Digital Catapult's physical spaces, materials, and communication channels are accessible to individuals with disabilities.

Digital Catapult welcome feedback from businesses that apply to Digital Catapult's competitions to provide insight as to things Digital Catapult may be able to change in future.

If you have any queries regarding our response or you are unhappy with the outcome of your request and wish to seek an internal review of the decision, please contact within the next 40 working days:

Head of Information Governance


Email: foi@ukri.org

Please quote the reference number above in any future communications.

If you are still not content with the outcome of the internal review, you may apply to refer the matter to the Information Commissioner for a decision. Generally, the ICO cannot make a decision unless you have exhausted the review procedure provided by UKRI. The Information Commissioner can be contacted at: www.ico.org.uk.

If you wish to raise a complaint regarding the service you have received or the conduct of any UKRI staff in relation to your request, please see UKRI's complaints policy: <https://www.ukri.org/about-us/policies-and-standards/complaints-policy/>

Yours sincerely,


Information Governance
Information Rights Team
UK Research and Innovation
foi@ukri.org | dataprotection@ukri.org