



The
WALT DISNEY
Company



Supported by the
 Regional Growth Fund

The Walt Disney Company Healthy Living Digital Project

Application Guidelines

March 2015

Full Application Form Guidelines

Please read this document along with the Disney Healthy Living Digital Project FAQs and, subject to entering into a non-disclosure agreement, the Disney Interactive Creative Brief.

Background Information

1. Overview, aims and objectives

Creative England operates with the core purpose of supporting the sustainable growth of independent creative businesses, and the talent that feeds them, in every part of England outside of London. Among other objectives it intends to stimulate development in creative and digital SME's working in cross-platform content and services. It supports companies in the English regions that want to innovate and grow and be more competitive within the digital communications, TV, film, games, interactive and mobile content sectors.

The Regional Growth Fund is delivered by the UK Government's Department for Business, Innovation and Skills. The primary objective of the Regional Growth Fund is the support of eligible projects and programmes that are raising private sector investment to create economic growth and lasting employment.

2. The Walt Disney Company Healthy Living Digital Project

The Walt Disney Company has made the long-term commitment to help families live healthier lives and it has launched several industry-leading activities to help achieve this. As one part of this initiative, Disney will work with Creative England to identify and commission a "digital project" that seeks to encourage families to be more actively engaged in their own healthy living. In the widest sense and could for example incorporate public safety, internet, road, home or friendships etc

This could be:

- Browser content / tool(s)
- Mobile app or game
- Short form video
- Incorporating wearable technology or smart materials

3. The Funding

The Project Fund totals £95,000.

Initially some £15,000 will be made available via three 'proof of concept' grants of £5,000 per successful application. This grant funding is non-repayable.

Following a competitive pitch process the intention is to select one of the 'proof of concept' projects for full product development, for which further investment of up to £80,000 is being made available. This substantive development funding will be awarded to the successful applicant on a revenue-share basis, meaning it is to be repaid from any revenues generated from the commercial exploitation of the selected project.

All funds are subject to the availability of funding and are discretionary. There is no guarantee that any applicant will be offered funding even if the applicant and project are eligible.

4. Who can apply?

In line with the Regional Growth Fund objectives and criteria, this funding is only available to companies based in the North East, North West, Yorkshire and Humber, West Midlands, East Midlands, South West, South East and East regions of England. Please note that this funding is unfortunately not available to local authorities or academic institutions.

Each company can only make one application to the project. Your company should aspire to grow through your proposed activity and evidence of your capacity to support, nurture and exploit this growth potential will be essential to making a compelling proposal. You will need to demonstrate a clear response to the Disney Interactive Creative Brief.

5. The Application Process

The application process has two stages. Stage one involves filling in an online application form. Creative England and Disney will jointly select up to 3 applications from this stage to each receive a £5,000 grant to prepare a 'proof of concept' to be considered at Stage two of the process. Stage two involves a live pitch and Q&A to a judging panel who will make the final decision on which 'proof of concept' project is deserving of the up to £80,000 of substantive product development funding.

Stage One

Applicants can apply from Thursday 5 March 2015. There are four steps to doing so:

- Download and read the Non-Disclosure Agreement (NDA) carefully. Please indicate your acceptance by signing and returning a copy of the NDA to Johanna Bolhoven, Creative England (Pod 52), The Greenhouse, MediaCityUK, Salford M50 2EQ. You will then receive a copy of the Disney Interactive Creative Brief via email.
- Download the Disney Healthy Living Digital Project FAQs and read carefully together with the Disney Interactive Creative Brief.
- Fill in the online application form to tell us a bit about your organisation, your project idea, and how it will meet Disney's objectives. You will be expected to develop a more detailed pitch proposal if you are selected to pitch your idea to Disney at Stage Two.
- Submit your application online. Once you have registered online you can start your application, save your work and come back at any time to complete it. **The deadline for submitting your application is Monday 20 April 2015, and applicants will be notified of the outcome by Friday 1 May 2015.**

Once we have received your application it will go through a formal eligibility and assessment process. This will be undertaken by Creative England with input from Disney who will consider, amongst other things:

- The viability and track record of the applicant company
- The quality of the creative elements

- Cost efficiency
- The viability of your business plan
- The likelihood of growth and jobs creation and the timeliness of these outcomes
- The market viability of the project and the likelihood of it proceeding to production
- The likely long-term economic impact of the project should it proceed to production and the fit with the strategic aims of the Disney Healthy Living Digital Project
- The commercial competence of the proposal and business experience of the applicant company

Successful applicants will each be awarded £5,000 grant funding to help undertake the work required to develop selected project proofs of concept. We will use the information you provide us in your application to make a decision and only three projects in the stage one application round will be selected to proceed to stage two.

Stage Two

Stage Two will involve a panel session held **week commencing Monday 22 June 2015** (date and location to be confirmed). Finalists can spend up to an hour with the Disney Interactive team to fine tune their proposals in advance of the pitching session and this will be organized by the Fund Manager as required.

Finalists will have 10 minutes to present their idea and take part in a Q&A session with the panel, including members of the Creative England senior executive team and the Walt Disney Company Interactive team.

The panel will select one winning project and the successful company will be notified in writing by Friday 3 July 2015.

If your application (and subsequent due diligence) is successful you will be invited to enter into a development funding agreement which will set out the amount of financial assistance to be provided and the conditions under which it will be made available. As may be required the successful applicant will be granted a license to use approved Disney intellectual property/visual assets to assist with the product development process.

Please note. All of the intellectual property in the developed project will vest in and be owned exclusively by the Walt Disney Company.

The panel's decision is final and there is no right of appeal against its decision. However should you have any concerns about any aspect of the application process Creative England has a detailed Complaints and Appeals Procedure in place. Details are available on request.

Filling in the Application Form

1. Section: The Applicant Company

We may use the information you provide in this section for due diligence and contract preparation purposes, therefore please ensure all company information is accurate. Please note that this funding is strictly targeted at small and medium enterprises (SME) as defined by the European Commission.

An SME will feature the following characteristics:

- Has less than 250 employees
- Has either (1) an annual turnover not exceeding €50 million (approximately £39 million) or (2) an annual balance sheet total not exceeding €43 million (approximately £33.5 million);
- 25% or more of the capital or the voting rights are not owned by one enterprise, or jointly by several enterprises, that fall outside this definition of an SME.

For further advice on business types please visit the European Commission Website for guidance and an online "[SME Checker](#)".

2. Section: Your Proposal

What does your organisation do?

You may wish to highlight achievements that are particularly relevant to the project proposal.

Describe the project team

Please only include details of staff members who will be working on the project. Please attach the CVs of key project staff in the attachment section of the application form.

What is your proposal?

Please describe your proposal to the Disney Healthy Living Digital Project detailing how your web, mobile, game or tablet application will help encourage families to be more actively engaged in their own wellbeing. Tell us about the business opportunity or market failure that you are seeking to address with this project proposal, making reference to the Disney Interactive Creative Brief. This might include independent evidence which should be noted/ referenced where applicable.

Please outline the key elements of production and delivery

Please tell us about the format, platforms, and partners etc. that you are planning to use. What is your approach to project management? Please provide a full cost breakdown and timeline.

3. Section: Timescales and Deliverables

When do you propose to start your activity?

Please specify the start date of your proposed project. The project must start in August 2015 or September 2015. In order for the 'proof of concept' grant to be paid in advance of incurring costs you will need to indicate when expenditure is likely to start.

When do you propose to finish your activity?

Please specify the end date of your proposed project. The fully developed project must be completed by February 2016.

4. Section: Finance

What are the costs of the proposed project?

The costs should tally with your project budget previously described in 'key elements of production and delivery'.

Have you received any state aid in the last 3 years?

Funding from the Disney Healthy Living Digital Project constitutes state aid. Unless otherwise exempt a private company cannot receive over €200,000 worth of state aid from whatever source in any three-year rolling period (the so-called 'de minimis' exemption). Please therefore confirm the amount of state aid you have received in the past 3 fiscal years. Please state the amount in Euros.

For further advice on state aid and the de minimis and other potential exemptions please use visit the Department of Business, Innovation and Skills website: <http://www.bis.gov.uk/policies/europe/state-aid/de-minimis-aid-regulations>

5. Section: People

How many employees does the company have?

Please note that relevant definitions are:

- Full-time job (FT) = 30 hours or more per week;
- Part-time job (PT) = more than 15 hours, but fewer than 30 hours per week;
- Two part-time jobs of 15-29 hours per week = one full-time equivalent (FTE).

Once you are happy that all details on the application form are correct, click 'Submit Application'.

A confirmation e-mail will automatically be sent to you.

For further guidance please contact the Business Investment Team at Creative England via email at business@creativeengland.co.uk and we will respond to your enquiry as soon as possible.