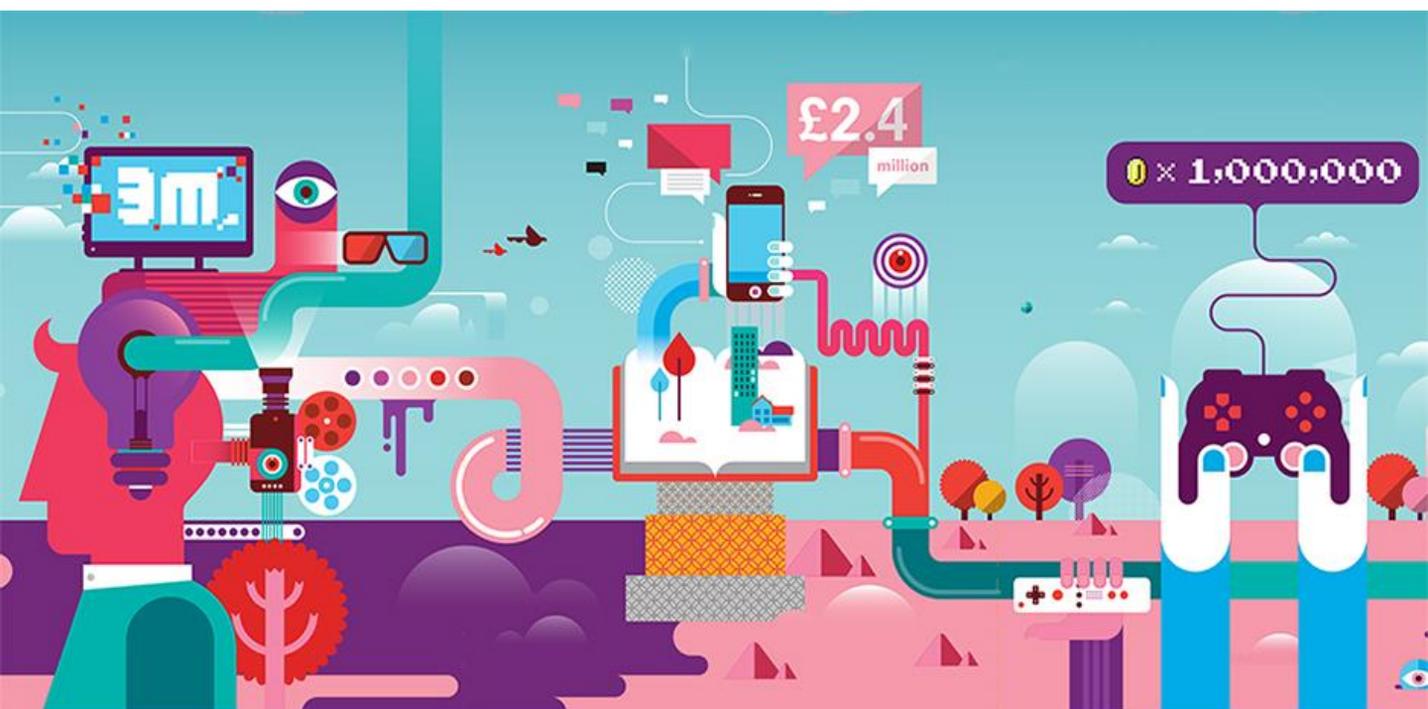


Creative England

No Strings

Information Pack



What is No Strings?

a unique initiative for young creatives seeking to make their projects come to life!

We want to find four of the brightest new and emerging talents between the ages of 16-24. We want to foster your idea and feed your appetite to kick start your creative career.

Does this sound like you?well find out how it works in a nutshell...

Creative England want to see your exciting, innovative ideas , that could be a short film, a TV idea , a video game, app or tech. All we ask is the idea has originality, imagination and creativity at its core!

Four of these ideas will be selected and the creative lead will be awarded a unique package of support from industry experts.

Creative England will work closely with the successful creative lead to build a bespoke package of support unique to you and your idea. With support on hand, we will then begin our **10 day creative countdown** where you will have 10 days to develop your idea.

By the 10th day, you could have a project that's pitch ready, a promo reel ready to show the world, a storyboarded video game or a script treatment ready for development- whatever fits with your idea and could be the springboard for it's next phase.

After our **10 day creative countdown** Creative England will remain on hand for advice, intros and where possible additional support.

The only 'strings' to submission are you should;

- ✓ Be aged between 16-24
- ✓ Be based in England
- ✓ Have an innovative, creative project with real commercial potential that you want to see brought to life. This project *must* relate to one of the sectors that Creative England supports; Film, TV, Games and Digital Media

Creative England promotes cultural diversity and equal opportunities for all

Timeline

We don't want to wait around in our search for new talent , and we're sure you don't want to delay your creativity any further

10th August 2015: Submission process opens

7th September 2015: Deadline for submissions

17th September 2015: Successful creatives are notified

28th September-7th October 2015: 10 day countdown for the development of your idea

How to get involved

Does this spark your creative side? If so, all you need to do is

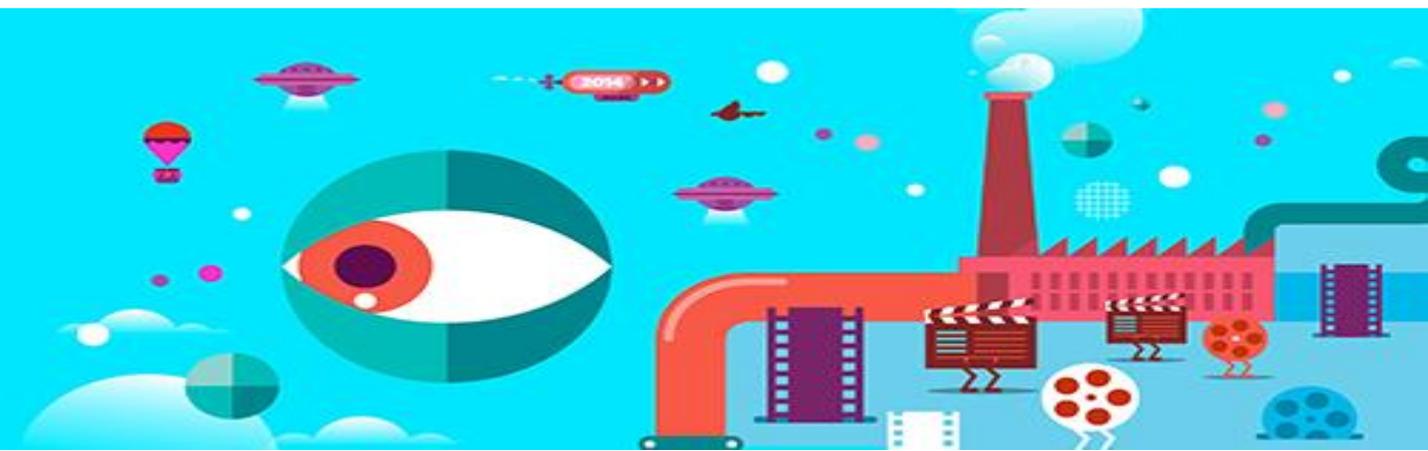
1. submit your idea for consideration by creating a video no longer than 5 mins and email the link to No.strings@creativeengland.co.uk
2. Don't forget to tell us who you are by completing and attaching the contact sheet downloadable here to your email

The video is your opportunity to really pitch your idea, so use your imagination, make sure it's creative and attention grabbing (think Dragons Den meets Big Brother audition!).

Make sure you tell us as much info about your idea, here are a few tips to help you along the way;

- Who are you?
- What is your project? Why are you excited by it?
- Where are your longer-term ambitions for the project?
- What do you hope to have to show by the end of our 10 day countdown?
- Who is your audience and how do you intend to reach them?
- How could the support of Creative England's 'No Strings' help make that happen?

We look forward to hearing from you!



About Creative England

Creative England invests in and supports creative ideas, talent and businesses in film, TV, games and digital media. We aim to grow the brightest, the best, and those with the most promise so that individuals and businesses can achieve their full creative and commercial potential. We help identify future opportunities to grow the economy and generate jobs.

What we do?

- ✓ Grow talent and businesses
- ✓ Address market failure and raise ambition
- ✓ Build the right climate for creative industries to thrive

Why we do it?

Because England's creative businesses are already a big success. They generate jobs, profile and value. They drive innovation. We can help raise their ambition further. But some are under-capitalised and under-skilled. They need better access to mentoring, infrastructure, business planning, finance, markets, new ideas and wider networks. We help provide it. And because there is a damaging inequality of access to these things between London and the rest of the country, talent is wasted, opportunities are lost. We believe London's world position should benefit the whole country

For more information on the company and our activities in other creative sectors:

www.creativeengland.co.uk

