



GUIDELINES FOR iSHORTS

These guidelines relate to **iShorts**, our entry-level shorts initiative for **new filmmaking talent** based in the English regions¹, outside of London.²

Please read them carefully before submitting your application. For information on our support for emerging filmmakers and other Creative England initiatives, please visit www.creativeengland.co.uk/film

About NET.WORK and Creative England

NET.WORK is a key initiative to discover and support the next generation of UK feature filmmaking talent conceived by the British Film Institute as part of their *Film Forever* plan.

Find out more about NET.WORK at www.bfi.org.uk/network

As part of its contribution to NET.WORK, Creative England has recruited a highly-experienced development team to work closely with promising writers, directors and producers from across England, including Greater London, who have yet to have a feature film produced and/or released.

Led by Celine Haddad and Paul Ashton, the team offer a hands-on, holistic approach that is tailored to the needs of the project and talent attached. This includes funding for feature film development, short films and pilots together with editorial, mentoring and training support.

Celine and Paul, together with their development executives Peter Parker and Jessica Loveland, also deliver targeted short film and talent development programmes throughout the year such as iShorts and NET.WORK@LFF, as well as workshops, industry talks, networking opportunities and one-to-one surgeries.

For more information on our support for new and emerging talent, please visit www.creativeengland.co.uk/film/talent-centres

What is iShorts?

We are looking to identify the next wave of outstanding feature filmmakers by supporting the development and production of their original, engaging and visually distinctive short films across all genres. We want to help a diverse group of new

¹ To be eligible for the scheme directors and writer/directors must be based in England, outside of Greater London. Producers and writers must be based in the UK.

² New filmmaking talent based in Greater London can apply to Film London's 'London Calling' for entry-level shorts support. <http://filmlondon.org.uk/londoncalling>



talent take their first professional steps in the industry and to kick-start their filmmaking careers. To be eligible, you'll already be able to demonstrate a flair for storytelling and have an infectious desire to produce work for the big screen.

We'll be supporting up to 15 projects in this round each with a production award of £5,000. Selected filmmakers will also receive editorial support, industry mentoring and networking opportunities via the Creative England film team, as well as access to a bespoke training programme funded by Creative Skillset and support in crowdfunding additional production funds.

On completion, we will collaborate with the filmmakers to showcase their work to the industry and provide tailored support to help them plan their next project.

What sort of short film project can I apply with?

There are few restrictions on your proposed idea or story, other than it should aim to be between 5 and 10 minutes in length. We are looking for ideas that have something fresh, exciting and ambitious to say to an audience. Your film can be a fiction piece or a documentary, and use animation (if that works within budget). Whatever it is, it must have a compelling story.

iShorts exists to enable filmmakers who want to make cinema, who want to progress towards features, and who have a sense of how they want to develop their voice - even at this early stage in their careers.

As part of your submission, we will ask you to provide a 250 word outline of at least one idea that you (and your collaborators) are champing at the bit to make. You can include a second project idea if you have one, but you should indicate which one is your preferred first choice. Please note that while you do not need to supply a script for your preferred project at the point of application, we will request that you provide us with at least a first draft should you be called for interview.

Whatever kind of story it is you want to tell, you should be able to realise it within the resources available to you - which includes our £5,000 contribution to your budget - alongside any other support that you can secure, whether cash or in-kind.

We will be partnering with a crowdfunding platform again this year to provide guidance, training and support for teams, not just to increase the finance available for production, but also to drive early awareness and audience engagement. Last year's iShorts teams raised an additional total of £38k towards their overall production budget. Details of last year's campaign can still be found on the Crowdfunder website here: <http://www.crowdfunder.co.uk/campaign/creative-england-ishorts/>

Who can apply?



iShorts is for new filmmakers. 'New' in this context means directors and writer/directors who:

- have little or no professional experience as a filmmaker;
- have some track record in self-funded films, or student films, or in other screen-based or related media (eg theatre, radio, visual arts, web series), but whose work has yet to attract significant attention and/or support from within the film industry.

We can accept submissions from:

- Individual writer/directors;
- Writer and director teams;
- Writer/director/producer teams

We cannot accept submissions from:

- Individual writers without directors attached;
- Writer/producer teams with no directors attached.

We are very open to submissions from teams within which there are varying levels of experience as long as the attached director or writer/director qualifies as 'new'.

We also strongly encourage applications from teams that include a nominated producer. The final production award will be dependent on the attachment of a suitable producer, following discussions with the relevant Talent Centres' Senior Executive.

Writers, directors and writer/directors can submit or be attached to only **one** application in total. Producers can submit or be attached to up to **two** applications.

It is not necessary to apply as, or through, a company but you may do so if you wish.

You and your team must own or be in the process of obtaining the rights to any project submitted to iShorts.

Directors and writer/directors must be based in England, outside of Greater London. Producers and writers must be based in the UK.

Projects submitted to Film London's 'London Calling' are not eligible for support through iShorts.

We regret that we cannot accept applications from individuals who are under 18 and/or in full-time education.

To help filmmakers connect with one another and build their team of collaborators we have set up a Facebook group called 'iShorts Connect'. This group is open to all

filmmakers who are interested in applying to the iShorts scheme and who need to find and connect with other potential team members. You can sign up to this group here: <https://www.facebook.com/groups/1633447743571520/?fref=ts>

Deadlines

Applications will be accepted up to **5pm on Monday 5 October 2015**. Please ensure you allow adequate time to apply to the fund to avoid disappointment. Regrettably, applications made after this date are ineligible and cannot be accepted.

How to apply ?

We operate an online application process. We cannot accept applications by disc, fax, email or by post.

You will need to complete and submit an application form online via the Creative England website at <http://creativeengland.co.uk/film/ishorts>

As part of this application, you should supply the following key information:

- **A minimum of one and maximum of two story outlines (maximum 250 words)** for a short film of between 5 and 10 minutes. You should nominate one of these as your preferred project. Your outlines should give us a clear sense of the story, theme, characters and tone, and convey what will make your idea compelling, unique and original for an audience. Try not to get bogged down by plot - we want to know what's driving the story forward, rather than every detail of the narrative. But we do need to know whose story it is, and what the ending is.
- **A short biography** for each attached member of the team.
- **Relevant examples of previous work by the director or writer/director (maximum 3 separate links).**
These should be provided via a link to Vimeo, YouTube or similar platform, password protected as appropriate. They should be full-length examples and not montage reels. Please note that DVDs cannot be accepted except by prior arrangement with the Talent Centres' Coordinator.
- **A personal statement (500 words maximum) from the director or writer/director.** This should include:
 - the overall creative vision for your preferred project including what makes it particularly cinematic and how you will go about achieving this on film;
 - the stage it is currently at (outline, script, storyboard) and what further developmental support it might require;

- your track record and previous work to date, and how these are in tune with the creative vision and scale of your project;
- your longer-term career goals and how making your preferred project will support these;
- your favourite director and how he/she has inspired you.

If you would rather communicate your personal statement via a video recording, rather than written statement, please indicate this on the form within the relevant text box and provide a link to Vimeo, YouTube or similar platform under password protection. Please be sure to cover all the bullet points detailed above and ensure your video does not exceed 3 minutes in length. Do check that the link to your personal statement video works before submitting your form as we do not have the resources to follow up with you if we cannot view it. **Please provide your personal statement either in writing or via video - but not both.**

Once you have submitted, you will be sent an email confirming that we have received your application, together with a tracking number to be used in all correspondence. Once you have received this email please do not expect to hear back from us on the status of your application until w/c 1 December. Please refer to all key dates stated below.

If you have not received such email confirmation within ten working days of your submission, please contact us by emailing: talent.centres@creativeengland.co.uk

All applications are checked for eligibility against the guidelines. If your application is ineligible, we'll send you an email informing you as to why. We are unable to progress ineligible applications but may at this stage allow you to correct an error if it is the sole reason why it is ineligible.

Assessment and Selection

Stage 1: Eligible applications will be read and assessed by the CE Film Team. We will also use external assessors depending upon the overall number of applications that we receive. To ensure fairness and transparency, your application will be considered against the following criteria:

- the creative merits of the proposed project(s)
- the abilities and potential of the filmmakers as demonstrated by the quality of their previous work
- the viability of the proposed project(s) in terms of budget and other production considerations
- the benefit of the proposed project(s) to the filmmakers' career

Stage 2: Following assessment, a shortlist of applicants will be prepared. Those not selected for the shortlist will be notified by email. Due to the expected high volume



of applications, we regret that we are unable to offer feedback on projects that are not shortlisted.

Shortlisted applicants will be invited for interview in either Sheffield or London. The panel will consist of members of the CE Film team. At this stage the panel will request at least a **first full draft script** for your preferred project. The panel may also request additional visual materials (mood boards, sketches, storyboards etc) where available in advance of the interview and you should supply these within one week of a formal request.

Stage 3: Following the interview stage, up to 15 projects will be selected by the CE Film team for a £5,000 production award. Awardees will be notified by early February 2016.

Feedback and constructive advice will be available to all long-listed applicants.

Professional Development & Training

iShorts has professional development at its core. Co-funded by Creative Skillset's Film Skills Fund, training will consist of one 2-day workshop in March 2016, one-to-one mentoring, useful online resources and networking opportunities. It will cover a range of topics designed to enhance the creative and commercial skills of each team member.

The training and development sessions form a mandatory part of the initiative. Participants are therefore requested to engage as fully as possible with such activities. Timetabling will aim to minimise the impact of this on the working and personal lives of participants, but applicants are advised to note this requirement from the outset.

Each selected participant (writer, director, or writer/director and producer) is required to make a £70 contribution towards the costs of the professional development offer upon commencement of Stage 3. In cases where a producer is subsequently attached following formal selection, s/he will also be required to pay the £70 contribution.

Hardship support is available for eligible participants to assist with the fee and with costs of childcare and travel to attend workshops where needed. Decisions regarding the allocation of hardship support will be made on an individual case-by-case basis.

Awards and Conditions

Please refer to Appendix 1 of these guidelines for details of our standard terms and conditions for awards under this strand.



All selected films will need to be completed and delivered before end of September 2016.

All successful awards are published on the Creative England website and it is a condition of any award that successful applicants co-operate with Creative England in any PR and press activity relating to their funded activity and the Talent Centres in general.

Key Dates

Deadline for applications:	5pm Monday 5 October 2015
Short list applicants invited to interview:	w/c 1 December 2015
Short list interviews:	between 11 - 22 January 2015
Final selection for iShorts production award:	By end January 2016
Development period:	February – mid-March 2016
Workshops:	End of March 2016
Crowdfunding period:	April – May 2016
Pre-production, production & training support:	April - June 2016
Delivery/completion:	By end of September 2016
Initial iShorts showcase screenings:	Autumn/Winter 2016/17

Return of Materials

We will retain the application form for declined projects for a period of two years, after which time it will be destroyed. Other supporting materials will only be returned to you if a stamped self-addressed envelope is enclosed with them. Otherwise the materials will be destroyed after the project has been declined.

Solicitation

In exceptional circumstances, we may solicit applications to iShorts directly. We will only solicit in accordance with the relevant terms of the National Lottery Act 1998. A solicitation does not guarantee funding and all solicited applications will be treated the same as any other application to iShorts in respect of assessment and decision making process.

Appeals and Complaints

Creative England's decision in all matters concerning the assessment and selection of projects is final. Inevitably, applicants may be turned down and may be disappointed as a result.

Applicants who wish to make an appeal against a funding decision can only do so if they have good cause to believe that the correct procedures, as published in these guidelines, have not been adhered to or applied in such a way as to prejudice the outcome of an application.



A copy of the Lottery complaints procedure can be obtained from Creative England on request.

Freedom of Information

The Freedom of Information Act 2000 gives members of the public the right to request information held by Creative England. This includes information held in relation to applications to any of Creative England's Lottery funding programmes including the Talent Centres. If you choose to apply to the Talent Centres, you should be aware that the information you supply, either in whole or in part, may be disclosed under the Act.

Contacting Us

Please feel free to contact us if you have any queries on any aspect of iShorts.

In the first instance, please send an email to talent.centres@creativeengland.co.uk stating 'iShorts Query' in your subject header.

Whilst the information and advice in these guidelines is believed to be accurate at the time of going to press, Creative England reserves the right to make changes at any time at its discretion. Neither Creative England nor any of its partners shall be responsible for any loss attributable to errors, omissions or other inaccuracies in the information contained in these guidelines.

Appendix 1

If you are successful in your application to iShorts, you will be required to enter into an agreement with Creative England that sets out the terms and conditions of our funding. These will include the following:

Short Film Production

1. We will require approval of all key elements (including writer, director, individual producer, principal cast & principal crew), of all clearance agreements, the production budget, cashflow schedule and production schedule and insurance policies. We will have consultation rights over all cuts of the short film and approval over the final cut/picture lock.
2. You will be required to acquire and/or clear rights to all works required for the making and exploitation of the short film worldwide in all media in perpetuity.
3. You will be required to ensure that your short film is produced in accordance with the requirements of all unions and guilds having appropriate jurisdiction and all legislative requirements, both National and EU, including those concerning National Minimum Wage.
4. You will be required to provide Creative England and BFI NET.WORK with a presentation credit and a closing credit in form advised by us. Where a CE executive has engaged with your project in a substantive manner, you may choose to provide an Executive Producer credit to them at the discretion of Creative England's Head of Film. You will also be expected to co-operate with Creative England and the BFI in any PR and press activity relating to your project and to iShorts in general.



Developing world class talent



5. You will be required to provide us with certain delivery materials including a master copy of the final short film, 5 DVD's, publicity stills and materials, and copies of all clearance agreements. The cost of these delivery materials will need to be included in your budget.

6. You will retain ownership and control of the copyright in your short film as well as distribution and exploitation rights save that we will require:

- i) the non-exclusive right to copy, reproduce, exhibit and/or exploit the short film in perpetuity:
 - theatrically in the UK;
 - non-theatrically throughout the world including through online means including the right to authorise others such as the BFI to do so; and
 - commercially on DVD in the UK, (although we will not exercise these rights until after an appropriate festival window); and
- ii) an option to acquire the rights to distribute or licence the distribution of the short film.

7. We will not seek to recoup our funding or to participate in net profits. However, the producer will be expected to ensure that any revenues realised from the film are properly accounted for and shared equitably with the director, writer, principal cast and crew. We will have a right of approval over any such arrangements.