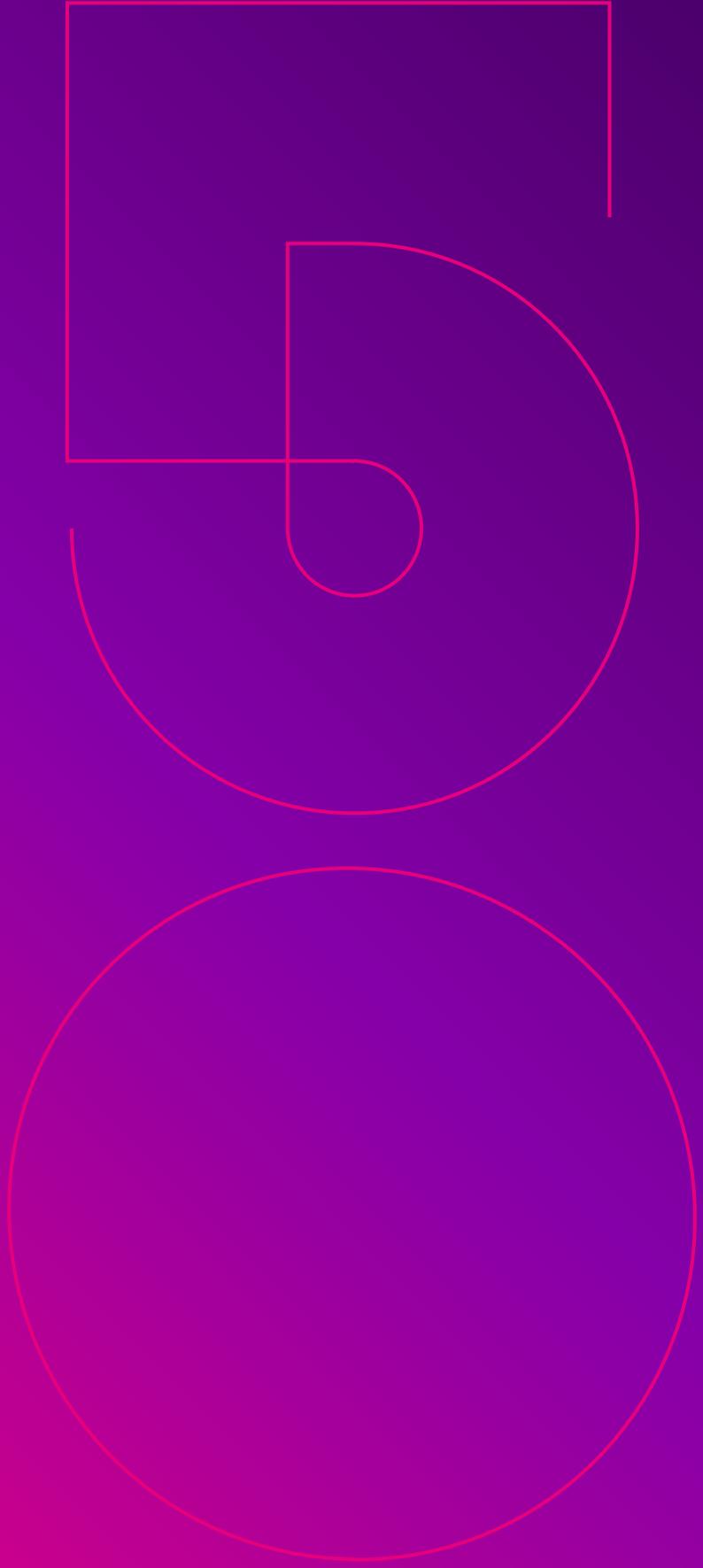


Creative England 50 – 2016
A book about England's Creativity



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Hello. We're Creative England.

We're investing in and catalysing England's future by nurturing and developing our country's creative and digital leaders.

We're all about unlocking the creative power of our country by supporting and investing in talented businesses, individuals and innovative ideas to fuel the creative economy, which in 2013 earned the UK an astounding £76.9bn.

Over the past four years we have invested over £25m into 440 games studios, film companies and digital & creatives businesses; and into over 500 feature and short films.

We develop partnerships which connect small entrepreneurs and global players such as Disney, Microsoft and eOne, enabling large organisations to fuel their innovation pipeline from the hottest, agile breed of start-ups – which then allows the start-ups to scale and mobilise.

We're also passionate about identifying new and expanding cross-sector markets for creativity, which is helping to revolutionise other industries too. From healthcare and technology to automotive engineering and digital innovation, the cross-sector possibilities are endless.

We believe that creative talent is everywhere. Our unrivalled regional network gives us access to new and emerging talent across the country.

This report is a celebration of our achievements and recognition of the contribution the creative industries makes to our economy, and the following 50 individuals and businesses demonstrate just what can be achieved with a spark of creativity, an appetite for success and a lot of talent. We believe they are at the very vanguard of the creative industries and are truly leading the way for this world-leading sector.

Foreword

Caroline Norbury ^{MBE} Creative England Chief Executive

When it comes to the creative industries there can be little doubt that we're talking about one of the UK's greatest industrial assets – a sector that by the government's own reckoning is worth more than £76.9 billion to the economy; has seen year-on-year growth of almost 6 per cent; employs 1.7 million people and globally has achieved a level of influence totally disproportionate to the UK's size.

It is also a sector of growing strategic importance, having demonstrated astounding resilience in the face of wider economic shocks. As businesses everywhere stuttered and coughed during the height of the global slowdown, our creative industries continued to grow.

We're seeing more and more examples of creative businesses driving growth and innovation across the wider economy; in everything from healthcare to car insurance. We're also seeing other countries, from South Korea to Canada, working tirelessly to secure competitive advantage in a sector that the World Economic Forum has estimated could represent up to 12 per cent of global GDP. Despite our high world ranking we can't afford to rest on our laurels for too long.

In addition to the immense economic value they generate for the UK economy; the arts, culture and creativity underpin much of the transformation and regeneration of our towns and cities. Indeed, a thriving creative cluster has often proved to be a vital prerequisite for making places that people want to live, work and visit - the foundations upon which all other building blocks of economic progress can rest.

Creative England's job is to help both of these ends come to fruition; harnessing the creative and commercial potential of our cities and regions and helping to connect the wealth of talent and ideas that we know is out there with the money, skills, and markets they need to grow



and prosper. By working across the creative industries, we're helping to pioneer cross-sector innovation, new investment models and new ways of working. And by working closely with our national and regional partners, we're supporting the growth and development of key creative infrastructures to provide a more fertile environment for culture, creativity and enterprise to thrive – regardless of geography.

In fact, our collaborative research project with innovation charity Nesta (due to be published in the Spring of 2016), will provide an evidence base for us to inform local, regional and national policies to support this type of creative cluster development across the English regions.

In last year's inaugural CE50 report we wanted to shine a spotlight on some of the creative and entrepreneurial brilliance of England. Looking back at some of the individuals and businesses featured, there's been some extraordinary successes in just the last twelve months.

Leamington Spa based Pixel Toys for instance was handpicked by none other than Apple to showcase the graphical and technical capabilities of the new iPhone 6s during its global launch conference. Other CE50 alumni includes The Bureau, the production company behind the critically lauded (and Oscar and BAFTA nominated) 45 Years - the first film to cross £1m at the UK box office with a simultaneous online and theatrical release.

So 2015's CE50 have achieved great things and In this year's report we've again sought to provide a snapshot of our creative England along with our CE Future Leaders - a top ten list of Creative England supported individuals and businesses, chosen by a panel of industry experts.

In his recent autumn statement the Chancellor of the Exchequer said that one of the best investments we can make as a nation is in our extraordinary arts and media. He is right; creative talent, when it's nurtured, networked and financed is one of the key drivers of the twenty-first century economy, and there seems to be an abundance of it in England.

The CE50 recognises outstanding creativity across the country and gives a focus and profile it deserves. We are all looking forward to seeing what the "Class of 2016" can achieve in the months and years ahead.

A handwritten signature in black ink, appearing to read 'Caroline Norbury'. The signature is fluid and cursive, with a long, sweeping tail that loops back towards the end.

The Creative England 50

England's thriving creative industries are among the most successful in the world and are made up of talented, dedicated people who take risks and push boundaries. The Creative Economy thrives on experimentation, co-operation, imagination and, crucially, creativity.

The following 50 individuals and businesses all form part of this new world. Some are emerging talents, others more established, but all are inventive, innovative and brave. Some have been supported by Creative England but what unites them all is their ability to turn creative ideas into commercial success. The beauty of creativity is that it takes just a small seed of investment to help individuals and businesses grow beyond their wildest dreams.

"We are witnessing an entrepreneurial explosion in the UK's creative industries across the country. Early findings suggest that the sector is generating more new businesses than the economy overall in almost every creative cluster we have analysed."

—
Hasan Bakhshi, Director of Creative Economy in Policy & Research at Nesta, speaking of a key insight from a brand new Creative England and Nesta co-commissioned report on the emergence and development of England's creative clusters. Results to be published Spring 2016.

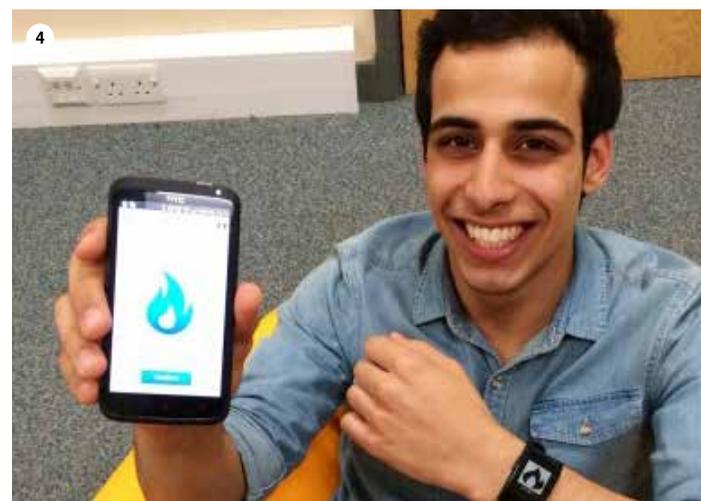
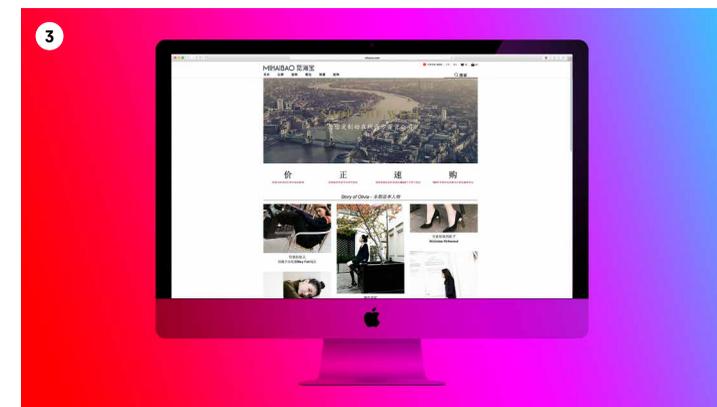
01. Charlotte Rampling & Tom Courtenay in the award-winning 45 Years, Director Andrew Haigh

02. No Man's Sky © Hello Games

03. Mihaibaoscreenshot, a gateway to Western brands for Chinese consumers

04. Braci CMO and Director Juma El-Awaisi presents The Smart Ear App

05. Orion: The Man Who Would Be King, Director Jeanie Finlay



The following individuals and businesses have been chosen for their talent, their ingenuity and their ability to turn a bright idea into a commercial success. Across the games, TV, film, creative tech and digital media industries, this is 'Creative England'.

Future Leaders

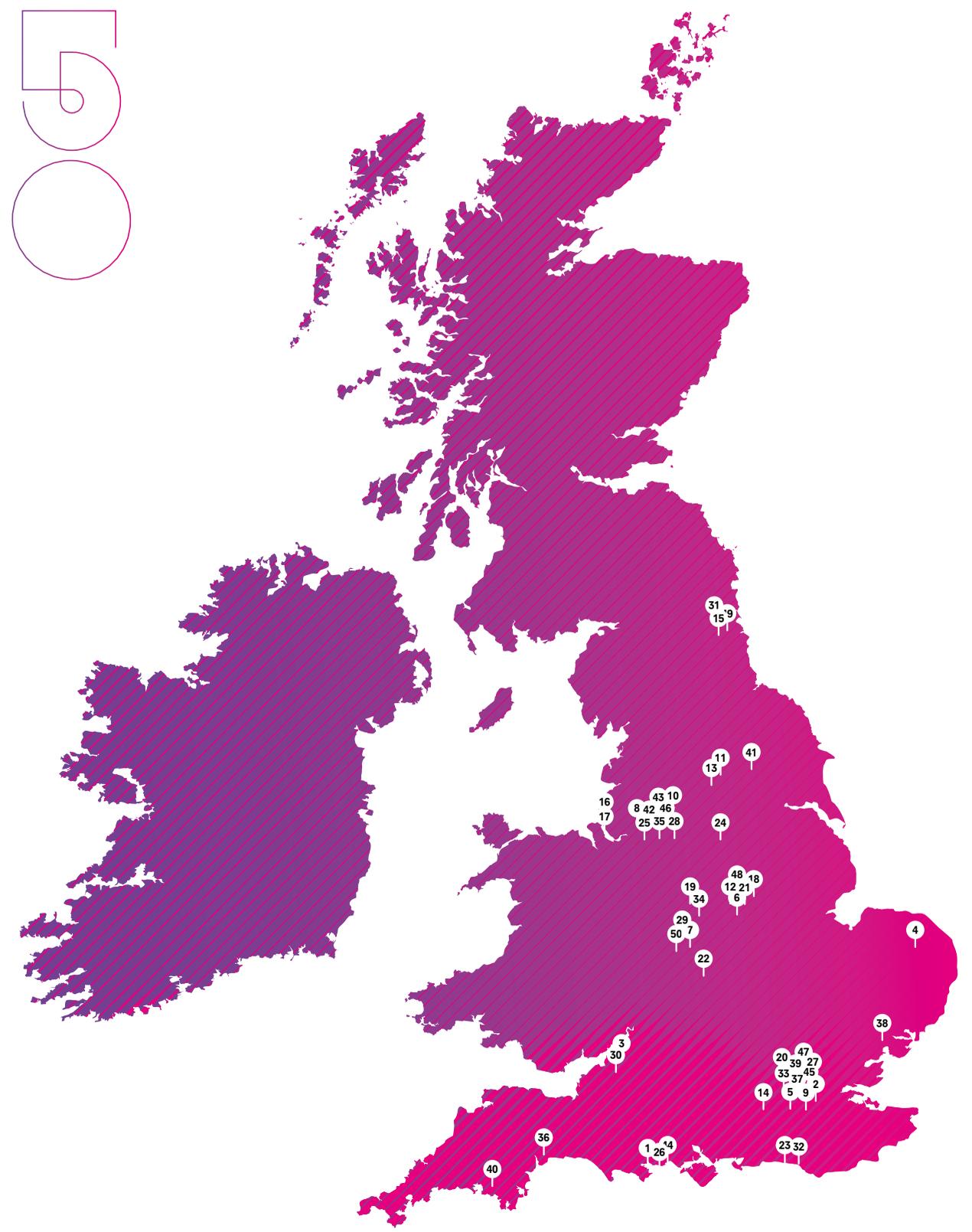
The companies highlighted in the CE50 list have been voted by a panel of creative industry judges to be part of Creative England's Future Leaders list. These companies are leading the charge for the creative industries, showcasing the best of what England's regions have to offer and transforming the country's economic future.

Where are the 50?



01	3 Sided Cube	South West
02	Alice Birch	London
03	Anagram	South West
04	Andrew Haigh	East Anglia
05	Archers Mark	London
06	AppInstitute	Midlands
07	Braci	West Midlands
08	Brown Bag Films (UK)	North West
09	Dark Pictures	London
10	Delaval Films	North West
11	Duck Soup Films	Yorkshire and the Humber
12	GameCity	Midlands
13	Hebe Works	Yorkshire and the Humber
14	Hello Games	South East
15	Hook Pictures	North East
16	Hurricane Films	North West
17	Ironbird Aerial Cinematography	North West
18	Jeanie Finlay	East Midlands
19	Katapult	East Midlands
20	Lightbox	London
21	Lockwood Publishing	East Midlands
22	Mad Fellows	Midlands
23	MakerClub	South East
24	Mihaibao	North West
25	Nine Lives Media	North West
26	Nourish	South West
27	Okido Studio	London
28	Open Shadow	North West
29	Opinsta	West Midlands
30	Opposable Games	South West
31	Orange Bus	North East
32	Pixel Blimp	South East
33	Pixoneye	London
34	Playtonic	Midlands
35	Riverhorse	North West
36	RouteShoot	South West
37	Seenit	London
38	Shark Infested Custard Limited	East Anglia
39	Sixty Six Pictures	London
40	Sponge UK	South West
41	StashMetrics	Yorkshire
42	The Gate Films	North West
43	Thumbfood	North West
44	Treehouse Digital	South West
45	Unmade	London
46	Wakelet	North West
47	We Are The Tonic	London
48	Wellington Films	East Midlands
49	Whispering Gibbon	North East
50	Yamination Studios	West Midlands

CE50



At Creative England we believe the best way to make progress is to embrace the unknown and focus on potential. If England is to continue to be a world-leader in creative business, then we need to give our creative heroes of the future the support they need.

Our ten Future Leaders, all of whom have benefited from investment by Creative England, were chosen by a panel of judges for their strong growth promise and their potential to disrupt the sector with true innovation.

Judges



Karen Blackett
OBE

Karen Blackett has recently stepped into the Chairwoman role at MediaCom UK, after spending five years as CEO. Karen has been profiled in The Guardian, The Evening Standard, The Independent on Sunday, The Independent, The Sunday Times Business section - Andrew Davidson interview, Company Magazine and she also writes an online column for The Telegraph Wonder Women.

Karen has featured in the 2008, 2010, 2013 & 2014 Power List as one of Britain's 100 most influential black people. Most recently, Karen has spoken at the House of Commons for the Black Women Mean Business event, LSBC event and at the Voice of Women event as part of the organisation's women as agents of social change programme, Management Today Inspiring Women conference as well as winning the WIM's Outstanding Contribution to Marketing Award in 2013. Karen was also one of the finalists in the 2014 Veuve Cliquot Business Woman awards. In June 2014, Karen received an OBE in the Queen's Birthday honours for services to Media & Communications.



Rebecca Burn-Callander
Representing our media partner,
The Telegraph

Rebecca Burn-Callander is Enterprise Editor of the Daily Telegraph and its chief writer on all topics related to entrepreneurs and small businesses. She is a frequent speaker at the annual Festival of Business and a commentator on small business growth, and was previously online editor at Management Today.

Rebecca has interviewed some of the biggest names in business from Richard Branson and James Dyson to Arianna Huffington and Raymond Blanc. Rebecca's career spans a range of publications and last year she was named one of Gorkana's top 100 UK journalists to follow on Twitter.



Steve Hatch

Steve is Facebook's first Regional Director for the UK & Ireland. Facebook is used by over 27 million people in the UK every day and is part of a family of brands, including Instagram, WhatsApp, LiveRail, Atlas and Oculus Rift. In 2014 Facebook was awarded Campaign magazine's 'Medium of the Year'.

Prior to joining Facebook, Steve worked in some of the UK's most creative agencies, BMP DDB, Y&R and PHD, before finding his long-term home at the WPP media agency MEC. Under Steve's management, MEC doubled in size and won many awards for its client work as well as Media Week, Campaign and Marketing Agency of the Year. MEC is the first ever media agency to become IPA Effectiveness Agency of the Year and in 2013 was voted Media360's Agency of the Decade. A passionate advocate of creativity and ideas, Steve's co-authored 'Rigorous Magic' in 2007 (published by Willey and Co).

Steve lives with his wife Sophie and their two children and, when time allows, follows his passions of movies, running, yoga and cooking. He would like to be a chef but isn't good enough.



Julie Richards

Julie Richards works for Deloitte, helping organisations in the technology, media & telecoms sectors to design their business strategies. She began her career as a journalist in Brussels working for EuroPolitics, where she covered EU affairs related to the media and telecoms sectors, as well as anti-trust issues facing the likes of Microsoft. Julie then spent several years working in B2B publishing in London before joining Deloitte's advisory team in 2011. She now works with a range of media sector clients such as news agencies, newspapers and B2B publishers.



Isaac Densu

Isaac is a commissioning editor for Channel 4's digital Shorts content where he is responsible for ordering original short form series for the broadcaster's digital service, All 4.

Channel 4's Shorts span many genres and subjects, from lifestyle to future trends, gaming to comedy, as well as the simply bizarre. He also commissions advertiser funded Shorts, working closely with Channel 4 Sales' Partnerships team, having recently commissioned Helluva Tour in partnership with Fosters and What Not To Do with Scope starring Alex Brooker.

Isaac was previously development producer at Little Dot Studios where he worked on long and short formats, including content for Channel 4's Shorts. Before that he held various content and talent development roles at The Talent Channels JV Entrago and diverse independent production companies including Lemonade Money and Yalli Productions.



“Creativity is not the finding of a thing but the making something out of it after it is found.”

James Russel Lowell



CE50 company Mad Fellows' game Aaero, supported through the Greenshoots investment and development programme ran by Creative England in partnership with Microsoft

3 Sided Cube
Alice Birch
Anagram
Andrew Haigh
Archer's Mark
ApplInstitute
Braci
Brown Bag Films
Dark Pictures
Delaval Films
Duck Soup Films
GameCity
Hebe Works
Hello Games
Hook Pictures
Hurricane Films
IronBird Aerial Cinematography
Jeanie Finlay
Katapult
Lightbox
Lockwood Publishing
Mad Fellows
MakerClub
Mihaibao
Nine Lives Media
Nourish
OKIDO
Openshadow
Optinsta
Opposable games
Orange Bus
Pixel Blimp
Pixoneye
Playtonic
Riverhorse
RouteShoot
Seenit
Shark Infested Custard Limited
Sixty Six Pictures
Sponge UK
StashMetrics
The Gate Films
Thumbfood
Treehouse Digital
Unmade
Wakelet
We Are The Tonic
Wellington Films
Whispering Gibbon
Yamination Studios

Company Profiles

3 Sided Cube App Development Company

Bournemouth based 3 Sided Cube was founded in 2005, and is a unique agency specialising in app development for iOS and Android platforms. In the last few years the company has had some great success, working with clients such as Just Giving, Boots, the RNLI and the American Red Cross. With in-house developers, designers, project managers and commercial team, 3 Sided Cube offers a customised approach to app design. The company is aiming to become known as the leading mobile developer in the UK.

Anagram Digital Content Production Company

Anagram is an award-winning creative company based at the Pervasive Media Studio in Bristol. The company makes interactive installations with a documentary core, and has a talent for producing work that seamlessly brings together the physical and digital world. The last two years has seen the team make experiential documentaries, theatrical audio walks, public art and children's toys. In a variety of ways, all of these projects give participants both immersion into, and agency in, a story. Anagram is committed to the conjuring of coherent and compelling emotional worlds for each piece of work, and is interested in connecting the extraordinary one-off tale to universal questions that lie at the heart of what it means to be human. Anagram is run by May Abdalla and Amy Rose.

AppInstitute App Development Company

Dubbed the 'Wordpress for mobile apps', AppInstitute is at the forefront of the mobile app platform industry. The cloud-based service aims to revolutionise the app market by providing a SaaS (Software as a Service) platform that allows SMEs and individuals with little to no prior technical knowledge to create their own app. The concept at AppInstitute is to empower SMEs and individuals with the convenience of in-house App development and management while remaining cost and time-efficient, with an ultimate goal to leverage the power of mobile, to add value to business.

Alice Birch Writer

Alice is a writer for film, TV and theatre. She was the winner of the 2014 George Devine Award for Most Promising Playwright and also won the Arts Foundation Award for Playwriting in the same year. Alice was shortlisted for the Bruntwood Prize in 2013 and the Susan Smith Blackburn Award in 2012. Her plays include: Revolt. She Said. Revolt Again (RSC/Royal Court Theatre/Latitude, published by Oberon); Little Light (Orange Tree Theatre); Little On The Inside (Almeida/Clean Break); So Much Once (24 Hour Celebrity Gala, Old Vic); Open Court Soap Opera (Royal Court); Salt (Comedie de Valence); Flying the Nest (BBC Radio 4); and Many Moons (Theatre 503, published by Oberon). Alice is the writer of Creative England supported iFeatures film LADY MACBETH which is currently in post-production.

Archer's Mark Production Company

Archer's Mark is a multi-award-winning independent production company, founded by Director-Producers Mike Brett & Steve Jamison. After five years producing commercial content for some of the world's biggest brands, the company launched its film division in 2014 with BIFA-winning feature documentary NEXT GOAL WINS. Brett & Jamison went on to be named as two of BAFTA's Breakthrough Brits and Screen International Future Leaders. The Archer's Mark development slate now focuses on strongly authored fiction and documentary stories, as well as projects that blur the boundary between the two. The company's third feature, NOTES ON BLINDNESS, is an ambitious hybrid documentary produced with support from Creative England. It will premiere at Sundance 2016.

Andrew Haigh is a writer/director. He is also an Executive Producer and showrunner on HBO's LOOKING for which he wrote and directed multiple episodes. Andrew has written and directed two high profile features - WEEKEND and 45 YEARS. WEEKEND premiered at SXSW in March 2011 and picked up over 25 international awards before being distributed theatrically worldwide. In the US it also received a prestigious Criterion Collection release on DVD and Blu-Ray.

45 YEARS was filmed on location in Norfolk and tells the story of a couple whose marriage faces crisis after a letter arrives about an old girlfriend who died years earlier. It premiered at the Berlin Film Festival in 2015 where it won two Golden Bear Awards, and has since received a BAFTA nomination for Outstanding British Film. Charlotte Rampling has also been nominated for Best Actress at the 88th Annual Academy Awards for 45 YEARS.

Andrew Haigh Writer/Producer/Director

Creative
England
Future
Leader



www.braci.co

Brown Bag Films Production Company

Brown Bag Films is one of Europe's most exciting, original and successful creative-led animation studios. After 21 years in business, the company continues to produce cutting-edge animation for the international market, bagging numerous awards along the way. These include Oscar nominations for GIVE UP YER AUL SINS (2002), GRANNY O'GRIMM'S SLEEPING BEAUTY (2010), four Emmy awards for PETER RABBIT (2014), and a host of BAFTA, Emmy and Annie nominations for their hit shows Octonauts, Doc McStuffins, Bing and Henry Hugglemonster. Brown Bag Films has studios in Dublin and in Manchester, where the team has implemented a long form 2D animation pipeline. With a third office in LA, Brown Bag Films is committed to producing the highest-quality, cross-platform animation with strong stories and engaging characters.

Delaval Films Production Company

What makes a good film is a great story. Working with brave and inspiring new British talent who want to bring distinctive films with directorial voice and vision to the big screen, Delaval works closely and creatively with its writers and directors to develop stories and craft a slate of engaging and poignant art house films. Grounded in a background of freelance production work for BBC and SKY Dramas, plus cinematic feature film releases, the team is well versed in the art of putting productions together as well as that all-important creative finesse, ultimately delivering cinematic craft and quality.

Dark Pictures Production Company

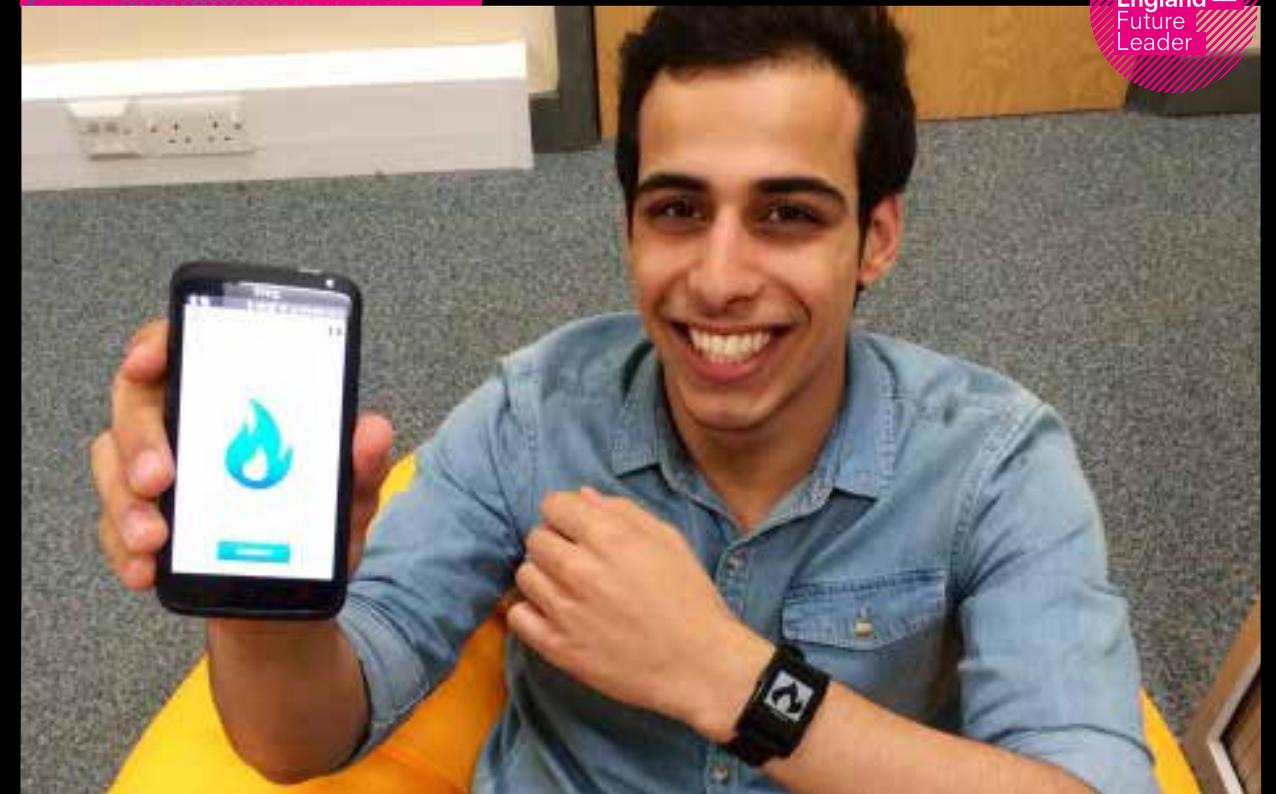
Dark Pictures is a dynamic independent film and television company dedicated to producing original and compelling, talent-driven films that explore the dark side of human nature. Independent producer Yaw Basoah founded the company with a mission to establish Dark Pictures as a leading UK production company, creating high quality films with worldwide critical and commercial appeal. The company is currently collaborating with BAFTA nominated writer-director Faye Gilbert on the dystopian chase thriller KILL HER WITCH, commissioned through Microwave (Film London/BFI/BBC Films). They are also developing a compelling slate of projects with emerging and established writers, filmmakers, musicians and visual artists.

Braci is a sound recognition platform that allows users to convert sounds into visual and sensory notifications through smart devices. The platform uses a unique and patentable digital fingerprinting sound recognition method that has been developed by Braci, whose developers have so far created two main applications based on this technology:

- Braci PRO – which allows users who are deaf, hard of hearing and elderly to be notified to sounds that ensure their safety, security, and comfort alongside other features that can help in communications.
- Snoring Detector – a unique method of tackle snoring. When snoring is detected during sleep, the application notifies the user through light and short pulses via a smart watch, prompting them to move into another position without waking them.



Braci Wearable Tech

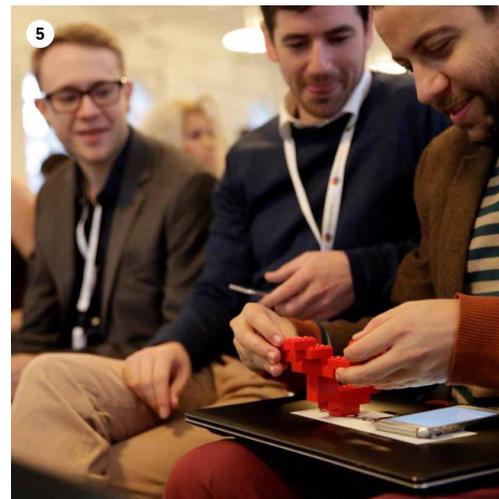


“Creative England has been a great support to building Braci, some of the main connections that really helped were with audiologists that helped with testing and supporting the project. The funding we received helped us not just to build the product, but also provided us with the means to be able to test with people and achieve the goals we wanted.”

Juma El-Awaisi
CMO – Director



- 01. Hustler's Convention, the Creative England supported internationally released feature documentary from CE50 company Riverhorse
- 02. Last year's CE50 and Future Leader alumni, Pixel Toys, take part in September's iconic Apple Conference in San Francisco
- 03. Behind the scenes of 45 YEARS with Andrew Haigh and Geraldine James
- 04. LADY MACBETH; part of the most recent Creative England iFeatures slate by writer and CE50 member Alice Birch
- 05. MakerClub is developing the world's first e-learning platform for 3D printing



Established in 2015, Duck Soup Films is a collaboration between BAFTA and International EMMY award winning producer Bekki Wray-Rogers, ex Warp Films producer Libby Durdy and Line Producer Jessica Holyland. The organisation's eclectic development slate includes Feature Films, TV Drama Series and Digital Projects with international range. The team is working with some of the very best established names, but is also committed to nurturing innovative projects from emerging talent across the cultural industries.

"We are incredibly excited to be among the ten companies Creative England has named as Future Leaders 2015. It's a massive vote of confidence in the ethos and content of Duck Soup. The investment will enable us to embark upon the next chapter in our evolution as a creative company."

Libby Durdy
Producer

Duck Soup Films Production Company



www.ducksoupfilms.com

Hurricane Films has enjoyed broadcast and immersive film commissions from the BBC, Channel Four, ITV, National Geographic Channel and PBS in the USA, with work screened internationally in over forty countries. Owned and run by Solon Papadopoulos and Roy Boulter; each partner brings a wealth of experience from highly successful individual writing and documentary careers. Both are multiple award winners and BAFTA nominees.

Hurricane Films' feature documentary *OF TIME AND THE CITY* – a 'visual poem' meditating on the Director Terence Davies relationship with his home city Liverpool – was selected and screened at the 2008 Cannes Film Festival to huge critical acclaim. The feature was subsequently named in Time Magazine's top ten films of the year and also won the highly prestigious New York Critics Circle non-fiction film of the year 2009.

2014 saw Hurricane Films produce the Agyness Deyn and Peter Mullan starrer *SUNSET SONG*, a feature film adapted from the book of the same title. The film was shot on 65mm, directed again by Terence Davies and released into UK cinemas in 2015 with its World Premiere at Toronto Film Festival in 2015. The same year saw Hurricane shoot *A QUIET PASSION* in Massachusetts and Belgium starring Cynthia Nixon, Jennifer Ehle and Keith Carradine; a biopic of the great American poet Emily Dickinson. The film will be released in 2016.

"Crucial to Hurricane Films' project development is the support for projects in their early stages. Creative England offer that vital input and we are thrilled to be working together with them on a feature titled RECOVERY."

Solon Papadopoulos
Creative Director

Hurricane Films Production Company



www.hurricanefilms.net

GameCity Games Development Studio

GameCity builds new ways for people to play together. Founded on 10 years of work creating innovative forms of public engagement at the world-renowned GameCity Festival. With the support of Nottingham Trent University and Nottingham City Council, GameCity opened The National Videogame Arcade, the world's first permanent cultural space dedicated to games, in March 2015. The NVA's five floors of interactive galleries and event space host unique exhibitions, installations and commissions showcasing the full creative potential of this new medium, with a rich education and schools programme. GameCity is working on new projects with a wide array of cultural and business partners including some of the world's best-known videogame developers, along with institutions such as The British Library, The Wellcome Trust and The British Film Institute.

Hook Pictures Production Company

Led by BAFTA 'Breakthrough Brit' Ed Barratt, Hook Pictures enjoyed critical success with its debut feature film *THE RISE*. The film premiered at the 2012 Toronto International Film Festival (under its international title *WASTELAND*) before playing at London, Dinard, Rotterdam and Santa Barbara among many others. Hook Pictures has a strong slate of projects in development and relationships with some of the UK's most exciting new writing and directing talent. Two films will enter production in 2016 and the company is venturing into original IP by launching comic book publisher Ninth Man in association with leading graphic novel publisher SelfMadeHero.

Jeanie Finlay Director

Jeanie is a British artist and filmmaker who creates intimate, funny and personal documentary films and artworks. Her focus is on creating compelling portraits and she is obsessed with telling other people's stories. Jeanie's work is known for its innovative approach to engaging with audiences in meaningful ways and includes *ORION: THE MAN WHO WOULD BE KING*. She was named a 'Star of Tomorrow' in Screen International's prestigious yearly review of new filmmakers and was a director of Nottingham's flagship cinema and media centre, Broadway, for many years. Jeanie also set up Glimmer Films in 2008 to deliver ambitious, engaging and empathetic work for cinema, broadcast and exhibition.

Hebe Works Media & Technology Company

Hebe Works is a media and technology company based in Leeds that produces *The City Talking* – one of the fastest growing media brands in the UK. In 2015 *The City Talking* launched print and digital issues in Manchester, Sheffield, Liverpool and York, passed thirty issues of its flagship Leeds edition and produced its first feature-length documentary in partnership with the BBC. Hebe Works has also developed Solomon, a growing ecosystem of hyperlocal technologies, easily combined to create powerful tools and projects for use on the web. Solomon technology was used to create the new city dashboard for Leeds in partnership with Leeds City Council.

Hello Games Games Development Studio

Founded in 2008, Hello Games is the Guildford-based game developer behind *No Man's Sky*, the upcoming science-fiction game with an infinitely procedurally generated universe that players can explore and claim as their own. One of the most anticipated games of the year, *No Man's Sky* has been featured by the BBC, *The New Yorker*, *TIME* and *MIT Technology Review*, and was one of the first games to appear on *The Late Show* with Stephen Colbert. The small, award-winning team first made its mark with the acclaimed *Joe Danger* series back in 2009.

IronBird Aerial Cinematography Drone Facilities Company

IronBird Aerial Cinematography provides remotely piloted aircraft for the television, film and commercial broadcast industry. The company operates with qualified and experienced UAV pilots certified by Euro USC and The Resource Group, permitted by the UK CAA and Irish IAA to lift unmanned aerial camera platforms of up to 20kg. The team's working career spans the broadcast and television industry, allowing the company to truly understand the demands and requirements of any shoot and visual production. The company's mission is simple; to provide, pioneer and promote the UAV development of the live action aerial cinematography.

Katapult Marketing Agency

Katapult is a full service inbound marketing agency based in the Midlands, acting as a marketing partner to clients with an appetite for growth who need brand engagement, lead generation and customer acquisition to achieve their aspirations. Working with objectives that are commercial, social or cultural in nature, the company's approach remains the same: to increase the volume of prospects at the top of the sales funnel and to increase conversion to sale at the bottom. Katapult's expertise lies across branding, inbound marketing, design, digital, video and motion graphics while working across many different sectors.

Lightbox Production Company

Lightbox is helmed by Chi Thai, a British company specialising in international feature films and documentaries. Current productions include: comedy drama CHINA BLUES, which is funded by Creative England; thriller HOT KNIFE developed in conjunction with Screen Yorkshire's development lab Triangle, and cinema documentary A GOD AMONGST MEN, which is executive produced by James Gay-Rees, producer of AMY, SENNA and EXIT THROUGH THE GIFT SHOP.

“Creative England has access to a great deal of talent. We're well versed and accustomed to working with and nurturing talent at every stage of the creative process – continuing to support England's world-beating creative industries.

“The UK is a true powerhouse of creativity. London has long been known as a hub for raw creative talent, but in this ever changing creative industry – talent is everywhere! All it needs is a little encouragement and investment. We're open for business and very receptive - and we're combining with our network of partners in order to see the sector thrive.”

Solomon Nwabueze, Director of Content

Lockwood Publishing is a leading cross platform developer producing entertainment software for the mobile market.

The company was founded in 2009 to focus on content production and publishing for the Sony PlayStation Home virtual environment delivering social spaces, games and virtual items for over 20 million players.

During the lifetime of PlayStation Home Lockwood was voted best developer by users for 5 consecutive years. The company is now focused on the Free to Play business model on mobile and tablet platforms. Avakin Life, the mobile virtual world social network, was launched in Autumn 2014 and has achieved over 12 million downloads to date.

“Lockwood has benefited significantly from funds provided by the Creative England Business Loan programme. Access to these funds has helped Lockwood manage its cash flow through a transitional period as it adapted its business plan and revenue streams from PlayStation Home on to Avakin Life in the iOS and Android markets. The finance helped Lockwood to continue to invest in new staff at a critical point in the company's development.”

**Joel Kemp
Co-Founder and Company Director**



Lockwood Publishing Games Development Studio



www.lockwoodpublishing.com

Mad Fellows
Games Development Studio

Mad Fellows is an independent video game development micro-studio, founded in 2013 by industry veterans and based in Leamington Spa. The studio is currently working on 'Aero', its own, original IP rhythm action game with spaceships and incredible licensed soundtrack. Mad Fellows has been a part of two rounds of Greenshoots, the development programme run by Creative England and Microsoft. The studio's current game, produced as part of the Greenshoots programme, was named in the top 3 'Indie Games of the Show' at EGX 2015.

Nourish
Healthcare App Development Company

Nourish is a product design company, providing innovative solutions to support social and health care services. Founded in 2012 and based in Bournemouth, the company's cloud-based solutions are used in a wide range of care settings. Nourish enables carers to plan, record, report and co-ordinate care, all focused on the person. At a time of growing demand for care, Nourish is using technology and design to empower carers to do what they do best: help people they care for enjoy the best quality of life possible.

Nine Lives Media
Production Company

Nine Lives Media is a double BAFTA and Royal Television Society award winning independent production company based in Manchester. The business was founded by Exec Producer Cat Lewis in September 2007 and makes documentaries, current affairs, factual formats and drama documentaries for BBC One, Channel 4, ITV, Channel 5, BBC Three, CBBC, C&I Network and TLC. The company is a regular supplier to BBC Current Affairs and one of just three independent production companies in the UK with an output deal for Channel 4's Dispatches. Nine Lives is the biggest factual producer in the North West with a turnover of £3.3 million.

MakerClub
Multi-platform elearning development Company

MakerClub creates products and experiences that let people remake the world around them through technology. The company is developing the world's first e-learning platform for 3D printing and the Internet of Things, creating hardware and high quality interactive content while basing it on an engaging educational framework. MakerClub is teaching the art of invention to the next generation, inspiring creativity and fostering tomorrow's big problem solvers.

OKIDO
E-learning art/science magazine

OKIDO is a bi-monthly science and art magazine aimed at children from 3 to 8 years old. OKIDO has a primary concern in stimulating creativity and inspiring scientific interest. Each issue contains experiments, features, stories, games, recipes, adventures, poems, ideas and includes a pull-out cardboard centrefold activity.

Opinsta
Customised digital survey platform

Opinsta leads innovation through flexible & adaptable customer experience Management tools. Opinsta collaborates with nationally recognised brands such as Virgin Trains that believe customer experience to be the key differentiator to business success in 2016.

Opposable Games
Games Development Studio

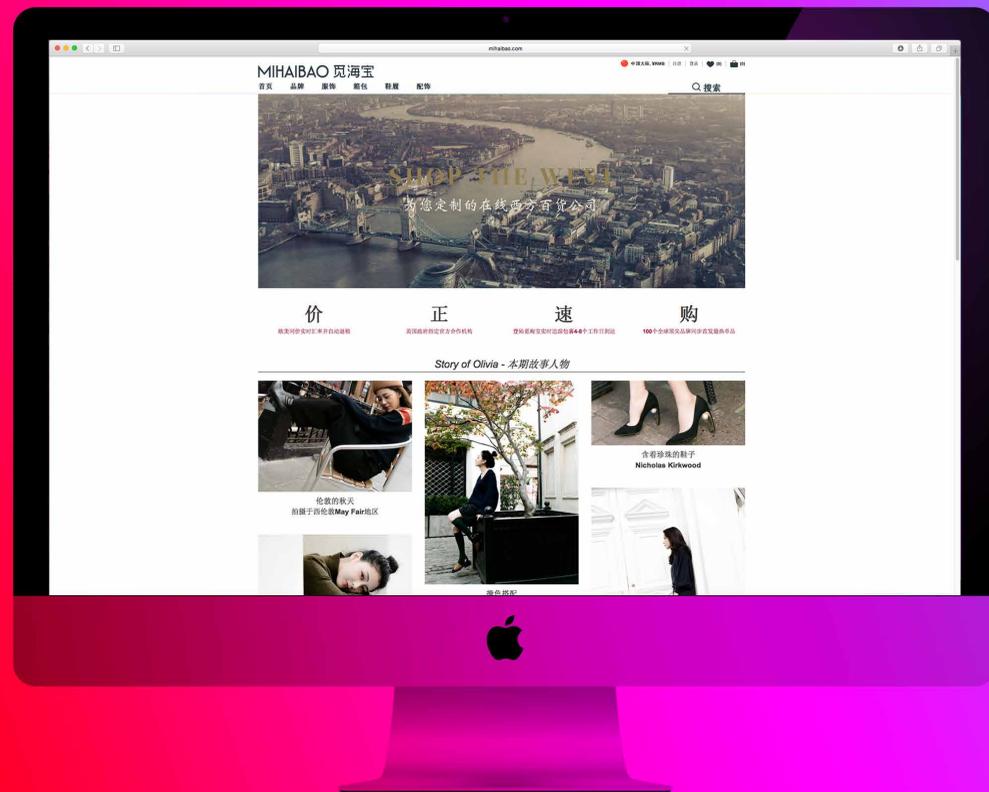
Opposable Games is a forward-thinking Bristol-based game developer. The company works on titles for iPhone, Android, PC, Mac OS, PlayStation and Xbox that connect across platforms and devices in an inventive and compelling way. Opposable Games focuses on seizing the potential of second screen and other emerging technologies such as virtual reality and designing new gameplay experiences underpinned by its OneTouchConnect connectivity software.

Openshadow
Digital Strategy Software Development

Established in 2005, Openshadow is a mobile and R&D software agency developing applications across all digital platforms. By constantly innovating new methods of design and implementation, and working with cutting edge technologies such as image recognition, augmented reality and even helping to develop hardware offerings, Openshadow keeps its clients on the top of their game. The company has recently moved into MediaCityUK, with the BBC and ITV as its neighbours. The team of over 11 software and web developers covers the latest technologies. They are part of the MyStudioFactory group and have another office in Paris with over 30 software developers and graphic designers. Openshadow has worked with some of the world's leading brands including L'Oréal, the BBC and Louis Vuitton.

Orange Bus
Digital Strategy Software Development

Orange Bus is a digital agency - aligning people, ideas and design with technology - transforming organisations in the UK and overseas. A collective of curious minds, the company creates remarkable experiences for customers. The delivery teams - user experience, design and development - are driven expertly by skilled project and account managers who, with clients, explore limitless possibilities. With a Newcastle HQ engineered for agile working, Orange Bus' London office facilitates global relationships with businesses across sectors including public, technology, pharmacy, retail, and education. 2015 projects included creative app development for commercial brands and enabling consumer channel shift with web design for local government.



Founded by Jacqueline J. Lam, Dainius Dulinskas and Jonas Simkus in 2014, Mihaibao eliminates the friction and cost of buying genuine Western luxury and unique goods for Chinese consumers, and will revolutionise shopping by offering them the Western market in one place. Jacqueline says; "This is a market currently serviced by a huge army of parallel illegal grey-market "private shoppers" that is estimated to be worth over \$15 billion on luxury goods alone in 2014. In China, low consumer trust in domestic goods and a growing middle class of nearly 340m people will further add supply pressures on neighbouring countries. Western merchants are eager to serve China but many do not understand the Chinese culture, shopping behaviour and trends, making China a high risk investment."

After filling up too many suitcases with luxury handbags, beauty and food products when visiting family in China, Jacqueline became obsessed with fixing the supply and demand problem, scaling trust between the East and the West. "This 'shop the West with one click' accessing latest unique products with zero mark up, is a convenience and privilege non-existing to Chinese consumers pre Mihaibao era. We're confident that with the team and expertise on our board, we will deliver a revolutionary service for China and beyond, while legalising the grey market and changing the world's perception from 'Made In China' to 'Made For China', forever," as she puts it.

"We entered into the Creative England supported DotForge Accelerator in March 2014 with our digital product Talentap, a self-described Airbnb for performing artists. However, it wasn't long before we felt that things weren't quite working out so we made the decision to pivot five weeks into the programme. We changed industry completely partially as a result of the feedback we got but also as a result of the intensive customer development and research that the programme allowed us to explore. My gratitude to Creative England cannot be expressed by words. Creative England has made a significant difference to the Mihaibao journey. You were there before we had anyone else. Your convertible loan gave us time to build up the team and product and fundraise without losing bargaining power. We are fortunate to have you by our side. I am forever grateful!"

Jacqueline Lam
CEO and Co-Founder

Mihaibao Software development company



MIHAIBAO 觅海宝

www.mihaibao.com

Pixel Blimp
Games Development Studio

Pixel Blimp, founded in 2013, is an independent games studio based in Brighton with a passion for developing innovative IPs that excite and entertain audiences. Notable achievements include winning the Microsoft Imagine Cup UK for best game; and enrolling in Microsoft Ventures where the studio was handpicked to be part of the Microsoft Accelerator programme. Currently Pixel Blimp is developing its debut console title Jump Stars, a party game that is designed to test friendships through creative team dynamics; Jump Stars will be releasing in June 2016.

Pixoneye
Digital Strategy Software Development

Pixoneye developed a technological process backed by strong IP that allows any marketer access into the best set of data regarding his/her mobile audience. The company developed an SDK that can be implemented on any host app, all that's needed from the app is access to photos/media/files - which most if not all apps require today. The SDK then teaches the users' device how to scan its own personal photo gallery, then condenses the data and extracts it from the device and onto Pixoneye servers. This data is abstract and combines both meta data such as geo-location together with image analysis of the photo itself. This data is then analysed and sent to the marketer in real time. This process allows for access to an agile and dynamic marketing insight tool that evolves with every new photo the user takes; Allows Pixoneye to run data sets of new customers against those of existing ones in order to predict the new users interaction with specific content; And finally, an ability to offer a full data analysis of users without relying on conventional means of aggregation like surveys, questionnaires or lead generators (DMPs).

Playtonic
Games Development Studio

Founded in 2014, Playtonic Games is an independent video game developer based in Burton-on-Trent, comprised of key creators behind the multi-million selling franchises Banjo-Kazooie and Donkey Kong Country. Together Playtonic's core team has more than a century of combined industry experience, having sold more than 60 million video games across two decades. The Kickstarter campaign for the team's next project, platformer adventure game Yooka-Laylee, broke UK crowd funding records by reaching an incredible £2.1 million from more than 70,000 individual backers. Yooka-Laylee is scheduled for release in late 2016 on PC, Mac, Linux and current-generation games consoles.

RouteShoot
Location Based Video Website

RouteShoot is an award winning software platform which allows people to capture video and routes using a Smartphone or tablet. Think of using YouTube, fully integrated with maps, to create your own personal version of Google Street View. Add to that cloud-hosting for your data and the ability to share your video and route directly with friends or colleagues via the Internet, or by posting to social networking sites such as Facebook and Twitter. A brand new venture from RouteShoot is PlotMyTrot; designed specifically for equine enthusiasts to create online digital riding catalogues for professional, pleasure or sporting events.

Seenit
Digital Strategy Software Development

Seenit is a collaborative video platform enabling companies to create authentic videos by activating their own employees, customers, fans and experts to become the creators themselves. Seenit's clients are now capturing all angles from behind the scenes, from sponsored athletes to opinions from employees around the world. Example clients include BBC, Camelot, O2, HSBC, Morrisons and The Body Shop. Founded in January 2014, Seenit received funding from the Collider Accelerator and Creative England. Currently a team of 10 the organisation has 500% revenue growth and has also been listed in the Top 100 startups 2015 who are set to scale.

Riverhorse
Production Company

Riverhorse is an award winning creative content company. Established by Manchester based film maker and entrepreneur Mike Todd and Producer Geseth Garcia, Riverhorse specialises in international feature documentary projects. The company's most recent release was the critically acclaimed HUSTLERS CONVENTION: released theatrically in the UK and set to broadcast on Starz in the US in 2016. Previous film work includes JOE FRAZIER: WHEN THE SMOKE CLEARS, a feature project on the boxing icon, which became Hulu's first ever doc of the month and UNDER THE BRIDGE: a PBS feature on the Chicano movement in California. In addition to their film work, Riverhorse produce a number of digital projects and the company has done pioneering work on interactive content with the recently launched international humanitarian training platform www.missionready.org.uk. In addition to working with broadcasters such as the BBC, C4, ESPN, PBS and ARTE the company has produced content for the likes of DFID, The Co-operative Group, US AID and the Organisation for Economic Co-operation and Development.

SixtySix Pictures
Production Company

Fodhla Cronin O' Reilly is the co-founder of SixtySix Pictures. She was nominated for an Oscar at the 85th Academy Awards (2013) and won the Cartoon d'or (2013) for her short animated film HEAD OVER HEELS. Fodhla spent her teenage years learning about pyrotechnics and atmospheric effects and she started her career as a special effects trainee for Team FX in Ireland. While developing feature films through SixtySix, Fodhla also produces commercials and online branded content for clients such as Google, Stella Artois and BT. Fodhla holds an MA in producing from The National Film and Television School (NFTS) in the United Kingdom.

Sponge UK
Games Development Studio

Award-winning e-learning company Sponge UK specialises in the creation of custom-made e-learning, designed to supercharge workplace performance. The company supports global organisations with tailored courses and campaigns that lead to accelerated productivity, increased sales, compliant workplaces and enhanced staff effectiveness. Sponge's focus is on making learning deeply absorbing, inspiring people to connect with and apply what they learn. The company is a trusted supplier to major corporations and national public sector bodies from the UK, Europe and USA, and its extensive client base includes organisations such as Tesco, Toyota, GSK, Royal Mail and the NHS. Sponge is a leader in the development of affordable learning games and interactive video, using innovative technologies to help clients to achieve success in a whole range of business areas. Sponge UK is also one of the founding partners of the Adapt learning community, the world's first open-source, and responsive e-learning tool, and the organisation was named 'Outstanding Learning Organisation' at the 2015 E-learning Awards alongside a range of national and regional awards for its work.

The Gate Films
Production Company

From their Producer/Director partnership in the 90's, Sarah Jarvis and Simon Lewis formed The Gate. The company's rise through the creative TV advertising world has seen it add talent to its ranks across the UK with the Group now employing over 50 people. The Gate holds its own creative film-making house including The Gate Films, a collective of self-shooting content makers plus The Gate Raw; an interactive & digital video company, Magnafi; and its own VFX and finishing house, Edit19. Its HQ is located in Manchester's Northern quarter and it operates further offices in Edinburgh, London and Cape Town.

Shark Infested Custard is a very unique games development company, with an aim to help aspiring developers set up their own companies. Working in partnership with the Easter Enterprise Hub and supported by local authorities and Universities, SIC mentors and guides those at the studio through both games and business development. The studio's free 10 month program is open to anyone with the drive and aspiration to become a world leading developer and is supported by experts from the world of games and business.

"The help, support and guidance from Creative England has been and will always be invaluable. Shark Infested Custard wouldn't be able to do what it does today without CE and the other supporters. 2016 will be an even bigger more successful year and the studio continues to grow!"

Steven Huckle
CEO and Co-Founder

StashMetrics is a social media analytics tool designed to help brands build more relevant, engaging campaigns. The software uses social media data from a brand's target audience to help marketers understand what makes the group unique and how to reach them effectively. Originally founded in 2014 the startup went through the Collider accelerator program before launching the first version of its software in March that year. During late 2014 and early 2015 StashMetrics established a successful beta involving customers ranging from Unilever to Havas Media and built momentum towards its next funding round which closed in September.

"The rise of ad-blockers clearly shows what people think of current marketing strategies. As we look to 2016 we're looking forward to helping brands create new and better campaigns that focus less on what the brand has to say and more on what their customers want to talk about. In order to deliver on our promise of better, more engaging marketing campaigns we have to consume a huge amount of data. This doesn't come cheap and Creative England's investment has been invaluable in helping us get the software over the line."

Sam Oakley
Co-Founder

Shark Infested Custard Limited Games Development Studio



www.sharkinfestedcustard.net



StashMetrics Social media analytics software



www.stashmetrics.com

Thumbfood began in April 2014 when video games professional Simon Smith was made redundant one time too many and decided to go it alone. Within one month Manchester City Football Club commissioned Thumbfood to make multiple games for the football club website and the studio has since been shortlisted for Venturefest, Fresh Digital/Northern SOHO, and TIGA awards. In 2015 Thumbfood worked on more white-label projects for major clients and its own original IP prototypes, including 'OddDog' in collaboration with world-renowned film & TV model makers Mackinnon and Saunders.

"Creative England has helped me become part of the wider creative community through its events and networking, which in turn gave me the final push to start my own video games company. In 2016 we're looking to utilise their expertise to help us release our own original IP."

Simon Smith
Founder



Thumb Food Games Development Studio



www.thumbfood.com

Treehouse Digital is a production company specialising in high concept family entertainment. Founded by childhood friends, it is a 'Story Laboratory' that nurtures original ideas through each stage of production via the writer's room, VFX studio, editorial and sound facilities in Bournemouth. From web videos to TV and film the driving force behind every production is awesome narrative. The Treehouse is a place of creativity and play where the team strives to find solutions to any obstacle using 'old tricks with new tools'. Treehouse is passionate about telling stories across all platforms and in any format.

"Creative England's Emerging Talent Fund has enabled us to produce a family fantasy short film 'Litterbugs', with VFX created in-house. It's an exciting time for the company; with feature films and television shows in development we aspire to be leaders in quality family entertainment for a worldwide audience."

Paul Hamblin
Partner



Treehouse Digital Production Company



www.treehousedigital.com

Unmade

Garment/Software Development Company

Unmade was co-founded by Ben Alun-Jones, Kirsty Emery and Hal Watts, a dynamic trio who met while studying at the Royal College of Art. “Knyttan was the first step, where we were developing the technology to create unique items on an industrial scale,” says Founder Ben. “Unmade is the next step of the journey; which is how to use the Knyttan technology for the maximum benefit of designers and customers.” Combining experience in textiles and technology, Unmade makes unique, made-to-order scarves and jumpers in extra fine Merino wool that customers can co-create with some of the world’s leading creatives. Once decided upon, click buy and the design goes instantly to a knitting machine in the Somerset House HQ using 100% Merino wool, arriving within 5-7 working days.

Wakelet

Web Platform

Wakelet is a fast growing UK tech start-up that helps people to save and curate any content from across the web into stunning, shareable collections. Save links to articles, tweets, images, videos, documents and other great content to create highly visual collections and stories that can be kept private or shared. Whatever your focus or interest, Wakelet enables you to easily organise content and present it in new, engaging and creative ways.

We Are The Tonic

Distribution Company

We Are The Tonic is a film distribution and marketing company that loves helping film makers and film companies find their audiences and release films in the best way possible. Tonic provides distribution expertise, marketing services, direct distribution management and mentoring. The team is experienced in all aspects of theatrical, home entertainment & VOD distribution; marketing; international sales; TV; and exhibition. Current projects include: managing the direct-distribution strategies for a number of independent films; bespoke mentoring programmes; film marketing training; and working with government-funded bodies to maximise marketing and distribution opportunities in the early stages of a film’s lifecycle.

Wellington Films

Production Company

Wellington Films was founded in 2000 by senior producers Rachel Robey and Alastair Clark who have since been joined by producers Anna Griffin and Tom Wood. They have produced numerous feature films including the BAFTA nominated LONDON TO BRIGHTON which won Best Achievement in Production at the 2006 BIFAs, and has been named by TimeOut as one of the top 100 British films of all time. Their work has screened at leading festivals including Cannes Critics Week, Toronto International Film Festival, Sundance and the Berlinale. They have recently completed principal photography on Hope Dickson Leach’s debut feature, THE LEVELLING, produced through the Creative England, BFI & BBC Films’ iFeatures scheme.

Whispering Gibbon

Games Development Studio

Whispering Gibbon is a software developer that aims to bridge the gap between the virtual and physical worlds. The company enables user generated virtual content to be merchandised as physical items through the power of 3D printing. Their patent-pending technology allows 3D printing of any objects displayed on screen by automatically creating 3D print ready versions of anything from customized characters and user constructed worlds to grabs of live video game / virtual reality experiences.

Yamination Studios

Production Company

Yamination Studios is an animation company developing shorts, promo’s and commercials specialising in stop frame animation. Among their TV commercial work are Coca-Cola’s Superbowl advert, ‘Building’ and the Award Winning Cravendale advert ‘Barry The Biscuit Boy’ (British Craft Arrows Silver Award for Best Model Making Advert 2014). A recently launched studio spanning 2,200 square feet in Birmingham gives them an impressive space to facilitate bigger projects too, like their latest project ‘At-issue’; An innovative short animation about never giving up, it’s set for TV Broadcast in Winter 2015 on Sky Arts.

We check in with a few of last year’s Creative England 50 to see how their creative endeavours fared in 2015 and how they’ll play out in 2016.

Pixel Toys

Creative England-supported games studio Pixel Toys took to the stage during the September Apple conference in September 2014 for an exclusive demonstration in front of millions of viewers worldwide. The Leamington Spa-based studio was on hand to demo its new iOS game ‘Warhammer 40,000: Freeblade’ which showcased how Apple’s brand new 3D Touch will work in a mobile game. ‘Freeblade’ was supported through Creative England’s GamesLab programme, a regional initiative to invest in start-ups outside of London. Pixel Toys was also supported last year through Greenshoots, the Creative England programme run in association with Microsoft.

HMA Digital

Yorkshire-based digital marketing agency, HMA, won ‘Best Marketing Campaign: Mixed Use’ at the Property Marketing Awards in June 2015. The award recognised HMA, who specialises in healthcare, property and retail digital marketing, as one of the collaborative marketing partners working with Commercial Property Developer MEPC to create the brand and marketing strategy and deliver first class marketing communication tools for Silverstone Park.

Carbon Digital

Manchester-based video & visual effects agency, Carbon Digital, won the ‘Animation/Graphics’ award at the 2015 Prolific North Awards in April for its work on Sony PlayStation’s LittleBigPlanet 3. These awards recognise the creative and media businesses in the north of England, with categories spanning broadcasting, publishing, digital, marketing, media sales, animation, PR, gaming, video and content.

Citrus Suite

Mobile app designers, Citrus Suite, has been selected to work in partnership with Disney to develop a “digital project” aimed at encouraging families to be more actively engaged in their own wellbeing. This Liverpool-based company beat stiff competition to be selected to work with the one of the world’s biggest entertainment companies to create innovative technology to help families lead healthier lives.

The Floom

Sheffield-based telematics company The Floom accompanied Prime Minister David Cameron to South East Asia in July 2015 to promote the UK’s booming financial technology sector. They were one of just 30 UK companies chosen to join the PM on his international trip, joining the likes of Aviva, Balfour Beatty, Airbus UK and JCB. The company also announced in September 2015 that it has partnered with Agero Inc., based in Massachusetts, a leading provider of vehicle and driver safety, security and information services. They will be working to enhance Agero’s Driver360™ usage-based insurance (UBI) telematics platform with The Floom’s advanced driver scoring and analytics capabilities.

Living Lens

Since setting up its city base in January 2014, specialist Liverpool software company Living Lens has grown from a three-person start-up to a team of nine full-time staff and five contractors, and it has attracted three rounds of investment of £60,000 in February 2014, £200,000 in June 2014, and £1m in August 2015. Based at Baltic Creative, Living Lens works with leading brands such as Unilever, Vine and Carphone Warehouse providing video data mining technology.

Thanks...

Our Future Leader judges:

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European Regional Development Fund

Nesta

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