

CREATIVE ENGLAND STRATEGIC PARTNERSHIPS FUND GUIDELINES

These guidelines are for prospective applicants to Creative England's **Strategic Partnerships Fund**. They should be read in conjunction with the accompanying FAQ's.

All prospective applicants are requested to complete and submit an Expression of Interest (EOI) form online prior to making an application. This will allow us to get an idea of whether your project is likely to be a good fit with the Fund before you start work on an application. This is not part of the formal application.

Introduction

Creative England is a national agency that invests in and supports the best ideas, talent and businesses across film, TV, games and digital media.

Our activities include tailored mentoring, support, development and funding to businesses and filmmakers to feed the future of the creative industries. We offer support for development, production, business and project growth, building connections and inward investment, and are largely focussed in the English regions (outside Greater London).

We distribute National Lottery funds, delegated from the BFI, as well as Regional Growth and European Regional Development Funding. We also offer a comprehensive 'Money Plus' service that offers expert advice, contacts and advocacy to all the individuals and businesses that we invest in.

For more information about us please visit <http://www.creativeengland.co.uk>.

Aims and Objectives

Creative England's strategic aims and objectives are:

- To develop and grow creative businesses
- To develop and support creative talent
- To foster the development of creative clusters
- To identify new and expanding markets for creative content
- To promoting the talent and creativity of England
- To advocate the economic and cultural contribution of the creative industries

Other objectives for film in the English regions are:

- To nurture emerging and established filmmaking talent
- To grow more sustainable film-related businesses through support for research and development, access to finance, and expansion into new territories and markets
- To ensure a comprehensive infrastructure for production outside of London, thereby increasing inward investment and creating jobs
- To stimulate innovative creative and commercial approaches to development, production and distribution of film-related content

- To encourage a diverse and engaging onscreen cultural identity for the English regions
- To promote the talent, businesses and creativity of the English regions to the world.

What can you apply for?

The Strategic Partnerships Fund will support projects that are strategic in nature and deliver on one or more of the strategic objectives outlined above and are not suitable for, or covered by, other Creative England Funds.

We are especially interested in projects that are new and innovative in terms of content and approach as well as those that demonstrate a commitment to cross-sectoral collaboration and to the use of new technologies and platforms.

Creative England recognises that our support for the film sector is best delivered through partnerships with organisations that share our ambitions and have the appropriate skills, expertise and knowledge to help us deliver on our objectives.

We invite applications from across the film, TV, games and digital media sectors. Please note, we welcome applications from all creative industries, but your project must be for the benefit of the film industry.

Creative England is looking to forge partnerships with both industry and public-sector organisations in order to strengthen the conditions that allow the film sector to grow and develop.

We value local and regional provision but would strongly encourage applicants to consider pan-regional and national activity in an effort to contribute to a more connected and more efficient offer to the film sector in the English regions.

Projects should respond to an identified opportunity/need, should have clear, measurable outcomes and should not duplicate existing provision by Creative England or other similar providers.

We encourage applications which demonstrate strong industry partnerships, existing or formed, to deliver innovative projects.

We regret that we are unable to accept applications for projects that:

- support single-project development or production
- support student work
- are already covered by existing agreements with other funding bodies as part of an on-going programme of delivery
- have already started

How much can you apply for ?

Awards to individual projects will typically be within the range of £10,000 to £50,000.

Applicants should not regard £50,000 as a funding target. The level of awards will be commensurate with the proposed project activity and higher-level awards will only be made to projects of significant scale, reach and impact.

All projects will require an element of match funding (including in-kind support) in order to be considered for an award. We will prioritise those projects that demonstrate a good level and range of match funding.

We require match funding of between 20% and 50% of your total project budget depending upon its scale and risk. At least 50% of this match funding should be cash including but not limited to the applicant's own resources, other funding partners, subscriptions, participant contributions and earned income.

Lottery Funding already provided to the applicant or its partners via another Creative England funding scheme cannot be used as match funding.

Who can apply?

Applications can be made by properly constituted organisations based in England:

- Limited liability company
- Limited liability partnership
- Community Interest Company
- Charity or trust

Applicants will be expected to demonstrate a strong track record of delivering film-related activities. However, organisations that have a strong ambition and a realistic plan for working in this sector are also welcome to apply.

Applications can be made on behalf of multiple partners or consortia provided a lead applicant is identified. Any award will be made to the lead partner.

Individuals cannot apply.

Deadlines and Decision Timetable

This is a rolling fund so there is no current deadline for applications.

It will take eight weeks to process your application and to reach a funding decision. You should ensure that the start dates of your project reflect this timescale.

How to apply?

Pre-application: All prospective applicants are requested to complete and submit an Expression of Interest (EOI) form online prior to making an application. This will allow us to get an idea of whether your project is likely to be a good fit with the Fund before you start work on an application. This is not part of the assessment process nor is any advice we give an endorsement of your project or a guarantee of funding.

The EOI form can be accessed at: applications.creativeengland.co.uk/application/4.

Should you decide to make an application, following discussion with our team, a link to the full application form will be forwarded to you.

We regret that we cannot accept applications by disc, fax, email or by post.

To accompany your application, you will need to submit a detailed income and expenditure budget. The online application process details how these should be submitted.

Following submission, you will receive an email confirming that your full application has been received, together with a tracking number that you should quote in all correspondence with Creative England about your project.

If you have not received such an email confirmation within ten working days of your submission, then please contact us on partnershipsfund@creativeengland.co.uk.

All applications are checked for eligibility against the guidelines. If your application is ineligible, we will 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 Criteria

Your application will be assessed by Creative England staff as appropriate. We may also use external assessors and/or consultants where specialist skills are needed to supplement those held by Creative England.

Your application will be assessed against the following criteria:

- The contribution of the project to Creative England's strategic aims and objectives for film (as outlined at the start of these guidelines)
- The quality of the proposed project
- The short- and long-term outcomes of the project
- The strength of the project delivery and management
- The strength of the financial package

In certain circumstances, it may be necessary to request a meeting with you, or additional information, in order to complete a proper assessment. We will inform you if these have a material impact on our decision-making timescales.

We expect a very high demand for this Fund and we have a finite amount of money to award. Even if your application meets all of the above criteria, we may not necessarily be able to fund you.

Funding Decisions

Following assessment, a recommendation will be made to Creative England's Investment Committee as to whether to support or decline your application.

The decision of the Investment Committee is final.

All successful and unsuccessful applications will be confirmed in writing as soon as possible after a funding decision has been made.

Awards and Conditions

Successful applicants will be sent an offer letter detailing the amount of funding to be made available and the specific conditions, key milestones and outputs/outcomes attached to the award.

All offers of funding are predicated upon the applicant supplying satisfactory evidence that the required match funding has been confirmed.

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 to the Strategic Partnerships Fund in general.

Feedback

Due to the high volume of applications that we expect to receive, we regret that we are unable to give formal written feedback on unsuccessful applications to this Fund.

At the specific request of the applicant, and when time and resource allows, we will endeavour to offer informal feedback by telephone or email.

Return of Materials

Creative England will retain the application form for declined projects for a period of two years after which 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 certain circumstances, we may solicit applications to the Strategic Partnerships Fund 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 the Fund 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.

While funding decisions are made with due reference to the published criteria, opinions as to the quality or merit of individual projects are inevitably subjective and we realise that applicants 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 Creative England's Lottery funding programmes. If you choose to apply to Creative England, you should be aware that the information you supply, either in whole or in part, may be disclosed under the Act.

Contact Details

If you have any queries on the process, eligibility or the application process for the Strategic Partnerships Fund, please email partnershipsfund@creativeengland.co.uk.