



GUIDELINES FOR PRODUCER HOTOHOUSE

These guidelines relate to Creative England's **Producer Hothouse**, our new initiative designed to support emerging producers based in the English regions and Scotland to develop their practical business knowledge and ability to build, manage and lead successful film companies.

Please read these guidelines carefully before submitting your application. For information on other Creative England initiatives, please visit www.creativeengland.co.uk/film

Introduction

Creative England's Film Enterprise fund works with companies based in England (outside of London). It provides made-to-measure packages of business support and investment to help entrepreneurs unlock new opportunities, develop creative strategies, re-energise their business models and attract increased levels of corporate finance.

The work of the Film Enterprise fund has highlighted the number of very small-scale production entities outside of London and the lack of opportunities for producers to gain insight and experience within a larger company environment. We recognise that many individuals who do not wish to relocate to the capital feel obliged to establish their own company at a very early stage of their producing careers, often before they have produced their first feature film. This can bring significant additional challenges for producers who may have no experience of running a company and very limited awareness of what might be required to build a viable business.

To help meet these challenges we are introducing Producer Hothouse, an intensive professional development programme for producers. The Hothouse programme will see up to 10 producers receive a 6 month placement within a host company of scale and reputation.

Each host company will provide an ongoing meaningful personal development opportunity for their hothouse producer. The placement experience will naturally vary from company to company, producer to producer, but may include opportunities to build skills in development, business affairs, finance, marketing, sales and distribution. During the period of the placement successful applicants will receive a professional development bursary award of £9,000 plus an allocation towards relocation costs/expenses.

All prospective applicants are strongly advised to contact us prior to making an application to Producer Hothouse. Contact details can be found at the end of these guidelines or on the Creative England website. Please read the guidelines carefully and in full before submitting your application.

What does Producer Hothouse offer?



Producer Hothouse is designed to help producers develop their ambitions for growth, encourage original thinking and fuse creative and entrepreneurial skills. It will help you build the skills, experience, understanding and confidence to run your own production company by offering:

- A clearer understanding of how to create and build an audience for your work;
- The tools and opportunity to refine your creative and business strategies, including how to diversify revenue streams;
- Greater knowledge of the international film industry, including the evolving global market place and key players;
- More experience of how to produce, package and position projects from both a creative and commercial perspective;
- Increased self-awareness and enhanced leadership skills, particularly around the challenges of running a creative organization;
- Raised profile in the industry;
- An extended cross-industry network of contacts.

Every participant will also have the opportunity to take part in a regular monthly programme of workshops funded by Creative Skillset. These will include case studies, networking and intimate fireside chats with high-level producers leading the forum. The workshops will cover development across different platforms and target relationships with talent, sales, distribution and production company infrastructure, including giving access to legal and account insights.

When, where and how will Producer Hothouse happen?

Producers will be housed within a host production company for 6 months between October 2016 and March 2017.

The majority of the host companies (as listed on the Creative England website) are based in London, in all cases producers must be prepared to relocate to the relevant town or city for the full period of the placement. Please note that all travel and accommodation arrangements will be the responsibility of the individual applicant, though some contribution to relocation costs may be available (see **What can I apply for?**)

There will be a total of ten days holiday (excluding statutory and bank holidays) available to the producer during the placement, on dates to be agreed in advance with the host company.

The producer will be expected to spend a minimum of 4 days per week within the company, following a pre-agreed schedule of work and participation.

Expenses incurred in relation to the above will be reimbursed by the host company.

On one day a week (to be agreed with the host company) the producer will be expected to continue working on their individual projects, to ensure that momentum is not lost and that talent relationships are sustained whilst on placement. Please note that applicants should have no expectation of any formal relationship with the host company in regard to their individual projects – though in some cases the host company may be willing to provide desk-space for the producer on this additional day, and in all cases will be encouraged to give constructive advice and feedback.

The relationship with the host company and the placement itself will be monitored via monthly meetings with the Programme Executive for Producer Hothouse.

Who can apply?

The programme will target producers with the following experience and profile:

- On the cusp of making their first feature film, i.e. fully scripted and at packaging/financing stage; and/or
- Already have a first feature in pre-production/production/post; and/or
- Have already made a no/micro/very low budget feature (e.g. through an initiative such as iFeatures or Microwave) or a previously unreleased feature.

The purpose of this initiative is to help producers with a proven track record build sustainable film businesses outside of London. Please do not apply if you cannot demonstrate a clear intention to do this.

If you have any questions about your suitability for Producer Hothouse please do not hesitate to contact us before applying.

What can I apply for?

Producers currently based in the English regions:

Creative England will make available up to 8 Professional Development Bursary awards to individual producers currently based in the English regions that will include the following:

A total bursary of £ 9,000, payable in 6 x monthly instalments of £1,500 at the end of each month of placement (subject to satisfactory participation)

A contribution of £1,000 towards relocation costs e.g. travel, accommodation deposits, upon production of relevant receipts

A contribution towards reasonable travel costs for attending interviews with host companies, upon production of relevant receipts.

Producers based in Scotland



Scottish Film Talent Network will make available up to 2 Professional Development Bursary awards for producers based in Scotland on the same terms as set out above.

Making an application

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

Stage 1: Applicants are asked to complete and submit an application form online via the Creative England website at <http://www.creativeengland.co.uk/film/film-business-support>

Stage 2: You will be sent an email confirming receipt of your application. You will also receive a tracking number that you should use in all subsequent correspondence.

If you have not received such email confirmation within two working days of your submission, then please contact us by emailing haley.edwards@creativeengland.co.uk

We regret that we are unable to progress ineligible or incomplete applications.

Assessment and Selection

All applications will be assessed initially by representatives from the Creative England Film Team alongside the Programme Executive for Producer Hothouse. Applications from producers based in Scotland will also be assessed by the Scottish Film Talent Network. This will be to determine eligibility and suitability for interview.

Following this a long list of applicants will be circulated to all host companies, who will select the producers that they wish to interview. Companies may elect to interview as few or many producers as they choose. It is important that you make yourself available for interview during the given period (Monday 15th to Friday 26th August 2016) as alternative dates will not be available.

Once all interviews have been completed both the host companies and the applicant producers will be asked to nominate their preferred choices. The Programme Executive for Producer Hothouse and representatives of the Creative England Film Team will use these nominations to determine the most suitable and appropriate match between company and applicant. Decisions will be communicated to applicants following final consultation and confirmation with the host companies.

Decision-Making & Conditions

Applicants who have been shortlisted for interview will be informed by Friday 12th August 2016 and interviews will be held between Monday 15th and Friday 26th August 2016. All applicants will be informed in writing by Friday 2nd September 2016 whether or not their application has been successful.



If requested, we are happy to provide additional feedback to applicants who are shortlisted for interview but do not secure a place on the programme. This will be by email or telephone as appropriate.

It is a condition of support that participants co-operate with Creative England and its partners in any PR and press activity relating to their participation in Producer Hothouse.

Participants may also be asked to contribute to future seminars or workshops to share their experiences and knowledge with other filmmakers.

Deadline and Key Dates

The deadline for applications to Producer Hothouse is **5pm on Thursday 4th August**. Applications received after this time and date will not be considered.

Applicants should ensure that they are available for interviews with potential host companies in the period 15th – 26th August. Other key dates are provided below.

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| Deadline for applications | Thursday 4th August 2016 – 5pm |
| Interviews with host companies | Monday 15 th – Friday 26th August 2016 |
| Host companies/producers communicate preferences | w/c 29 th August 2016 |
| Final selection communicated | Friday 2 nd September 2016 |
| Relocation period | Saturday 3 rd September – Sunday 2 nd October 2016 |
| Hothouse placements | Monday 3 rd October 2016 to Friday 31 st March 2017 |

Appeals and Complaints

The decision of Creative England and its partners is final in all matters concerning assessment and selection.

While all applications are thoroughly and fairly assessed, opinions as to the quality or merit of individual applications are inevitably subjective and we realise that applicants may be disappointed as a result.



Applicants who wish to make an appeal against a 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 Producer Hothouse

In the first instance, please send an email to haley.edwards@creativeengland.co.uk with details of your enquiry and stating 'Producer Hothouse' in your subject header.