

GUIDELINES FOR CREATIVE PRODUCER INITIATIVE

These guidelines relate to Creative England's **Creative Producer Initiative (CPI)**, our new initiative designed to equip emerging producers based in England (both Greater London and the English regions) with the skills needed to succeed in telling compelling stories for diverse audiences and platforms.

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

What is it?

Strong creative skills are an essential part of being a successful feature film producer and attracting the best talent to collaborate with. The ability to generate a project, identify the right talent for it and keep the momentum going throughout what is often a long and arduous development process are important skills any emerging producer should aim to develop. In an increasingly competitive marketplace, film producers are also having to diversify their project portfolio and develop not only projects for the big screen, but also television, documentaries and/or online series in order to maximise their chances of sustaining themselves. CPI is an initiative which aims to help a selected cohort of emerging producers achieve those objectives.

What will be covered?

There will be 5 x 2 day residential modules which will take place during weekdays in a variety of locations across England (London, Brighton and/or Norwich, Sheffield). Full details are given in the Key Dates section below.

Throughout the course of this initiative, each selected participant will:

- Learn how to identify good ideas and the best platform for them
- Understand how to turn an idea into a viable and engaging story
- Deepen their understanding of the basic cornerstones of storytelling
- Improve the way they interact with creative talent from development through packaging, production and post production
- Learn how to develop material for television (series and miniseries)
- Attend a detailed case study of the development journey of a British series or mini-series
- Learn how to develop documentaries, online content and games
- Participate in an active development exercise of existing feature film scripts
- Undergo a review of their existing slate both creatively (film and/or TV development executives) and commercially (by sales agents and financiers)

- Meet and interact with the eight regional producers selected for the Producer Hothouse initiative (see details [here](#))
- Meet and interact with key script editors, development executives, financiers and sales agents by taking part in three networking ‘salons’ in conjunction with the eight producers selected for Producer Hothouse
- Attend five ‘fireside chat’ discussions with high profile producers, alongside the Producer Hothouse initiative.

Who can apply?

The Creative Producer Initiative is open to emerging producers based in England.

We will select up to eight (8) producers and are actively seeking applications from producers based in the English regions. You can only apply as a sole producer.

Eligible producers will be expected to have:

- Demonstrable professional experience producing work (film/TV/Theatre) that has garnered positive industry and/or public attention
- A minimum of two projects in current development, including one at draft screenplay stage.
- Not more than one lead producer credit on a feature film and/or TV broadcast of 30 minutes or longer

A contribution of £150 towards costs will be expected from each participant before participating on the programme. All accommodation, travel and lunch costs for the five residential modules will be covered by Creative England.

Key dates

Deadline for applications :	Friday 26 th August 2016
Selection :	Friday 9 th September 2016
First Module (2 days) :	3 rd & 4 th October 2016
Second Module (2 days) :	14 th & 15 th November 2016
Third Module (2 days) :	16 th & 17 th January 2017
Fourth Module (2 days) :	20 th & 21 st February 2017
Fifth Module (2 days) :	20 th & 21 st March 2017

Please note that the modules will either take place in Sheffield or in London. Dates and locations are subject to change, it is intended that these details will be finalised once the selection of the participants has taken place in September 2016.

Application process

Applications will be accepted up to **5pm on Friday 26th August**. Please ensure you allow adequate time to apply in order to avoid disappointment. Regretfully, applications made after this date are ineligible and cannot be accepted.

We operate an online application process. You will need to complete and submit an application form online via the Creative England website at <http://www.applications.creativeengland.co.uk/application/215>

As part of this application, you will be required to supply the following key information:

- A short biography
- A personal statement setting out why you think you would benefit from taking part in this particular programme
- A description of up to five projects you are currently developing (please indicate current status /format/ genre/ logline/ key references/ existing talent attached)
- A short statement setting out which British feature film released in the last five years you have found particularly well developed and creatively inspired/inspiring, and why.

Assessment and selection

Stage 1: Eligible applications will be read and assessed by the Creative England Film Team and the programme manager. We may also use external assessors depending upon the overall number of applications that we receive

Stage 2: Following assessment, a shortlist of up to eight participants will be selected by members of the Creative England Film and the programme manager.

Successful applicants will be notified by **9th September 2016**

Appeals and Complaints

Creative England's decision in all matters concerning the assessment and selection for all its schemes and initiatives is final. Inevitably, applicants may be turned down and 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 the Creative Producer Initiative.

In the first instance, please send an email to talent.centres@creativeengland.co.uk with details of your enquiry and stating 'Creative Producer Initiative' in your subject header.