

CREATIVE ENGLAND STRATEGIC PARTNERSHIPS - FAQs

Please read this document along with the [Strategic Partnerships Fund Guidelines](#)

1. My project is a production, can I apply?

No, single-project development and production and slates are not supported by this fund. The projects should be more expansive than a single production, or a slate of productions, and should not be covered by other Creative England funds.

2. What types of projects are you looking for?

We are looking for projects with strong partnerships and a clear innovation element. The projects should be strategic in nature and should be for the overall benefit of the film sector.

3. My organisation is based in London, can I apply?

This fund is open to organisations based anywhere in England, however the focus of your activity needs to be for the benefit of the English regions (outside of Greater London).

4. My organisation is based in Scotland/Wales/Northern Ireland, can I apply?

This fund is only open to organisations based in England.

5. We are an English organisation, can we partner with a Scottish/Welsh/Northern Irish organisation?

We will accept applications where the lead partner is an organisation based in England; the other partners can be from Scotland/Wales/Northern Ireland as long as there is a strong case for their involvement and the focus of the activity is for the benefit of the English regions.

6. Can I apply as an individual?

No, the fund is targeted at industry and public-sector organisations. We can only accept submissions from organisations and we encourage applications which demonstrate strong industry partnerships, existing or formed, to deliver innovative projects

7. Can I apply with more than one project?

Yes, however we will encourage you to focus on one project at a time to enable you to deliver a high-quality project.

8. How much funding can I apply for?

Individual awards will typically range between £10,000 and £50,000. We, also, require partnership funding of between 20% and 50% of your total project budget depending upon its scale and risk. At least 50% of this partnership funding should be cash including, but not limited to, the applicant's own resources, other funding partners, subscriptions, participant contributions and earned income.

9. What is the difference between Cash and In-kind partnership funding?

Cash match is the amount of money you contribute towards costs of the project – this can include salaries or other direct costs etc. An in-kind match is represented by use of existing resources which you have already deployed, eg use of an internal meeting room or contribution to website etc.

10. When will we know if our submission has been successful?

Within four weeks of submitting your expression of interest form online a member of our Team will be in touch with you to agree next steps to discuss your project. If we feel your application is suitable we will invite you to submit a full application form. It will take eight weeks to process your application and to reach a funding decision. This is a rolling fund so there is no current deadline for applications.

11. Are there any restrictions on what the development monies can be spent on?

Your project needs to be new and innovative in terms of content and approach and demonstrate a commitment to cross-sectoral collaboration and to the use of new technologies and platforms.

12. What are the delivery requirements for funding?

You will be required to demonstrate that you have the necessary resources and expertise in place to deliver the project.

13. Who will assess my application?

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.

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

14. What will the criteria for assessment be?

Your application will be assessed against the following criteria:

- The contribution of the project to Creative England's strategic aims and objectives, in general, and its film-related objectives in particular
- 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

15. I have a question that is not answered here or in the Fund Guidelines, who should I contact?

Please email partnershipsfund@creativeengland.co.uk and we will get back to you as soon as possible.