Funding Guidelines for the GamesLab Leeds programme

Round 4 (Autumn 2017)

What we are looking for

In this funding round we are particularly interested in projects that are in partnership with other organisations to help deliver the project or provide some other kind of extra support, whether this be by providing technical advice or access to facilities to improve your work and sales.

A couple of examples could be: working with a skilled film production company to use a better method of motion capture for games; or working with a university researcher to better understand satisfying narratives sought by gamers, thus increasing sales.

Should you not have any partnerships in place, the GamesLab team have key contacts across Leeds city region (a big footprint, see the list below) that we would be able to match up successful projects with.

The main concept behind this round of funding is how Games and Tech projects may work in other sectors and art forms. This is not to say we wouldn't consider, for example, a games developer looking for a grant for VR equipment, more so that we would be interested in how they might work with their ideas in the local area.

The reason for this is that the GamesLab team want to encourage a culture of Game creation throughout Leeds city region and improve knowledge and understanding of how different partners might collaborate with Games or Tech companies.

With the way this new round of funding is structured, we are interested in projects that vary in funding size. Funding is available between £1000 to £5000, though with the limited amount of money available for grants, applications at the higher end of the scale need to prove their value.

Our expectations

Should you be successful in your application, you will need to provide a report every 3 months along with invoices and receipts for any transaction. The quarterly reporting (every 3 months) will need to be completed, in some aspects up until the end of the GamesLab Leeds project in March 2019. Templates and forms for this exist and further guidance will be provided for successful beneficiaries.

Your contract will go into further detail, but we also expect for any project we fund to be branded with the ERDF and Creative England logos.

In return we will provide project support throughout the programme, as well as the opportunity to use our social media channels to promote yourself. In addition, you are able to retain any equipment or assets you have purchased as part of this grant process, and we would also look towards any further opportunities you may be suitable for and connect you with organisations within our network.

Eligibility

To access support through Gameslab Leeds you must be:

- An SME registered at Companies House registered and trading in the Leeds City Region*
- Or a charity operating in the Leeds City Region*
- Or a Sole Trader with a UTR within the Leeds City Region*
- Committed to developing your business and expanding your team

* For the purpose of the GamesLab programme Leeds City Region is defined as Bradford, Calderdale, Craven, Harrogate, Kirklees, Leeds, Selby, Wakefield, York and North Yorkshire County Council

The project must take place within the Leeds City Region, but you may use partners outside of the area (such as universities or consultants) in order to complete the proposed project.

Page guidance

The funding application is spread across several pages. The first couple of sections are standard forms requesting information on personal detail and company information. There is a section requesting information of the number of employees and company turnover, although this is more for background information rather than impacting the decision of your application.

The Project section is the part that requires the most attention. We would like to understand your application simply, knowing the technology you intend to use, any partnerships in place and what outcomes you hope for. Funding is competitive, so we encourage applicants to craft something innovative that will enable the applicant to continue working after their project is complete and has a high impact. It is also worth noting that though this round of funding goes up to £5000 that requesting the maximum amount needs to be for a good reason. Please see Appendix 1 for examples of some areas we are interested in.

The Team section is to tell us about the people attached to the project and prove that you have the experience to deliver your project. A lack of technical experience wouldn't be seen as a bad thing, so long as the applicant had identified this knowledge gap – the GamesLab team have a lot of contacts across the Leeds City Region that would be able to assist with your project so please get in touch before submitting your application for more information on partner matching.

The Budget section is important, we require as much detail as possible and the budget will be included in your contract should you be successful in your application. The GamesLab team may negotiate your budget should we identify costs we disagree with. Please submit your budget plan via an Excel spreadsheet (see Appendix 2 for template). We encourage applicants to consider how they can be the most cost-effective when writing up their budget. Please see Appendix 3 for information on what is an eligible and ineligible cost. Note that any budget for wages needs to be for 100% of the employees time on the project, no part-time employees are allowed within our framework, however any consultation or freelancers can work towards your project and invoice separately rather than being on PAYE.

The Feasibility section is where you identify any risks involved in the project and state how you may overcome them. The remaining sections are confidential information that the GamesLab team are unable to see when marking your application, and is used for end of project analysis.

All information in your application is confidential, as is any communications you have between the GamesLab team and the applicant. Good luck!

Appendix 1.

Artificial Intelligence

Augmented/Virtual/Mixed reality

Alternative programming languages

Big data+

Biomass and biofuels

Blockchains and crypto-currency

Chatbots

Cybernetics

Digital security

Drones

eHealth

Games and gamification

Graphene

Holograms

Internet of Things

Metamaterials

Mimetic polyalloys

Personal urban transport

Precision agriculture

Preventive care

Quantum computing

Regenerative medicine

Renewable energy

Robotics

Smart homes

Synthetic meat

Supercomputers

Urban farming

Wearables

Appendix 2.

Expenditure: Creative England GamesLab Grant Only *	Month 1 **	Month 2	Month 3	Month 4	Month 5	Total per activity
Activity - Please describe expenditure in detail						
Total per month						

Expenditure: Creative England GamesLab: Match funding***	Month 1 **	Month 2	Month 3	Month 4	Month 5	Total per activity
Activity - Please describe expenditure in detail						
Total per month						

*Please refer to the GamesLab Leeds application guidelines for details of what is eligible expenditure

** Please state the month this refers to
Please note that we expect all grant funding received through the GamesLab programme to be spent within 2- 4 months of receipt

*** Not necessary, but if info available please fill in

Appendix 3.

What the fund covers

Equipment hire or small purchases

Wages - please note that staff must be working 100% on the project in each 3-month period being claimed until the project ends (eg 31 December, 31 March, 30 June, 30 September).

Transport

Printing costs

Venue hire

Payment for freelancers and consultants

What the fund doesn't cover

Rent / Accommodation

Subsistence

Anything you would have normally paid for without our grant support

Please note, if we like your general approach and work then we will work with you on refining the budget details to help ensure they are eligible for support. It is not a test!