

## GUIDELINES/FAQs

### WHAT IS CREATIVE ENTERPRISE?



The Creative Enterprise New Ideas Fund sits under Creative Enterprise, a BFI-funded project to help screen based sole traders and businesses move away from working project-to-project and develop more sustainable businesses. We do this through mentoring and consulting, investment readiness courses and the Creative Enterprise New Ideas Fund.

### WHAT IS THE NEW IDEAS FUND?

Creative England is able to offer small seed funding to sole traders, start-up companies and small businesses for their creative storytelling business ideas. We want to fund untapped talent and allow talented people to find finance for their ideas. Our previous investment schemes have been aimed at established companies, but we want to change that with our new fund.

We are able to offer investments between £500 and £15,000 for new business ideas, business proposals and business costs. Newer companies and proposals looking for lower amounts are likely to receive grants whilst higher-value proposals and more established companies are likely to be offered loans.

You can apply if you are a:

#### **Screen based storytelling business based in the English regions**

**Screen based:** working in film, TV, animation, games and/or immersive media (or you may be a non-screen based business looking to diversify what your company offers e.g. through VR/AR).

**Storytelling:** we want to invest in the future of storytelling, so your business offer must have a narrative element

You cannot apply if you work exclusively in corporate video/agency/advertising/e-learning/training unless you want to move into the screen based industries.

**Business:** you must be a sole trader or limited company to apply.

You cannot apply if you are a charity, non-profit, social enterprise or CIC unless you are looking to start a for-profit trading arm in the screen based industries

**Based in the English regions:** you can only apply if you are registered to a post code outside London (in the English regions i.e. South West, South East, East England, East Midlands, West Midlands, North West, North East, Yorkshire and the Humber)

### **WHAT CAN THE MONEY BE USED FOR?**

We are interested in funding proposals that are going to help your business increase its profits and value. The list below is not exhaustive, but you can use this fund to:

Seed and test innovative business ideas

Diversify your offer, e.g. moving into games/television/film

Retain your original IP

Test out a product/prototype which will develop revenue for your business

Test new and exciting elements of immersive media to help your business

Cover business costs associated with a new product, or a new business venture

Branch out into television/games using their IP (or vice-versa) if you are a film company

Move away from freelancers/outsourcing and bringing skills in-house

Hire a new employee (not freelancer)

Hire someone with specialist skills to help your business that you can't afford right now

Upskill your staff

Cover practical costs, e.g. hiring office space to work

Conduct market research on your product or business idea

Build a website for your new business

Carry out R&D for a new business idea or product

Provide seed funding and set up costs

Purchase essential and useful software for the business (not exclusively for a singular project)

Purchase equipment (so long as you can show that this will help your business)

### **WHAT CAN'T THE MONEY BE USED FOR?**

Make sure your application highlights how the money you're requesting will help your business offering as a whole or your business goals for the future. If you submit an application requesting to just fund content creation, it will be rejected.

We are unable to fund:

**Short Films:** we are unable to fund short films or businesses that only work in short films as part of this fund. However, check out [shortFLIX](#) or the [BFI Network](#) scheme.

**Feature Films:** we are unable to fund individual feature films using this fund, however head over to our [iFeatures](#) programme or the [BFI Vision Awards](#).

For further development funds, short and feature film funds, check out the [BFI Funding Finder](#).

**Talent development:** this scheme is not for development e.g. hiring a script editor for your existing film project; however the BFI run several schemes dedicated to talent development. Get in contact with your [local BFI hub](#).

**Slate funding:** you are not able to use this fund to develop a slate of short or feature-length films for your production company to option out to market as this still falls under content creation. However [BFI Vision Awards](#) can help with slate funding.

**Mentoring:** Creative England already offer [Mentoring and Consultancy](#) to screen based businesses. We also run [Evolve](#), a business mentoring programme, to help established businesses seek investment to grow further and we also run a [Market Trader](#) programme.

**Further games opportunities:** for further games opportunities, check out this [monthly curated publication](#)