

# FILM AND CREATIVE CONTENT INVESTMENT PROGRAMME

## GUIDELINES FOR APPLICANTS

### Introduction

Creative England's Film Enterprise Fund works with film-related companies based in England. 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.

To complement this bespoke offer we are collaborating with the UK Business Angel Association on the Film and Creative Content Business Investment Programme. Access to finance is a challenge that we believe to be a critical obstacle to growth for high-potential creative businesses and in particular the film sector. This is an on-going programme of support and advice for film and creative enterprises – promoting growth through investment readiness workshops, mentoring and showcasing to the industry's investors.

### Who Is It For?

This programme is for entrepreneurs that are currently running successful film businesses or have a significant track record in related TV, digital, games or content creation activity with a view to diversification into film. Including, but not limited to innovations in:

- Film and related content production
- Post production
- Film sales
- Film and content distribution
- Digital technology
- Animation
- Games
- TV and related media
- Online solutions

All applications will be assessed on their suitability for angel investment and their likely contribution to a growing film economy. This programme is **not** suitable for film businesses operating primarily in the exhibition sector, film festivals or individual film projects.

### The Benefits

Businesses will receive an on-going programme of business support and advice. This will be delivered through a series of workshops, showcases, one-to-one business mentoring and access to industry toolkits. This includes:

- An initial Investment Readiness Workshop
- Access to Angel Investment Toolkits & guidance materials
- Interactive mentoring to help grow your business
- A showcase event to present your business to the industry's investors

### **Dates And Location**

The Investment Programme will take place between February and June 2015. Participants will be expected to confirm their availability for **two** key dates in one of the following cities:

Manchester: Thursday 5 February and Thursday 23 April 2015  
Birmingham: Thursday 19 February and Thursday 28 May 2015  
Bristol: Thursday 19 March and Thursday 18 June 2015

Precise timings of these events are to be confirmed depending on location and venue but are anticipated to be afternoon/early evening. You must be available to attend both events in the same city; there is not the option to participate at more than one location.

Where possible successful applicants will be offered a place at their first choice of city. However if demand is high at that particular location you may be offered a place at your second or third choice as an alternative.

### **The Programme**

**Investment Readiness Workshops** will be the first events held in each city to help businesses prepare for investment. The workshops will offer investor support, guest speakers, business planning advice and access to an exclusive Investment Toolkit.

**The Investment Toolkit** will help businesses gain a better understanding of the Angel finance world and help simplify the process of seeking funding. The toolkit will include glossary fact sheets, contract templates, sample investment and legal documentation, term sheets and Intellectual Property Assignment Agreements. Businesses will receive expert advice on how to use these during the course of the programme.

**Angel Mentors** will provide additional advice to participating businesses between the industry workshops and investor showcase events. Participants will have access to the mentor panel to provide specific insights based on their own experience and knowledge.

**Showcase Events** will be held towards the end of the programme, allowing investment ready companies to showcase their business opportunity at a 'show & tell' marketplace event, network with Angel investors, and hear from key industry experts. Please note that the opportunity to present for investment may not be deemed appropriate for all participants.

### **What Are The Costs Involved?**

The costs of the programme are heavily subsidised by both Creative England and the UK Business Angels Association. Participants are therefore not expected to pay to attend events or for other benefits associated with the programme. However they will be expected to arrange and pay for all travel, accommodation or other costs associated with attendance.

### **Deadline**

The deadline for applications to take part in the Film and Creative Content Investment Programme is midnight on **Friday 15 January 2015**. Applications received after this time will not be considered.

If you have any queries about your eligibility please contact us prior to making an application (contact details are given at the end of these guidelines).

### **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://applications.creativeengland.co.uk/application/100>

**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 [filmenterprise@creativeengland.co.uk](mailto:filmenterprise@creativeengland.co.uk).

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

### **Assessment, Decision-Making & Conditions**

Applications will be assessed by representatives from Creative England and the UK Business Angels Association.

All applicants will be informed in writing by **Friday 30 January 2015** whether or not their application has been successful.

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 the Film and Creative Content Investment Programme.

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

### **Appeals and Complaints**

The decision of Creative England and the UK Business Angels Association 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 certain information held by Creative England. This may include information held in relation to applications to our funding programmes. If you choose to apply to Creative England, you should be aware that the information you supply, either in whole or in part, may be disclosed under the Act.

### **Contacting Us**

Please contact us if you have any further queries about the Film And Creative Content Investment Programme.

In the first instance please email [darren.mulvihill@ukbaa.org.uk](mailto:darren.mulvihill@ukbaa.org.uk) stating Film and Creative Content in your subject header or telephone 0207 492 0491.