

**creative  
england**

# Hertfordshire ProConnect

**@Production\_CE  
#ProConnectHerts**

# What is it?

Hertfordshire ProConnect is an ERDF-funded programme of activity providing meaningful specialist support to Hertfordshire based SMEs and sole traders working in, or in the supply chain to, the film and TV production industry. As part of this programme, we are offering small grants of up to £10,000 for Hertfordshire based SMEs to access specialist business consultancy in order to facilitate growth. These grants are designed to subsidise much of the cost of procuring expert third party services and consultancy will be used to buy in expertise to access a range of support, such as diversifying revenue streams to become more sustainable, becoming investor ready and developing long-term business plans.

# Who is it for?

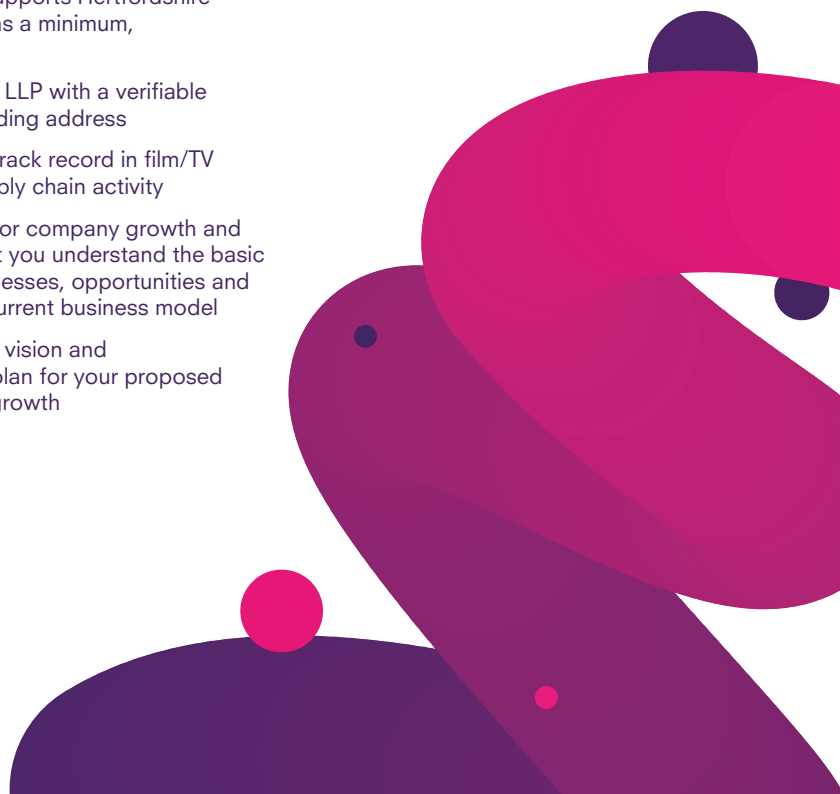
This programme supports Hertfordshire based SMEs and as a minimum, beneficiaries must:

- Have a limited or LLP with a verifiable Hertfordshire trading address
- Have a relevant track record in film/TV or related or supply chain activity
- Have ambitions for company growth and demonstrate that you understand the basic strengths, weaknesses, opportunities and threats of your current business model
- Articulate a clear vision and implementation plan for your proposed future business growth

# How do I apply?

Book an initial one-to-one informal consultation to discuss the grant and how the Hertfordshire ProConnect programme can support your businesses growth within the film & TV industry by emailing [proconnectherts@creativeengland.co.uk](mailto:proconnectherts@creativeengland.co.uk).

Applicants are then required to complete an online eligibility questionnaire before moving to the full submission stage. The online application process requires you to specify what the grant would be used for and demonstrate why Hertfordshire ProConnect support is important to your growth plans. We will typically consider the track record of your business and its management, the feasibility of your future growth plans, and the impact that our support will have on each individual company's potential for sustainability and growth. Within the application you will be required to submit a proposed budget and work plan.



# The small print

- The award cannot be used to pay staff, management, directors or shareholders of the company for their contributions to the business growth plan
- We recognise that applications may contain commercially sensitive information and all proposals will be dealt with in the strictest confidence
- It may be necessary to request a meeting with you or additional information in order to complete a final assessment
- If your application is successful, you will be sent a formal offer letter that sets out the level of financial assistance agreed and the terms and conditions of our funding
- Grants are generally paid 50% up front (on signature of contract) and 50% back end (on delivery of the business/marketing plan and evidence of expenditure to invoice level)
- It is a condition of any award that successful applicants co-operate with Creative England and the European Regional Development Fund in any PR and press activity relating to your funded activity
- Please note that some of the areas excluded by ProConnect may be eligible for support elsewhere within Creative England. For more information please visit [www.creativeengland.co.uk](http://www.creativeengland.co.uk)

# Contact Us

If you have any queries on the eligibility or the application process for ProConnect please contact Charlotte Wood, Project Coordinator by email [proconnectherts@creativeengland.co.uk](mailto:proconnectherts@creativeengland.co.uk) or call **020 8324 2310**

To download Hertfordshire ProConnect Business Grants Guidelines in full and to apply online please visit [www.creativeengland.co.uk/film-and-tv/proconnect](http://www.creativeengland.co.uk/film-and-tv/proconnect)

# Frequently Asked Questions

## What is it?

Hertfordshire ProConnect will pay up to £10,000 to subsidise the cost of working with a third party specialist or business consultant to provide advice or support to your company.

## Who is it for?

The programme is aimed at sole traders and SMEs, based in Hertfordshire, working in or aspiring to work in the film and TV sector. This includes, production companies, businesses that provide teams, equipment and services to the industry, freelancers and related industries for which film and TV is not a principle business, but an opportunity they are interested in profiting from.

## What is an SME?

The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding 50 million euro, and/or an annual balance sheet total not exceeding 43 million euro.

## What can I use my consultant for?

The grants provide financial support to successful applicants to help them with their business growth. This may include acquiring specialist expertise, knowledge and contacts that will help your company reach the next stage of its development. Successful growth involves many factors. The programme is built with flexibility. We will require you to specify what the grant would be used for and to demonstrate how this will support your company's growth. As a guide, we will support you to enlist the help of a consultant in the following areas:

- Business strategy
- New business models
- Marketing strategy
- Finance & investment
- Leadership & management

### **I don't know any consultants, can I still apply?**

We will ask grant applicants to identify the consultants they want to work with as part of the application process, and they will need to demonstrate that they have adhered to our Procurement Policy so that we can ensure EU procurement compliance. Creative England also has a small database of consultants who have identified their particular areas of specialism, so we can assist applicants find people to provide quotes if the applicant company was unable to find anybody suitable.

### **What commitment do I need to give?**

If your application is successful the Hertfordshire ProConnect team will liaise with you for the full duration of any activity that Creative England supports and agree with you in advance a reporting and evaluation schedule. This will allow us to measure the effectiveness of our funding both for your business and in meeting our strategic aims.

### **Do I need to provide match funding?**

Match funding is not required for the Hertfordshire ProConnect Business Grants.

### **Who will read my application?**

Eligible applications will be assessed by members of Creative England's Hertfordshire ProConnect Assessment Panel. We may also use external assessors and/or appropriately qualified independent professional advisors.

### **What criteria will Creative England use to assess my application?**

All businesses are unique and our assessment criteria may vary depending upon the specific nature of your proposal. As this is business planning support, we will typically consider the track record of your business and its management, the feasibility of your future growth plans, and the impact that our support might have on your company. We expect a very high demand for support and we have a finite amount of money to award. Even if your application meets all the above criteria, we may not necessarily be able to fund you.

### **If my application has been unsuccessful can I request feedback or resubmit?**

Due to the high volume of applications that we expect to receive, we regret that we are unable to give any further feedback on unsuccessful applications. We can only accept resubmissions if there have been significant and material changes to a previous proposal. Creative England's decision in all matters concerning the assessment and selection of proposals is final.