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Creative Enterprise New Ideas Fund



Investing in the Future of Storytelling

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What is it?

We are looking for creative and commercial ideas that could unlock opportunities for your career to reach the next level or could increase your company growth prospects. This could be your chance to try something new, experiment with new technology or collaborate.

Who is it for?

The programme will support individuals and companies working in 'moving image' for storytelling. We are looking for Creative Entrepreneurs trading in the English regions outside of London who have an idea that could greatly benefit their career, their business or the moving image landscape.

About Creative Enterprise

In partnership with the BFI, Creative Enterprise was developed two years ago to grow screen businesses in the English regions.

Through intensive programmes and bespoke workshops led by industry leaders and mentors, Creative Enterprise provides expertise and training to futureproof the next generation of moving image companies.

By bringing together companies who work in moving image for storytelling, we build meaningful connections and create opportunities for business growth. The programme set out to support moving image entrepreneurs and businesses to develop new business models, products and services.



Do I have to be registered as company or sole trader to apply?

Only if you are applying for over £10,000, and then you must be:

1) a registered sole trader with a UTR number; or

2) a Limited Company registered on Companies House.

What do you mean by 'moving image for storytelling'?

We are talking about businesses who in one shape or form are involved with on-screen content that tells a story in order to entertain an audience. This includes those working in film, TV, animation, games or immersive media, tech platforms with a narrative focus; and where the content is consumed on screen.

Here, the content's primary aim must be for entertainment rather than advertising, education etc. We will also consider applications from innovators who are creating new technology that will enable content creators to tell their stories and reach their audiences.

My company is based in London but I live in the English regions outside of London, can I apply?

Creative Enterprise cannot support London based companies. Companies and individuals must be based and trading outside of London in the English regions to apply.

I run a social enterprise/ charity/ CIC/ not for profit company, can I apply?

We regret that if your company is a charity, non-profit, social enterprise or CIC you are not eligible to apply unless you are operating a profit trading arm in the screen based industries, this will then be considered at the discretion of Creative England following a preliminary discussion with the company.

The company's business is currently focussed solely on corporate/non-storytelling content however, we wish to expand into more narrative productions that will tell a story and engage an audience, can we apply?

Yes. However, your application must include moving image for storytelling as a significant component.

I currently only work on short films, not feature films. Can I still apply?

Absolutely. You can apply if you have some content experience, meet the eligibility criteria and have an ambition to grow and develop your career.

I've only ever made content as a hobby, but think I've got a great idea that could bring a new dimension to storytelling, can I apply?

Definitely, we want to hear your idea! If you meet the eligibility criteria and are wanting to explore your potential and test your innovation then get in touch.



Can the fund be used to develop/produce content?

The fund cannot be used to fund content creation nor develop a slate. The New Ideas fund intends to support ideas that may lead to commercial or creative growth in their sector. If you are looking for development or production funding, check out the BFI's latest opportunities [here](#).

What is the timeline for application processing, funding and reporting?

Funding panels will take place monthly and decisions will be communicated via email within 8 weeks of submitting an application.

If you are successful, we will send you an agreement outlining the timeline for project and funding delivery, following the project timeline you have sent us. Included in the timeline will be periodic reports of activity progress from you the Creative Enterprise team.

It is very rare that a project will be funded beyond the end of the next financial year (i.e. March 2023), so plan accordingly.

What criteria will Creative England use to assess my application?

The strength of the following areas will be considered when assessing your application:

Innovating and disruptive thinking

Potential impact on the growth of your career/business

Quality of the team involved

Storytelling for screen element of your business

Project viability re budget and timescale

Regionality

If my application has been unsuccessful can I request feedback?

Due to the high volume of applications that we expect to receive, we regret that we are unable to give any detailed/further feedback on unsuccessful applications.

