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# Creative Enterprise New Ideas Fund



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Investing in the Future of Storytelling

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## What is it?

The New Ideas Fund, is part of the Creative Enterprise Programme, developed and delivered by Creative England. The programme's aims are to support the growth of the screen sector in the English regions outside of London England. The New Ideas fund is a programme of small grants for creative entrepreneurs and companies working in moving image for storytelling.

## About Creative England

At Creative England, we believe that talent is everywhere, but opportunity is not. That's why we build programmes that create opportunities for talent people and their companies to access the best support and reach the next stage in their creative entrepreneurial journey.

Creative England is working to build the right environment for the future of the creative industries by helping creative businesses raise their ambition, create jobs, grow turnover and build the confidence and networks they need to be truly innovative. We invest, connect, mentor, advocate and collaborate at all levels of the industry, from individuals and small independents to large internationals, creating the right conditions for success.

For further details please visit [www.creativeengland.co.uk](http://www.creativeengland.co.uk)

## About Creative Enterprise

In partnership with the BFI, Creative Enterprise was developed three 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.



## What is the New Ideas Fund?

A bespoke fund offering small grants for creative entrepreneurs and companies working in moving image industries. The fund will enable entrepreneurs to build upon their creative and commercial ideas, creating opportunity for business growth.

Grants of between £1000 and £25,000 are available to support the development of new and innovative ideas that have the potential to impact your entrepreneurial journey and grow your business.

## Who is it for?

The New Ideas Fund is open to both individual entrepreneurs and SMEs creating moving image for storytelling who are based in the English regions outside of London.

All beneficiaries must:

- Be based in the English regions outside of London.
- Have relevant experience in the content production and/or screen industry.
- Be working in moving image for storytelling or have clear intentions to develop a business in this sector. By our definition of storytelling for moving image, we include Film, TV, Games, Animation and Immersive content where a narrative and a means to entertain on screen is present.
- Have ambitions for career development and company growth.

**In addition, if you are applying for £10,000 – £25,000 you must:**

- Be a registered limited company
- Have a clear vision for your business.
- Have a business proposal that includes storytelling through creative content/ moving image as a significant component.

*Please note, this programme is unable to offer development funding for content or support companies producing content for training, advertising and corporate video purposes.*

*We also 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.*

## What type of ideas are we looking for?

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.

Some examples:

- Developing/ prototyping new tech for storytelling
- Researching new business areas
- Seed funding for company infrastructure
- Developing new applications
- Building new storytelling platforms
- Testing new markets
- Developing new tools for immersive storytelling
- Enabling collaboration
- New routes for market
- New routes for distribution
- Engaging new audiences
- Experimenting with new formats of content creation

We are looking for innovative ideas that allow you to experiment and possibly diversify your business. Ideas that have the potential to grow your company or forge your career in the industry. Therefore, this list is by no means exhaustive.

*Please note the fund cannot invest in content creation (short film production, slate funding, feature development). If you are unsure, please contact us prior to application.*



## How do I apply?

You can apply by filling in the online application form.

**Individuals and companies, please apply by visiting <https://www.creativeengland.co.uk/creative-enterprise/scale/new-ideas-fund/>**

Your request for support should reflect the nature of your idea, your ambitions for its development and the impact that our support may have on your potential career/ company growth.

In addition to the above, for applications of £10,000-£25,000; 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.

Applications will be accepted on a rolling basis and considered at a regular panel meeting held at least once a month. Please note the Creative England team may be in touch to request further supporting material where necessary for assessment. Applicants will be informed of the panel's decision within 8 weeks of submitting their application. Due to the volume of applications, we regret that feedback on unsuccessful projects cannot be provided.

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

- Innovative & disruptive thinking
- Potential impact on the growth of your career/ business
- Storytelling for screen element of your business
- Project viability re budget and timescale
- Quality of the team involved
- Regionality

Awards of support will be made solely at the discretion of Creative England, whose decision is final. Creative England reserves the right to withdraw the grant support offer without notice, at any time.

If you have any questions please contact [creativeenterprise@creativeengland.co.uk](mailto:creativeenterprise@creativeengland.co.uk)

**Should you have any access or communication requirements relating to our applications and guidance, then please contact the team at [creativeenterprise@creativeengland.co.uk](mailto:creativeenterprise@creativeengland.co.uk) or 0333 023 5240.**

