

Market Trader Guidelines

September 2022

creative
england

**Creative
Enterprise
Market Trader**



About Creative England

Creative England is working to build the right environment for the future of the creative industries by helping them 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

About Creative Enterprise

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

Market Trader will be delivered through a combination of intensive workshops, mentoring & networking with a specific focus on international markets. Creative England will provide a market visit to EFM for participants in 2023. The programme will consider and contrast differing needs and perspectives from all parts of the film value chain – makers, buyers, sellers – and hone skills in pitching, negotiating & closing deals.

Participants will receive guidance and training to:

- Improve their knowledge of international markets, how they differ, who attends what and why;
- Gain a clearer perspective on the context of UK film within domestic/international markets and a better sense of how and why this matters;
- Identify the most suitable market(s) for their own individual projects and film slates;
- Develop tools and strategies for successful market engagement;
- Improve their skills, knowledge and confidence in packaging, pitching, negotiating, selling, understanding and closing deals;
- Achieve effective follow-through and maximise the benefits of international relationships and opportunities.

What does Market Trader offer?

Market Trader will take place between November 2022 and March 2023, activity includes:

- 4 online and 1 in-person workshops over the course of 5 days in November and December with access to leading industry figures from the worlds of production, sales and distribution
- 1 day preparation session in January to ensure participants feel 'market ready'
- 2 mentoring sessions
- Opportunities to network with fellow participants and industry figures throughout the programme
- Market visit with mentor support
- 1 day market review day in March 2023

When, where and how will Market Trader happen?

We will expect participants to be able to commit in full to the following dates:

5 workshops:

- 29th November (in person)
- 30th November & 1st December 2022 (online)
- 6th & 7th December 2022 (online)

Market Ready prep day:

- 11th January 2022 (online)

EFM Visit:

- 17th to 20th February 2023 (in person-3 nights)

Market Review day:

- 21st March 2023 (online)

Who can apply?

Producer eligibility criteria:

- Must be based in the English regions outside of London.
- Will ideally have produced a minimum of 1 feature film that has sold to 2/3 territories outside the UK.
- Should have at least 1 other feature film project at a stage where meaningful discussions can be had at international markets. We ask you to outline this project as part of the application process (additional notes for guidance on completing your SWOT analysis are available on our website). Please see Project Specification Sheet.

Junior Executives eligibility criteria:

- Sales and distribution executives should have between 1–3 years' experience working in their chosen field.

How much does it cost?

The total fee for a participant place is £200. The costs of Market Trader are heavily subsidised by the Creative Enterprise programme, this covers all of the above.

Deadlines

The deadline for applications to Market Trader is Midnight on Monday 17th October 2022. 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

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

- Stage 1: Applicants are asked to complete and submit an application form online via the Creative England website at [Application link]
- 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 creativeenterprise@creativeengland.co.uk We regret that we are unable to progress ineligible or incomplete applications.

Assessment, Decision-Making & Conditions

Applications will be assessed by the Creative Enterprise team along with the Market Trader programme producers. All applicants will be informed in writing by Friday 28th October 2022 whether or not their application has been successful. Participants are asked to confirm in writing their place by end of day on Monday 31st October 2022. Successful applicants will be expected to commit to the programme in full by signing an offer letter and returning to Creative England by Friday 4th November 2022. If you have any concerns about this please contact Maeve Reynolds by emailing creativeenterprise@creativeengland.co.uk to discuss your specific circumstances. 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 Market Trader. Participants may also be asked to contribute to future seminars or workshops to share their experiences and knowledge with other filmmakers.

The decision of Creative England 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. Unfortunately, we are unable to provide feedback to unsuccessful applicants. 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.

Appeals and complaints

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. Freedom of Information Contacting us Please contact us if you have any further queries about Market Trader. In the first instance please email creativeenterprise@creativeengland.co.uk stating Market Trader in your subject header.