

Business Planning Support Guidelines

creative
england

Creative Enterprise. Business Planning Grants



September 2022

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.wearecreative.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.

What is the scheme?

Forming a detailed business proposal and implementation strategy Forming a detailed business proposal and implementation strategy Creative Enterprise supports companies who work in moving image for storytelling, spanning film television, games and immersive, to build meaningful connections and create opportunities for business growth.

Creative Enterprise will pay up to £5000 to subsidise the cost of working with an expert to support companies with their business planning and strategy. This may include acquiring specialist expertise, knowledge and contacts that will get know you and your company and refine your business proposition. Some examples where expertise may be used are as follows:

- Support with financial modelling/illustrations
- Developing a SWOT analysis
- Market research and analysis
- Commercialisation strategy
- Marketing strategy
- Resource strategy

This list contains only examples and is not limited. Expertise may be used across a number of areas to refine your 3 year business plan.

At the end of this process, applicants will have typically developed a robust 3-year business plan that can then be used to direct the company's future growth and as a tool for pitching for investment.

Please note that the award cannot be used to pay staff, management, directors, or shareholders of the company for their contributions to the business plan. We also cannot support business overheads including legal or accountancy costs.

If you have any questions, contact the Creative Enterprise team teamcreativeenterprise@creativeengland.co.uk

Who is it for?

The programme will support registered sole traders and SMEs working in 'moving image' for storytelling. We will consider companies working with on screen content that tells a story in order to entertain an audience. This includes those working in film, TV, animation, games and 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.

Beneficiaries must:

- Be a registered sole trader with a UTR number; or a Limited Company registered on Companies House
- Be based in the English regions outside of London
- Have relevant track record* in the screen industry (e.g. film, TV, Games, VR & immersive) * For example trading as a company for at least 12 months, or experience bringing a product to market
- Have ambitions for company growth and a clear vision for your business.
- Have a business proposal that includes storytelling through creative content/moving image as a significant component; the main purpose must be to engage and entertain an audience.

How much can I apply for?

The maximum amount available for business planning support is £5,000. This will be subject to a pre-approved budget and work-plan and not every business may need the maximum award

Business Planning Applications

When you apply for business planning support, we will ask you to submit a proposed budget and work-plan. Ideally, we would expect the planning process to take no more than 6 months and to involve the owner/CEO of the company and any other relevant senior management.

You can view a list of some of our recommended experts here. If you would like to work with an expert not featured on this list, please provide details as part of your application.

At the end of this process, applicants will have typically developed a robust 3-year business plan that can then be used to direct the company's future growth and/or as a tool for pitching for investment.

This is a rolling fund and therefore, there is no current deadline for applications. Applications will remain open until March 2023 or until the fund is depleted, whichever occurs sooner.

Assessment and Selection Criteria

Applications will be assessed by the Creative Enterprise team. We may also use external assessors and/or appropriately qualified independent professional advisors. We recognise that applications may contain commercially sensitive information and all proposals will be dealt with in the strictest confidence.

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 aim to process applications for business planning and applicants will be informed of the panel's decision within 6 weeks of submission.

Due to the volume of applications, we regret that feedback on unsuccessful applications cannot be provided.

Decisions

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

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.

Appendix

We understand that business plans vary and there is no 'one size fits all' approach. Companies are not required to present their 3 year business plans in any standard format. However, at the end of the planning process we would expect to see the following included in the plan:

- A brief history of the company
- Diagram illustrating corporate ownership structure
- CV's or bios of all directors and key personnel involved in implementing your business proposal
- Details of previous achievements in financial and creative terms
- An evaluation of where the company is currently positioned within the industry and opportunities for future growth
- A detailed business proposal and implementation strategy showing how you will achieve that growth
- Any market analysis or research that supports your strategy
- Commercial Strategy
- Key milestones year by year, including start
- Details of all projects (if applicable) including intended platform(s), genre, short synopsis, key creatives proposed budget, confirmed market or financing attachments.
- A summary finance plan and cash-flow forecast
- A detailed line-item budget including income and expenditure projections for the full period (minimum 3 years) covered by your business proposal