

Business Builder Guidelines

Creative
Enterprise



October 2023



About Creative UK

Creative UK 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 in 2018 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?

Creative Enterprise will pay up to £2,500 to subsidise the cost of working with an expert to support to your company. Perhaps you've a good idea of what your business needs already – and even who you need to help you. Or you just need someone to help you build a clear picture. This may include acquiring specialist expertise, knowledge and contacts that will get to know you and your company and help refine your business proposition. This grant is to help you build your business expertise and skills by connecting you to experts who can help you do that.

Creative Enterprise will support the costs of third-party consultancy, which can deliver the specialist insights you need to progress your business plans and growth. Some examples where expertise may be used are as follows:

- **Business strategy**
- **New business models**
- **New products, applications and services**
- **Identification of new markets**
- **Marketing strategy**
- **Monetisation of IP**
- **International operation**
- **Support with financial modelling/illustrations**
- **Developing a SWOT analysis**
- **Market research and analysis**
- **Commercialisation strategy**
- **Resource strategy**
- **Sustainability strategy**

This list contains only examples and is not limited. Expertise may be used across a number of areas to feed into your long-term business plan. At the end of this process, applicants will typically be able to demonstrate a deeper knowledge and understanding of their chosen area(s) of focus that can then be used to direct the company's future growth and/or as a tool for pitching for investment.

Please note that the award cannot be used:

- to design a business plan (visually), website or brand assets,
- to do work on a specific project,
- pay staff, management, directors, or shareholders of the company for their contributions to the business plan,
- to support business overheads including legal or accountancy costs.

If you have any questions, contact the Creative Enterprise Team at creativeenterprise@creativeengland.co.uk

Who is it for?

The programme will support registered 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:

- Founder working in the UK Screen sector
- Be a Limited Company registered on Companies House
- Relevant track record in the screen industry * For example trading as a company for at least 12 months, or experience bringing a product to market*
- Ambitions for company growth and a clear vision for your business

How much can I apply for?

The maximum amount available for business planning support is £2,500. This will be subject to a pre-approved budget and work-plan and not every business may need the maximum award. When you apply for the Business Builder Grant, 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. If you have identified someone you would like to work with already, we encourage you to include them on your application.

We will have a list of recommended consultants available soon. If you are struggling to find a relevant consultant in the meantime, you can contact the team to discuss this. 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 typically be able to demonstrate a deeper knowledge and understanding of their chosen area(s) of focus 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.

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 Builder grants 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 UK, whose decision is final. Creative UK 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

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