

WHAT IS CREATIVE ENTERPRISE?

The New Ideas Fund sits under the Creative Enterprise scheme, a BFI-funded project to help screen based sole traders and businesses move away from working project-to-project and develop more sustainable businesses. We do this through mentoring and consulting, offer bespoke workshops, investment readiness courses and now... through the Creative Enterprise New Ideas Fund!

WHAT IS THE NEW IDEAS FUND?

For the first time, Creative England is able to offer small seed funding to sole traders, start-up companies and small businesses for their creative storytelling business ideas.

We are able to offer investments between £500 and £15,000 for new and innovative business ideas, business proposals and appropriate associated business costs. Newer companies and proposals looking for lower amounts are likely to receive grants whilst higher-value proposals are likely to be offered loans although this will be assessed on a case by case basis.

You can apply if you are a:

Screen based storytelling business based in the English regions

Screen based: working in film, TV, animation, games and/or immersive media outside of London (or you may be a non-screen-based business looking to diversify what your company offers e.g. through VR/AR). We're interested.

Storytelling: we want to invest in the future of storytelling, so what your business offers must have a narrative element

You cannot apply if you work exclusively in corporate video/agency/advertising/e-learning/training unless you want to move into the screen based storytelling industries.

Business: you must be a sole trader or limited company to apply.

You cannot apply if you are a charity, non-profit, social enterprise or CIC unless you are looking to start a for-profit trading arm in the screen based industries

Based in the English regions: you can only apply if you are registered to a post code outside London (in the English regions i.e. South West, South East, East England, East Anglia, East Midlands, West Midlands, North West, North East, Yorkshire and the Humber)

WHAT CAN THE MONEY BE USED FOR?

We are interested in funding proposals that are going to help you develop and grow your business. The list below is not exhaustive, but you can use this fund to do the following:

- Seed and test innovative storytelling business ideas
- Diversify your business offer, e.g. moving into games/television/film/AR/VR
- Test out a product/prototype which will develop revenue for your business
- Cover business costs associated with a new product, or a new business venture
- A proportion of funding can be used to hire someone with specialist skills to help your business idea
- Build a website for your new business
- Carry out R&D for a new business idea or product
- Purchase essential and useful software for the business (not exclusively for a singular project)
- Equipment/Capital (so long as you can show that this will help grow your business)

WHAT CAN'T THE MONEY BE USED FOR?

Make sure your application highlights how the money you're requesting will help your business as a whole, your specific project and your business goals for the future. Applications requesting to just fund content creation will not be considered.

We are unable to fund:

Short Films: we are unable to fund short films or businesses that only work in short films as part of this Fund. However, check out our [Shortflix](#) or the [BFI Network](#) scheme.

Feature Films: we are unable to fund individual feature films using this fund, however head over to our [iFeatures](#) programme or the [BFI Vision Awards](#). For further development funds, short and feature film funds, check out the [BFI Funding Finder](#).

Talent development: this scheme is not for development e.g. hiring a script editor for your existing film project; however the BFI run several schemes dedicated to talent development. Get in contact with your [local BFI hub](#).

Slate funding: you are not able to use this fund to develop a slate of short or feature-length films for your production company to option out to market as this still falls under content creation. However [BFI Vision Awards](#) can help with slate funding.

Mentoring: Creative England already offer [Mentoring and Consultancy](#) to screen based businesses. We also run [Evolve](#) (a business mentoring programme) to help established businesses seek investment to grow further and we also run a [Market Trader](#) programme.

Further games opps: for further games opportunities, check out this [monthly curated publication](#)

WHEN IS THE DEADLINE?

Applications are accepted on a rolling basis but we'd encourage you to apply soon.

ASSESSMENT FRAMEWORK

When selecting projects the following criteria will be considered:

- A clear and distinctive business idea which has the potential to add value and grow/diversify your business
- A clear storytelling/narrative aspect to the project
- Clear and measurable outcomes for your business
- Demonstrable new idea market research or plans for market research
- The viability of the project in terms of budget and timescale
- A clear project timeframe with start and end dates.

REPORTING

As part of your contract with Creative Enterprise, you will be required to submit an interim and short completion report, the format of which will be provided by Creative Enterprise.

ASSESSMENT PROCESS

All applications will be discussed by a panel of Creative England investment and Creative Enterprise team members within 4-6 weeks of receipt of application. Applicants will be informed of the panel's decision within 2-3 days of the funding panel. Due to the volume of applications, we regret that feedback on unsuccessful projects cannot be provided.