

creative
england

ukie

Creative Enterprise

Games

Scale Up

FAQs



THE
NATIONAL
LOTTERY

What is it?

The Games Scale Up programme is a dedicated and prestigious programme for a cohort of 10-15 games business with the potential and ambition to scale their businesses. Businesses taking part in the programme will:

- Learn the vital skills required to create and complete a comprehensive plan to scale their businesses
- Get expert advice on
 - Business strategy
 - Business planning
 - Funding and finance
 - Taking their businesses to market
 - Decision making
 - How to structure teams and hire the right talent
- Have the opportunity to meet angel and VC investors
- Learn directly from and build their network with proven industry leaders.

In partnership with the BFI, Creative Enterprise was developed three years ago to grow screen businesses in the English regions.

Who is the Creative Enterprise Games Scale Up programme for?

The Games Scale Up programme is specifically looking to support game developers, publishers or support services who have had some recent, proven success, who can demonstrate that their work in some way promotes the art, creativity and storytelling power of game making and who have the potential and ambition to scale their business.

We are looking for businesses based in the English regions outside of London, who can show that they have the potential and ambition to scale up.

Eligibility Criteria:

- You must have successfully made a game, taken one to market or launched a support service in the last two years
- Must have employed a minimum of 3 people (part time, freelance or full time) at some point in the last two years
- Your business must have generated revenue in the last year

Is there any cost for joining the programme?

There is no cost to businesses participating in the programme. There are also limited bursaries available to cover some of the cost of travel for participating businesses.

What will it deliver?

Participants will take part in three workshops each month, delivered remotely between September 2021 and March 2022. Each workshop will typically be 2.5 hours and will focus on a particular key topic. They will also include a keynote from an industry leader who will talk about their experiences of scaling a business, based around the theme for the workshop.

Dependant on COVID-19 developments, we aim to also organise in-person meet-ups around wider game industry events, for the cohort to network with each other and some of the programme's speakers.

What topics will it focus on?

The core areas that will be covered are:

- Developing a strategy and plan for growth
- Company structure, funding and finance
- Getting your business to market
- Talent and teams

We want to make sure that the topics covered are as relevant as possible to our cohort so the areas of focus may evolve depending on requirements.

What would you need to commit to?

We would expect you to commit to attending 3 two-and-a-half-hour workshops and masterclasses a month over six months.

You will also have to ensure you allocate time to create your business plan between the workshops – that is your deliverable for the end of the programme.

When will it run?

We will be recruiting games businesses to the cohort from July to August 2021. The programme itself will start in September 2021, with a workshop each month (except December) and will run until March 2022.

The initial induction and masterclasses will be held on the morning of the **29th of September** and **all applicants should please make sure that they are available to attend this day.**

Where will the workshops be held?

The workshops sessions will be held remotely, via Zoom.

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. Subsistence contributions are available to assist with the costs of travel and accessibility of the programme. Funds are limited and at the discretion of Creative England.