

# Creative Business Development Briefing

November 2014



# What is this briefing?

- A digest of useful information for UK creative industries businesses seeking funding, financing and business development support, updated every month
- Brought to you by the following organisations:



**Innovate UK**  
Technology Strategy Board



**TECH CITY**



Knowledge  
Transfer  
Network



**CATAPULT**



creative  
**skillset**



**CI**



**Nesta...**



HORIZON 2020



creative  
**england**

# Contents

- Public funding calls
- Other public funding
- Private financing
- Other financing mechanisms
- Support resources
- November events
- Useful reports
- Other information

# Public funding calls

## "Smart" grants for start-ups and small businesses

**Key feature:** A grant scheme which offers funding to small and medium-sized enterprises (SMEs) to engage in R&D projects in the strategically important areas of science, engineering and technology.

### **Scale:**

- Proof of market - up to £25k - 60% of project cost
- Proof of concept - up to £100k - 60% of project cost
- Prototype development - up to £250k - up to 45% of project cost

**Closes:** 27<sup>th</sup> November 2014

More info on [innovateuk.org](http://innovateuk.org)

# Public funding calls

## Northern Film & Media funding

**Key feature:** the funding is split into three areas all of which aim to drive the development of a commercial, creative, competitive and successful regional media sector.

- Development Fund (open for applications): Up to £3000 in development funding is available for film, TV and digital media projects. Application deadlines – 26<sup>th</sup> November 2014 & 28<sup>th</sup> January 2015.
- Market Access Fund (open for applications – applications accepted on a rolling basis): Up to £300 of support available to support attendance at strategically important film and television festivals.
- North East Familiarisation Fund (open for applications): Accommodation, travel, and location manager support is available for companies based outside of the region in bringing major film and TV projects to the North East.

More info at [northernmedia.org](http://northernmedia.org)

# Public funding calls

## An integrated future for cities

**Key feature:** large-scale SBRI contracts to encourage new ways of achieving better integration of infrastructure and services across a city. Contracts will be to develop prototypes, must link up cities and will enable users to interact with multiple models to tackle different city problems.

### **Scale:**

- Contracts of between £1.5 - 2m – 100% funded
- Single contract, but able to sub-contract out work

**Closes:** registration closes on 7 January 2015

More info on [innovateuk.org](http://innovateuk.org)

# Public funding calls

## Inclusive technology prize

**Key feature:** Designers, makers and entrepreneurs are being challenged to develop the next generation of products, services and technologies that will make a real difference to the 1 in 6 who are living with limiting long term illness or disability in the UK.

### **Scale:**

- A contract worth £50K

**Closes:** deadline for entries is Friday 16<sup>th</sup> January 2015

More info on [innovateuk.org](http://innovateuk.org)

# Public funding calls

## 'Technology inspired innovation' for small and micro companies

**Key feature: Innovate UK** is launching a brand new competition for feasibility studies for small and micro companies. Technology areas include: Advanced Materials, Biosciences, Electronics, Sensors & Photonics and Information & Communications Technology.

**Scale:** up to £2m funding available and Innovate UK will fund up to 75% of your successful pre-industrial research study.

Competition opens on the 10th November 2014, and the deadline for registration(s) is noon on the 21st January 2015. More info [here](#).

Register here for 25th November London [briefing event](#) or [webinar](#).



# Public funding calls

## Creative England film production funding

**Key feature:** Creative England now offers two strands of film production funding for both feature and high-end TV drama.

- Lottery-based Production Fund: this is targeted at feature films with budgets of up to £2m and looking to experiment with innovative approaches; the fund has doubled from £500K to £1m for 2014/2015.
- West Midlands Production Fund: invests in the production of feature films and high-end TV drama from companies based in the West Midlands as well as from producers looking to establish a base to film in the region. Funding available for 4/5 productions over the next 18 months with investments of between £100K-500K per project.

More info at [creativeengland.co.uk](http://creativeengland.co.uk)

# Public funding calls

## Creative Industry Finance

**Key Feature:** This is an Arts Council England initiative offering business development support and access to finance to a wide range of creative and cultural enterprises, from micro-businesses through to major institutions.

**Scale:** will consider applications for loans from as little as £2,500 up to £15m

**Closes:** there is no deadline for applying to Creative Industry Finance

More info on [creativeindustryfinance.org.uk](https://creativeindustryfinance.org.uk)

# Public funding calls

## Nesta Impact Investment

**Key feature:** An equity investment fund investing in social ventures with innovative products or services that are addressing some of the UK's most pressing challenges. Investments are made in areas that tackle:

- the health and wellbeing of an ageing population
- the educational attainment and employability of children and young people
- the social and environmental sustainability of communities.

**Scale:** between £150k - £1m

**Closes:** ongoing

More info on [Nesta Investments](#)

# Public funding calls

## Heritage + Culture Open Data Challenge

**Key feature:** This challenge run by **Nesta** and the **Open Data** Institute invites teams from existing businesses, start-ups, social enterprises and community groups to use open data to build products and services – especially ones which deliver value to people who are not well-served by current heritage and culture offers.

**Scale:** x3 finalists £5K & a tailored package of support; overall winning team £50K.

**Closes:** opens 4<sup>th</sup> November 2014, closes midday 9<sup>th</sup> February 2015

More info at [Nesta](#)

# Public funding calls

## Open Project Funding

**Key feature:** This fund supports the arts, screen and creative industries, with projects that help them explore, realise and develop their creative potential, widen access to their work, and enrich Scotland's reputation as a distinctive creative nation connected to the world.

### **Scale:**

- For applications up to £15K - decisions will take up to 8 weeks from the date application form received.
- For applications over £15K – decisions will take up to 12 weeks.
- For applications over £100K (up to a maximum of £150K) - prior approval required from Creative Scotland before applying.

**Opens:** all applications accepted from 31<sup>st</sup> October 2014

More info at [creativescotland.com](http://creativescotland.com)

# Public funding calls

## Horizon 2020 ICT-19-2015

**Key feature:** R&D funding of new or emerging technologies (e.g. 3D and augmented reality technologies) for digital content creation to support the creative and media industries and for unlocking complex information and media and interacting with them.

**Scale:** €561,000,000

**Closes:** 14<sup>th</sup> April 2015

Click [here](#) for a complete briefing on Horizon 2020.

Further info: [Horizon 2020](#) website, [UK list](#) of National Contact Points for Horizon 2020 and the [Enterprise Europe Networks](#)

# Public funding calls

## Horizon 2020 ICT-20-2015

**Key feature:** This challenge encourages public procurement of innovative solutions to address the needs of the digital learning ecosystem in making better use of educational cloud solutions, mobile technology, learning analytics and big data, and to facilitate the use, re-use and creation of learning material and new ways to educate and learn online.

**Scale:** €561,000,000

**Closes:** 14<sup>th</sup> April 2015

Click [here](#) for a complete briefing on Horizon 2020.

Further info: [Horizon 2020](#) website, [UK list](#) of National Contact Points for Horizon 2020 and the [Enterprise Europe Networks](#)

# Other public funding

- [Arts & Humanities Research Council](#) – the AHRC offers postgraduate and research funding opportunities which include opportunities in knowledge exchange and partnerships and international research.
- [Creative Europe](#) - presently there are four calls for proposals open.
- [Arts Council of Wales](#) – offer a selection of arts grants for creative professionals and organisations.
- [Screen Yorkshire](#) – Yorkshire Content Fund – production finance available; can invest £1m+ in individual film or TV dramas that will be in production by 2015.



# Private financing

- [Arts Alliance](#) – This London V.C. has been around since 1996, investing in film, online advertising and online marketing. They have a very helpful step-by-step guide on how they work on their website. They invest in seed, early stage and later stage, examples include: Brainient, Shazam, Kebony.
- [London Creative Capital Fund](#) – seed capital investment of up to £650k for creative industry enterprises in London.
- [London Venture Partners](#) LVP invest in online, social, mobile and tablet games. They've built their team and expertise specifically for the games industry. Investment levels are not specified but they include everything from pre-seed to Series A, £20K to a few £m.

# Private Financing

- **SPARK Ventures** This firm invests in TMT and healthcare businesses in the UK. Mostly early stage but all stages are considered. Investments have been from £500k – £2m with follow on funding. Their portfolio includes successful businesses such as Firebox and Mind Candy.
- **SaatchiInvest** Is an early-stage technology investment company, investing anywhere from £50K – £400K seed and early stages. Their portfolio includes: Evrythng, TouchCast, Hatch
- **Transmit Start-Ups** – specialise in creative and digital start-up loans.

# Other financing mechanisms

- [Crowdfunder.co.uk](http://Crowdfunder.co.uk) – UK's largest crowdfunding network having launched 1000's of projects and raised over £2m, platform launched by KEO digital and partners include NESTA and Plymouth University
- [Funding Circle](http://Funding Circle) – an online marketplace which allows savers to lend money directly to SMEs; the first site to use peer-to-peer lending for business funding in the UK; as of February 2014 Funding Circle has facilitated £223 in loans to SMEs
- [Kickstarter.com](http://Kickstarter.com) – a global crowdfunding platform based in the United States; the company's stated mission is to help to bring creative projects to life; since launching in 2009, 7m people have pledged \$1bn, funding 70,000 creative projects

# Support resources for businesses

- [AIM Start Up Loans](#) - Government supported start-up loans for the Creative Industries.
- [Creative skillset](#) – supports businesses within the Creative Industries to develop skills and talent
- [East London Small Business Centre](#) - ELSBC is a not for profit organisation dedicated to helping businesses reach their entrepreneurial potential through one to one business support and loan funding.
- [Growth Accelerator](#) – works with businesses from a diverse range of sectors; key eligibility criteria include fewer than 250 employees and annual turnover under £40m.

# Support resources for businesses

- [\*\*NESTA's Creative Business Mentor Network\*\*](#) - offers ambitious creative companies one-to-one mentoring with some of the creative sectors most successful business leaders.
- [\*\*Seedcamp\*\*](#) - a London based accelerator that provides startups with seed money, mentorship, office space, support over a year long programme.
- [\*\*School for Creative Start-ups\*\*](#) - delivers programmes that teach people how to start and run better businesses.

# November Events

[Innovate UK 2014](#) – London 5<sup>th</sup>-6<sup>th</sup> November

[Digital Business Drop-in](#) – London, 6th November

[Belfast Media Festival](#) – Belfast, 6<sup>th</sup> November

[Broadcast TECH Young Talent Awards](#) – London, 6<sup>th</sup> November

[Children's Media Conference Rights Exchange](#) – London, 7<sup>th</sup> November

[Find a Future - The Skills Show](#) – Birmingham, 13<sup>th</sup> November

[FutureBook Conference](#) – London, 14<sup>th</sup> November

[Salford International Media Festival](#) – Salford, 17<sup>th</sup> November

[LAUNCH Future Gaming & Digital Conference](#) – Birmingham, 20<sup>th</sup> November

[Make:Shift:Do](#) - Crafts Council conference – London, 20<sup>th</sup> & 21<sup>st</sup> November

[UCAS Design Your Future](#) – Manchester, 24<sup>th</sup> November

# Useful reports

- [Breaking the Mould](#) – via [@theRSAorg](#): looks at the emergence and impact of online craft marketplaces like Etsy, and considers what their growth might signal about the way business will change in the future.
- [Communications Market report 2014](#) – via [@Ofcom](#): supporting Ofcom's regulatory goal to research markets and to remain at the forefront of technological understanding, this is their eleventh annual Communications Market report.
- Creative Industries Council launched its [strategy](#) in July 2014 at Facebook's UK headquarters.
- [Europe's Creative Hubs](#) – a study commissioned by [Bertelsmann](#) to examine the value creation, employment and social participation generated by the creative industries in Europe's three largest creative nations – Germany, France and Britain.

# Useful reports

- InnovateUK's [Creative Industries Strategy 2013-2016](#) highlights three key areas of data, convergence and transactions.
- [Making Sense of the UK Collaborative Economy](#) – via [@nesta\\_uk](#) and [Collaborative Lab](#): examines the progress and potential of the UK's collaborative economy, who is operating and participating in it, and how it can be supported and managed.
- [Meet the New Innovation Actors – Design and Technology in the Interest of Society](#) - based on visits to 38 organisations and more than 50 interviews in Denmark, Europe, the United States and Japan, this is a preliminary study of the future role of design in innovation.
- [Mapping Digital Media Project](#) – via the Open Society Foundations ([@OpenSociety](#)): looks at general public interest provisions, public service media's role in digitisation, and public interest regulation applicable to commercial media.



# Other Information

- [www.thecreativeindustries.co.uk](http://www.thecreativeindustries.co.uk) part of the Create UK campaign, this is a website run by the IPA that provides facts and information about each of the sectors that comprise the creative industries.
- As of 19th August 2014 video games companies across the UK can now [claim corporation tax relief](#) for the production of games qualifying under new cultural test regulations.

# Something else we've missed?

Please let us know, plus sign up for monthly updates at:

[creativeindustries@ktn-uk.org](mailto:creativeindustries@ktn-uk.org)

# Thanks

[laura.scanga@ktn-uk.org](mailto:laura.scanga@ktn-uk.org)

Head of Creative Industries  
Knowledge Transfer Network

The logo for the Knowledge Transfer Network, featuring a blue square with rounded corners containing the text "Knowledge Transfer Network" in white, and a yellow square below it.

Knowledge  
Transfer  
Network