

Screen Yorkshire Production Fund Guidance Notes for Games Developers

1. *Speak to us first*

You must always speak to Screen Yorkshire staff before filling out your application form for our production fund, so that you make the best application possible and to avoid wasting time. If you do not do this, we will not read your application and will return it to you.

These guidance notes will help you to apply for money towards the development or production of games projects. We can only consider applications from established games companies. Other Screen Yorkshire schemes may support individual applications.

2. Background

Screen Yorkshire Production Fund is a digital media content development and production fund, supported by Yorkshire Forward, our Regional Development Agency. It is an investment fund that will help to develop a long-term and successful production sector in the Yorkshire and Humber region. This fund does not give out grants - we will look for returns on our investments, such as benefits to the sector and money we might get back.

In partnership with other public and private sector financiers, we will invest in projects and companies to

- nurture talent in Yorkshire and Humber
- attract people and productions to the region
- help establish markets and grow the regional production sector
- encourage creative and technical innovation
- encourage access for creative and business talent from all sectors of society
- attract new audiences

We support projects across the whole range of digital media activity, including

- feature films (drama and documentary)
- television programming (drama and factual)
- video and computer games
- new media

3. Other Screen Yorkshire support schemes for developers

Screen Yorkshire has recently established a Multi-Platform Content Development Fund to support projects that are intended to work across more than one platform (e.g. web, mobile phone, broadcast TV).

We also provide business support services. To find out more about what we do, please have a look at our website www.screenyorkshire.co.uk

4. Who can apply?

The formal application must come from a company fulfilling the assessment criteria (see section 9)

We can give financial support to companies predominantly based in the region and to groupings of start-up companies involved in innovation or seeking to expand into new market areas.

5. What can I apply for?

Our Production Fund supports games projects in the following categories:

(1) Existing IP

We will support applications for changing the business model of existing and proven IP, to take advantage of new technologies and platform opportunities. Preference will be given to projects that can demonstrate clear market potential, preferably backed by interest from publishers. An example of previous successful support in this area is that provided to Team 17 for the extension of Worms to PSP and Nintendo DS.

(2) Acquisition of IP

There will be support for the acquisition of high value IP that can lead to new market opportunities for games developers. As in (1) above, preference will be given to projects that offer the best return-to-risk and that can maximise the private sector investment into the project. An example of previous successful support in this area is that provided to iDigicon to acquire the Garfield licence. A similar recent acquisition by a regional team was the Little Britain licence, and this is the kind of IP that Screen Yorkshire would be keen to help acquire.

(3) GRIPP NEW IP

There will be a GRIPP NEW IP fund of up to £50,000 per year to support investment in the development of game design documents (GDD) for original IP for handheld or console games. The fund will have 3 deadlines, on 28 February, 30 June and 31 October, and the application will need to have been submitted to a publisher and have confirmed interest in proceeding to GDD. Decisions will be made within six weeks of the application deadline.

6. How much money can I get?

1) Existing IP

- We can offer up to 50% of your total development budget.
- We are more likely to support applications that include a match contribution from a third party of at least 30%.
- We normally give up to £20,000 for individual projects but in exceptional circumstances this can be increased to £40,000.

2) Acquisition of IP

- We can offer up to a maximum of £50,000 for 'high value, low risk' IP.
- We can offer up to 50% of your total development budget.

3) GRIPP NEW IP FUND

- We can offer up to £10,000 to support the creation of a GDD.
- We are more likely to support applications with publisher interest.
- We do not need a cash match, but would expect in-kind match.

Please note – Screen Yorkshire investments are only repayable if your project goes into production, with a premium. For investments of up to £5,000 with no other cash funding, the premium is normally 50% of the investment. For all other investments the premium is normally 25%. Repayment will be staggered across the production phase. We will also expect a share of royalties. If the project goes into production within six months of the investment being made, there is normally no premium due.

7. When can I apply?

- There are three funding deadlines, on 28 February, 30 June and 31 October.

8. How to apply

You need to follow this process when making your application

- read these guidance notes and the Screen Yorkshire Production Fund guidance notes carefully
- contact our staff by phone or e-mail for advice
- Complete the GRIPP application form
- we will assess any available and relevant material that strengthens your application
- we will assess your application, and if appropriate use external independent professional advisors
- Shortlisted projects will be submitted to an independent assessment panel
- you should receive a response and feedback about your application within six weeks of the deadline

9. How do we assess applications?

Our Production Fund aims to

- develop and support distinctive media production

- build a long-term and creative production sector that is culturally inclusive

Please note -

- Your application must have a strategy for reaching the market
- We will give priority to projects with clear commercial potential and that we and our independent assessors consider have the best chance of progressing further

We will assess the viability of your project against the following criteria:

- creative content - clarity of your idea & how fully realised it is, distinctiveness of your concept creatively and/or technically
- how your project concept fits with intended cost and market
- commercial viability of the concept
- quality of your team, ability to do the project as you've outlined
- status of financial and production partners, if any
- impact your project will have on the success of your company, whether through direct financial return, penetration into new market, enhanced reputation/profile
- inward investment your project will bring into the region
- number of jobs your project will create
- potential benefit to the regional production sector in terms of profile, new markets and partnerships and direct economic impacts

10. Additionality

Your application must also show what our investment has helped your producer or production to achieve, which would not have otherwise been possible. This is 'additionality'.

Examples of additionality include:

- allowing regional producer to win contract, over other competition
- allowing you to diversify your activity or break into new markets
- allowing greater rights share for your company, increasing profitability to region

11. What we will not fund:

- projects with no strategy for reaching an audience
- projects for which our money becomes pure subsidy which we will not get back and will not bring economic benefit to the region
- projects for which our money is replacing or topping-up commercial money with no additional benefit to the region.

12. Contact us

To find out more about Screen Yorkshire Production Fund, please contact either:

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or

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