



European Regional
Development Fund

Press Release

6th February 2012

Screen Yorkshire announces new £15m content fund for TV, film, games and digital sectors

A new £15 million fund to invest in creative content within film, TV, games and the digital sector within Yorkshire and Humber has been announced by **Screen Yorkshire**. The **Yorkshire Content Fund** has secured **£7,500,000** of investment from the **European Regional Development Fund (ERDF)**, which will be further matched by private sector investors on a project-by-project basis.

The Creative and Digital Industries employ approximately 113,000 people within Yorkshire and Humber, the fastest growing region for these sectors between 1998 – 2008, with 16% growth. The **Yorkshire Content Fund** will support the further growth of these industries and create hundreds of jobs.

The **Yorkshire Content Fund** is managed by **Screen Yorkshire** and will invest in content creation by Yorkshire-based companies as well as being used to attract productions looking to establish a base and film within the region. No public monies will be used for the fund's overheads and investments will be made on market rate commercial terms, with the intention that investment returns will produce a legacy fund to support content development and production in Yorkshire for many years to come.

The fund is launched on the back of a number of critically acclaimed projects which previously received Screen Yorkshire investment including Paddy Considine's ***Tyrannosaur*** and Ben Wheatley's ***Kill List***, from Sheffield's Warp X and Andrea Arnold's new version of ***Wuthering Heights***.

Sally Joynson, Chief Executive of Screen Yorkshire, said: "The Yorkshire Content Fund marks a new era for the region's creative businesses and for Screen Yorkshire as an organisation. These are difficult times and access to capital is still limited so to secure such a major pot of investment for the creative industries in Yorkshire and Humber is an incredible win for the region and for Screen Yorkshire. The fund will also create hundreds of jobs across the supply chain, which is so critical at the moment. I'm sure Yorkshire can

now continue to create great content and to build on its legacy of film and TV productions such as *Red Riding*; *The Damned United* and *This is England* and video game production such as *Broken Sword* and *Worms*. It's an exciting time to be in the creative industries in Yorkshire and Humber."

Cameron McCracken, Managing Director of Pathe UK and Screen Yorkshire Board Member, said: "I'd like to congratulate Sally and her team for the huge achievement of securing this fund for Yorkshire and Humber. At a time when true risk equity is scarce, an investment fund of this scale will attract inward investment and act as a catalyst for substantial production activity throughout the region."

Charles Cecil, Managing Director of York-based Revolution Software and Screen Yorkshire Board Member, said: "The advent of ubiquitous broadband has opened up huge opportunities for video games developers to self-publish their titles and, in doing so, retain the lions' share of the revenues - Yorkshire, in particular, has a large number of successful, independent developers who find themselves in a fantastic position to grasp these opportunities. However, to capitalise on these opportunities upfront investment is required and can be very challenging to secure in this tough financial environment. The Yorkshire Content Fund will address this issue and also lead to significant job creation."

Mark Herbert, Managing Director of Sheffield's Warp Films, said: "Yorkshire has virtually everything you need to produce TV and film— stunning and diverse locations, skilled and experience crew and now the new Yorkshire Content Fund. Finance is always a critical part of the jigsaw of getting TV or film made so this fund can only help in increasing production levels and creating jobs within Yorkshire."

Alex McWhirter, Chief Executive of Finance Yorkshire, said: "The Yorkshire Content Fund will be an excellent addition to financing options for Yorkshire's creative businesses. Finance Yorkshire have been working closely with Screen Yorkshire to ensure our funds complement each other and that we signpost businesses to the relevant party for investment. I look forward to working closely together over the forthcoming years to grow this dynamic sector."

The Yorkshire Content Fund is officially open to applications and interested parties can apply at www.screenyorkshire.co.uk

This project is supported financially by the European Union. It has attracted £7.5 million investment from the European Regional Development Fund as part of Europe's support for the region's economic development through the Yorkshire and Humber ERDF Programme 2007-13.

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Notes to Editors:

1) Screen Yorkshire supports and champions the creative industries within Yorkshire and Humber. It is an investor in creative businesses and people as well as delivering national contracts across the film, TV, games and digital industries. Key content investments from previous Screen Yorkshire investment programmes include: *Wuthering Heights*; *Tyrannosaur*; *Unforgiven*; *Red Riding*; *Lost in Austen*; *Kill List*; *The Damned United*; *Bunny and the Bull*; *Broken Sword*; *This is England*; *A Passionate Woman*; *The Cottage*; *Brideshead Revisited*; *Hush*; *This is England '86*.

2) The Department for Communities and Local Government is the managing authority for the European Regional Development Fund Programme in Yorkshire and The Humber which runs from 2007 to 2013. This is one of the funds established by the European Commission to help local areas stimulate their economic development.

Yorkshire and The Humber's European Regional Development Fund Programme 2007-13 has been allocated around £500 million to invest by 2013 and is focusing on:

1. Promoting Research, Development and Innovation
2. Stimulating and Supporting Successful Enterprise
3. Sustainable Communities
4. Economic Infrastructure (South Yorkshire only)

Information about the European Regional Development Fund, the Programme in Yorkshire and The Humber is available at www.communities.gov.uk/erdf