



FilmGamesTVInteractive

EM Media Investment Application Guidelines

PLEASE NOTE: all applicants must speak to a member of the EM Media team before submitting an application

Please tell us if you have any access requirements so we may facilitate your application



Introduction

EM Media is the Regional Screen Agency for the East Midlands, one of a network of nine agencies covering England. Our core mission is to *place media at the heart of the creative economy* of the East Midlands. We believe that media is essential to the cultural and economic growth of the region and are committed to delivering success on an international scale.

We work with a range of partners, locally, nationally and internationally. We secure finance, nurture and develop talent and invest to enable success – all with the purpose of developing the film, games, TV and interactive industries across the East Midlands. EM Media's investments have placed an international spotlight on media practitioners and the products they produce. How we do this is reflected in our three aims:

TALENT

Identifying, growing and supporting the cultural, creative and economic ambitions of the region's dynamic talent pool and enhancing the region's reputation for innovative practice and distinctive voices.

AUDIENCES AND MARKETS

Developing the range of markets, audiences and opportunities for consumption of digital product and encouraging participation, understanding and engagement with all forms of media product, especially as tools for learning.

BUSINESS

Utilising key business functions and practices (R&D, feasibility testing, fundraising, market intelligence and communication) to shape our business to inform and invest in film and media businesses.

EM Media continues to raise and invest finance from a variety of sources including the UK Film Council. We may therefore invest National Lottery finance in your project. To find out more about the specific terms and conditions attached to National Lottery investments please refer to:

http://www.em-media.org.uk/download_files/LotteryFunds_TermsAndConditions_Oct08.pdf

Are you eligible to apply to EM Media?

To be eligible for EM Media investment you should answer yes to all the questions below. If you are unsure about your eligibility please call us on 0115 934 9090.

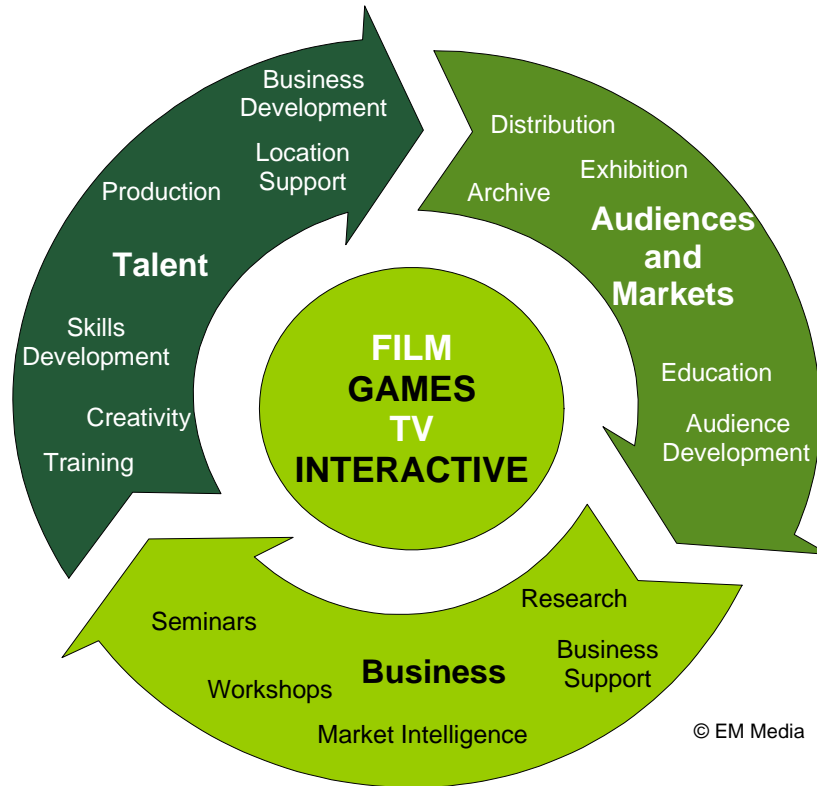
- Are you resident, or do you have a trading address, in the East Midlands? The East Midlands region covers the counties of Derbyshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire and Rutland. (Please note: you need to provide proof of your address, be that residential or business. This should be an official document such as a utilities bill, council tax notice, company headed paper, invoice)
- Has your full-time education ended?
- Can you demonstrate that you have worked in the media industry for at least six months? (if you are applying as an individual)
- Are you over 18?
- Are you applying for a project relating to the film, games, TV or interactive industries?
- Are we receiving your application at least eight weeks before the start of your project?

Currently those working in the games, TV or interactive industries often need to have an address in an Objective 2 area to be eligible to receive our support. To find out if you are in an Objective 2 area go to: http://www.go-em.gov.uk/euro_skin/search_skin.php.

What we invest in

We invest in projects relating to the film, games, TV and interactive industries. We can invest between £150 and £250,000 and typically up to a maximum of 50% of the total project cost.

The diagram below shows the types of activity we support across the industries.



Examples of projects that we invest in include:

Talent	Audiences and Markets	Business
<ul style="list-style-type: none"> • script development • slate development • games prototyping • production • training courses • attendance at networking events, film festivals and conferences 	<ul style="list-style-type: none"> • access to cinema in rural areas • film education and media literacy • delivery of film festivals and trade development initiatives • screen heritage • market support to media product 	<ul style="list-style-type: none"> • research into emerging market opportunities • feasibility testing of business models • development of sustainable business practices • specialist consultancies

We do not generally invest in single short film productions outside of DV Shorts or other similar EM Media initiatives. Please note: the DV Shorts programme is currently under review at national level. We will announce the outcomes of the review as soon as possible via our newsletter and website. Sign up to receive the newsletter here: <http://www.em-media.org.uk/pages/ mailing>

To read about projects EM Media has invested in please refer to our most recent Annual Review at: http://www.em-media.org.uk/download_files/EMMEDIA_Review08-09.pdf

If your project is Artist Film and/or Video based, then you may wish to speak to Arts Council England East Midlands before applying to EM Media:

<http://www.artscouncil.org.uk/regions/homepage.php?rid=2>

What we cannot invest in

EM Media cannot invest in:

- Capital projects.
- Retrospective activity. This means that we cannot invest in any activity which has already taken place or will take place within **eight weeks** from the date we receive your application.
- Individuals or organisations that have already received over €200,000 worth of state aid in the last three years (this is in some circumstances only and is dependent upon the source of finance that we may invest). You should have been notified by the organisations from which you received public funds if such funds constituted State Aid. Please do not contact EM Media for these figures as we can only provide clarification on the public funds that we have administered.
- Projects requesting a contribution from EM Media of less than £150 or more than £250,000.
- New projects from applicants who are yet to complete a project in receipt of EM Media investment.

EM Media does not provide a script reading service and is unable to accept or provide feedback on unsolicited screenplays outside of the formal application process for EM Media investment.

What we expect in return for our investment

EM Media always expects a return on its investment. This can take the form of financial and non-financial returns. The expected return depends on the source of finance, the type and level of investment and the scale and nature of the project. For example, this could be one or a combination of the following:

Financial returns	Non-financial returns
<ul style="list-style-type: none">• loan repayment at a commercially attractive interest rate• equity recoupment on, at least, equal terms and in proportion to the other equity investors; a <i>pro rata pari passu</i> basis• dividend payments on shares	<ul style="list-style-type: none">• jobs created• inward investment and benefit to the regional economy• goodwill such as providing case studies or speaking at EM Media events• new skills, experience and partnerships increasing future work opportunities

What are the deadlines?

There are no deadlines. Applications for EM Media investment are accepted on a rolling basis.

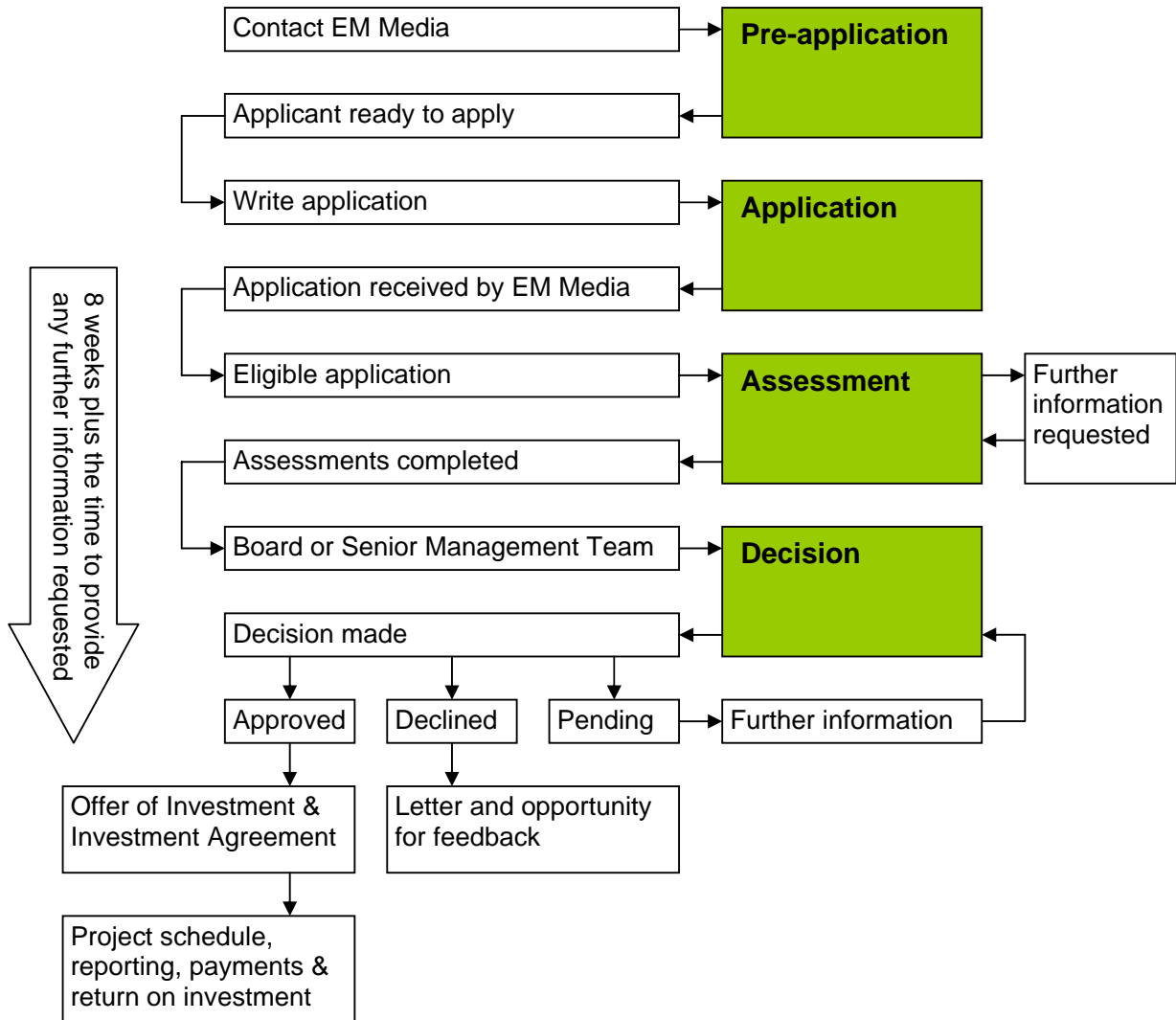
Project start date and planning

We strongly advise that you consider the start date of your project when planning your application. If an assessor does not require any further information from you to make a full assessment, the duration between us receiving your application and you receiving a decision is **eight weeks (40 working days)**. If an assessor does require further information from you then it may take longer, depending upon how quickly you provide the requested information to us. We should, therefore, receive your application **at least eight weeks** before the start of your project to make sure that it does not include any retrospective activity and to ensure that there is adequate time to undertake a full assessment.

Our experience shows that it is never too early for you to apply to us. EM Media can make conditional, time bound offers which are subject to conditions such as other finance being raised, your film being selected for a festival or you securing a place on a training course.

How to apply

Applicants need to contact and discuss potential applications with EM Media prior to completing an application form. This will enable us to assign an appropriate member of staff to your project and to help guide you through the application process.



Pre-application

Please contact EM Media to outline your project before completing the Application Form. We will request details about you and your project, which may include a brief synopsis. We will ask if you agree to be placed on the database we use to assess the size and scope of the region's film, games, TV and interactive industries and to contact people when we have relevant information to share.

Based upon the details you provide we will identify a suitable contact for you from the EM Media staff team. This contact will discuss your project with you and give advice on the support available. Information you provide during this stage will not constitute an application. No decision about investment is made at the pre-application stage. You may be advised to apply for a number of different but related types of activity within a single application. This period of informal development will vary in length from project to project.

At the end of this stage you should agree with your EM Media contact the additional information you will need to submit along with your application (see section E of the Application Form).

Application

Please complete all relevant sections of the Application Form. It is important that you refer to the **What is considered in the assessment?** section of these Guidelines when completing the Application Form. Once completed you must submit to EM Media:

- an Application Form (either a signed, hard copy or an electronic copy with the name of the individual, or person(s) applying on behalf of the organisation, in Section F)
- all the additional information agreed with your EM Media contact during pre-application.

Please use the email address application@em-media.org.uk if you choose to submit your application electronically.

When your application is received it will be date stamped, logged onto our database and checked for eligibility. You will receive an acknowledgment letter and a unique reference number. Please use this reference number in any future correspondence with EM Media.

Assessment

The number and type of assessors required varies according to the level of investment applied for, this would normally be as follows:

- One EM Media assessor is assigned if you are requesting an EM Media investment up to or including £10,000.
- Two EM Media assessors are assigned if you are requesting an EM Media investment over £10,000 and up to or including £20,000.
- One EM Media assessor and one external assessor are assigned if you are requesting an EM Media investment over £20,000 and up to or including £50,000.
- Two external assessors are assigned if you are requesting an EM Media investment over £50,000.

All assessments are undertaken independently.

Your EM Media contact will not be an assessor for your application.

External assessors may be sought for applications as and when necessary.

All applications are assessed against the same criteria as detailed in the **What is considered in the assessment?** section of these Guidelines. Your EM Media contact will inform you if an assessor requires further information in order to make a full assessment. A deadline for you to submit this information will be agreed.

Decision

If you are requesting an EM Media investment up to or including £10,000 the decision will be made by EM Media's Senior Management Team. The Senior Management Team meets approximately every two weeks (please do not confuse this meeting cycle with the eight weeks you need to allow for a full assessment of your application). If you are requesting an EM Media investment over £10,000 the decision will be made by EM Media's Board. The Board meets approximately every eight weeks.

A decision is reached and falls into the following categories: Approved, Declined or Pending. A pending decision means that further information is required to reach a decision. Your application

can be categorised as Pending only once and will be either Approved or Declined when presented again for decision. You will be informed of the decision by telephone and by letter in all instances.

What is considered in the assessment?

EM Media has five criteria, set out below, which it uses to assess all applications. Criteria 1 and 2 relate to the potential impact of your project going ahead. Criteria 3 and 4 relate to the likelihood of your project being successfully delivered. Criterion 5 relates to how your project will fare within industrial, political and strategic contexts.

Criterion 1

The contribution to EM Media's aims and objectives

The assessor(s) will seek to measure the potential contribution of your project to EM Media's aims and objectives (presented below). A high score could be achieved by contributing to more than one of the aims and objectives or by making a very significant contribution to a single aim and objective.

Talent Development Aim

Identify, grow and support the cultural, creative and economic ambitions of the region's dynamic talent pool and enhance the region's reputation for innovative practice and distinctive voices.

Talent Development Objectives

- Emerging talent is invested in and actively nurtured, producing new work which demonstrates potential.
- Innovative research and development pilots and slates demonstrate and take forward the abilities and ambitions of talent in the middle ground (i.e. between emerging talent and talent with established industry credibility or endorsement).
- Regional product has national recognition and is able to compete in the international marketplace.
- The regional skills base is strengthened and career and company development opportunities enable talent to progress at all levels.

Audiences and Markets Aim

Develop the range of markets, audiences and opportunities for consumption of digital product and encourage participation, understanding and engagement with all forms of media product, especially as tools for learning.

Audiences and Markets Objectives

- The East Midlands is synonymous with audience choice.
- People of all ages increasingly participate in, enjoy and understand film and media.
- The East Midlands is a region recognised nationally for providing access to and promoting the value of film and media archive.
- Regional digital content producers benefit from the new market opportunities created by digital platforms.

Business Practice Aim

Utilise key business functions and practices (including R&D, feasibility testing, fundraising, market intelligence, communication and business development solutions) to shape and position our business to better inform and support film and media businesses.

Business Practice Objectives

- The full contribution of film and media to the region's creative economy is realised and the profile of the East Midlands is raised.
- Partnerships are in place connecting national and regional policy to deliver support on the ground.

- EM Media is effective, efficient, informed and transparent in its dealings and activities ensuring the region's practitioners are aware of opportunities and aware of steps and measures being taken to drive the sector development agenda forward.

Criterion 2

The short-term and long-term impacts of the project

The assessor(s) will seek evidence of the potential impact of your project on individuals, your organisation and the wider Film, Game, TV and Interactive industries.

Your application will be assessed with the following typical questions in mind. Please consider these when completing your application.

Individuals

- How will your project create career opportunities or make you more employable?
- How will you develop new skills appropriate to your level of experience and industry needs?
- How will your work gain a higher profile, increasing the potential for future opportunities?
- How will you develop a new range of useful contacts?

Organisations

- How will your project improve your organisation's business practice and competitiveness?
- How will your project result in a direct financial return that can be reinvested by your organisation to grow your business?
- How will your project enable your organisation to retain IP that would otherwise have to be assigned elsewhere?
- How will your project enable your organisation to enter and penetrate new markets?
- How will your organisation increase its reputation and profile as a result of your project?
- How will your organisation develop new partnerships that could increase opportunities in the future?

Film, Game, TV and Interactive industries

- Is the scale and type of return on investment you are proposing in line with and appropriate to the scale of the requested investment and nature of your project?
- How many jobs in the East Midlands will be created or safeguarded?
- What will be the level of inward investment for the East Midlands?
- How will your project increase diversity across the industries?
- How will the regional supply chain or spread of media businesses be strengthened?
- How will your project add to the region's reputation for innovation and distinctiveness, either creatively and/or technically?

Criterion 3

The quality of project management

The assessor(s) will seek evidence that the project will be successfully managed and delivered

- Are your projected impacts (and related outputs and outcomes) realistic and achievable?
- Can you and your team realise your project as outlined based on your skills base and relevant experience?

- Who else will be working with you on this project (for example, your partners and suppliers) and how will they enable you to maximise delivery?
- Do the industry endorsements and project partners reflect confidence of others in your ability to deliver your project?
- Have you identified the appropriate risks and how well will they be mitigated?
- If EM Media has invested in you before, what were the outcomes of that investment and did you successfully complete the project?
- Does your project concept fit with the intended market and if so do you have a route to that market?
- Does the quality of your application and supporting materials suggest a level of competence required for your project?
- Will appropriate monitoring, reporting and evaluation mechanisms be implemented?

Criterion 4

The strength of the financial package

The assessor(s) will look at your application to see how well the financial information you provide matches the scale and scope of your project.

Your application will be assessed with the following typical questions in mind. Please consider these when completing your application.

- Are you and any other investors of a good financial status?
- Does the total budget match the scale and nature of the project?
- Are the individual items in the budget realistic and in line with industry standards?
- Have you provided appropriate evidence of projected cost and income?
- Have you secured the income from other sources identified in your application?
- Is the relative level of in-kind contribution to cash contribution realistic and reasonable?
- Is the level of inward investment you propose realistic and achievable?
- Do the financial repayment terms proposed by you fit with the requirements of the potential source of EM Media investment?
- Is your project commercially viable?
- Does your project provide an exit strategy for EM Media whereby the investment makes your project more self-supporting and sustainable without any expectation of future regular investment?

In-kind Contributions

You can make an in-kind contribution representing the reasonable costs of your time to the project. This can be shown in the project budget at a rate proven to be appropriate to the stage in your career and recognised industry rates. However, you present a stronger case by offering a cash investment from you and/or other sources as well as an in-kind contribution.

Overheads

Some overheads can be included in your application. These should be proportionate to the scale of the project in relation to the overall scale of your organisation or business.

VAT

If you are VAT registered it will be assumed, unless stated otherwise, that you will reclaim 100% of VAT. Therefore, during the assessment the net budget figures will be used to determine the level of investment.

Criterion 5 Project Context

Assessors are asked to comment on your project's prospects of success and how your project will fare within industrial, strategic and political contexts, based on the assessor's own knowledge and experience of similar projects.

Your application will be assessed with the following typical questions in mind. Please consider these when completing your application.

- Does your project break new ground or does it duplicate existing national or international projects?
- Does your project have the appropriate level of ambition?
- What similar projects exist and have these projects been successful or unsuccessful?
- What makes similar projects successful or unsuccessful and does your project share any of these characteristics?

How to contact us

You can contact EM Media by telephone, email or post.

Telephone: 0115 993 23 33

Email: [**application@em-media.org.uk**](mailto:application@em-media.org.uk)

Address: Antenna Media Centre
Beck Street
Nottingham
NG1 1EQ

EM Media's Complaints and Appeals Procedure

EM Media has a Complaints and Appeals Procedure which provides guidance on how to make a complaint and/or the grounds for appeal in relation to applications for EM Media investment. We can post a copy of the procedure to you upon request or you can download it from our website at:

[**http://www.em-media.org.uk/download_files/Complaints_Appeals_Procedure_April2010.pdf**](http://www.em-media.org.uk/download_files/Complaints_Appeals_Procedure_April2010.pdf)