

## **North East Screen IP Accelerator Fund**

### **Helping North East companies turn ideas into commercially viable IP**

The North East Screen IP Accelerator Fund supports companies to turn strong ideas into commercially viable IP, products or services for the screen sector.

The fund is aimed at established businesses with a **track record of trading** who are ready to move beyond early development and take the next step towards market - whether that's through broadcast development or full commission, acquisition or monetising digital content audience-led distribution, or creating offers that productions and partners will pay for.

We're looking to support activity that strengthens a company's position in the market, opens new income opportunities, and contributes to the long-term growth of the commercial screen sector in the North East.

### **Who Can Apply**

The fund is open to established companies based in the North East of England who are actively working in, or supplying to, the screen sector.

***Applicants must be able to demonstrate a track record of trading activity and explain how their proposal will help them develop commercially viable IP, products or services for the screen industry. Applicants must have a clear and considered route to market.***

### **What the Fund Will Support**

The fund is intended to support activity that helps companies turn ideas, IP, products or services into something they can take to market. This may include:

- Development of IP with a clear commercial route, such as formats, slates or concepts intended for commissioning or distribution. For broadcast-focused proposals, applicants should be able to demonstrate existing commissioner or market interest.
- Activity that strengthens a company's commercial strategy, packaging or positioning for existing ideas or IP.
- Targeted activity that helps companies secure new income opportunities linked to their IP or screen sector offer (products or services).

### **What the Fund Will Not Support**

The fund is focused on activity that directly contributes to the development or commercialisation of IP, products or services for the screen sector. As such, it will not support:

- General business running costs, including core staff salaries
- Activity that is primarily speculative or research-based without a clear commercial outcome
- Generic marketing or promotional activity that is not clearly linked to the development or positioning of specific IP, digital or screen sector offer

- Capital purchases, infrastructure investment or equipment
- Travel and expenses exceeding 10% of the requested grant value
- Activity that has already taken place, or costs that cannot be evidenced as part of the funded project period
- Activity unrelated to the screen sector or without a demonstrable commercial route within it

### **Strategic Fit Requirement**

Applicants will be required to submit a current business plan covering the next three to five years.

Proposals should clearly explain how the requested activity fits within the company's wider commercial strategy and contributes to its longer-term growth and sustainability.

### **Funding Levels**

Funding is available at three levels, reflecting the scale of activity and how close a project or offer is to market.

#### ***Level 1 — Opportunity Grants (£1,000–£2,500)***

These small grants support focused activity that helps you move an idea, project or offer forward when a specific opportunity arises.

This could include:

- Buying or securing rights to existing IP (for example a book or format).
- Preparing pitch materials or visual assets for a planned approach to specific buyers or partners.
- Getting specialist support with marketing, rights, deals or negotiations or bringing in targeted expertise to help move an existing idea towards market.
- Developing a short sample or visual concept to help pitch a digital format to a platform or brand partner.
- Securing specialist advice or developing materials to adapt an existing supply chain service so it meets the needs of film and TV productions.

Level 1 grants are intended for short, practical interventions rather than large development projects.

### ***Level 2 — Market Positioning Grants (up to £10,000)***

These grants support activity that strengthens the commercial potential of existing ideas, projects or services and helps position them for the market. This could include:

- Further development linked to a clear route to market, such as script or format work connected to discussions with buyers or partners.
- Creating pilots, teasers or proof-of-concept material to support pitching or distribution conversations. Applicants must have match funding from broadcaster.
- Securing partners, talent or specialist support that improves a project's credibility — for example attaching a presenter, writer or director, bringing in an executive producer, or formalising a co-production or distribution relationship.
- Strategic consultancy or planning focused on taking specific projects, services or IP to market, including hiring a development producer or specialist adviser.
- For digital companies, this might include adapting existing formats for new platforms, testing audience response, or developing distribution and monetisation strategies for online content.
- For supply chain companies this might include developing new services for productions, adapting existing offers for the screen sector, or strengthening market positioning to secure screen-related work.

Level 2 activity should show a clear step forward in your ability to take your work into the market.

### ***Level 3 — Market Conversion Grants (up to £25,000)***

These larger grants support activity that moves projects, products or services towards commissioning, investment or income. This could include:

- Further development of projects already in discussion with buyers or partners, such as final scripts, documents or materials needed to progress active conversations.
- Securing key attachments or partnerships that significantly strengthen the project's chances of moving forward, such as recognised creative talent, co-production partners or distributors.
- Legal, financial or commercial work needed to structure deals or routes to market, including rights negotiations, contracts, or specialist advice required to move the project towards production or commercial exploitation.

Level 3 grants are aimed at companies who can demonstrate strong market traction and readiness and should represent a clear step towards significant commercial outcomes.

## **Choosing a Funding Level**

Applicants should apply for the funding level that best reflects the scale of activity they are proposing and how close their project or offer is to market.

If an application is considered strong but more appropriate for a different funding level, the assessment panel may recommend it for a different award than originally requested. This will be discussed with the applicant before any offer is made.

## **Match Funding**

The fund is match funded on a 50:50 basis. This means that for every £1 awarded through the fund, applicants must contribute £1 towards the project. For example, if you apply for £10,000, you must demonstrate at least £10,000 of eligible match funding, giving a total project value of £20,000.

Applicants will be required to provide evidence of their match funding at the application stage. This may include recent bank statements, a confirmed funding award letter, or written confirmation from a finance partner.

Match funding must be cash that will be spent on the same project activity. Staff time, in-kind contributions or projected income cannot be counted as match funding.

Successful applicants will need to provide invoices and proof of payment for all project spend before receiving their final grant payment.

## **How Applications Will Be Assessed**

Applications will be assessed by independent industry experts against the following criteria:

**Commercial potential** - Does the proposal demonstrate a clear and credible route to market?

**Strategic fit** - Does the activity support the company's wider business strategy and growth plans?

**Impact of the funding** - Will this funding make a meaningful difference to the company's ability to progress its IP or offer?

**Regional contribution** - Does the proposal strengthen the North East screen sector or supply chain?

## **Required Supporting Documents**

Applicants will be required to submit:

- Current 3–5 year business plan
- Evidence of match funding, Signed Memorandum of Association & Financial Statements
- Completed Business Eligibility Form
- Sustainability Policy, Good Working Practices/Wellbeing at Work Policy