



SOUTH WEST SCREEN
LOTTERY FUNDS 2010/2011
TALENT DEVELOPMENT FUND
GUIDELINES

INTRODUCTION

South West Screen's Talent Development Fund opens for submissions on 14th July 2010 with two deadlines, the first on 8th September 2010 and the second on 14th January 2011. All awards are funded through the Lottery's Regional Investment Fund For England on behalf of UK Film Council.

Our priority this year is to build on the momentum of recent initiatives such as iFeatures (www.ifeatures.co.uk) by supporting the South West's brightest writers, directors and producers to develop distinctive new work and to advance their filmmaking careers to a point where they can successfully attract recognition, commissions and funding from major independents, financiers and distributors.

Accordingly, we are looking to support two strands of activity:

- Script Development for Feature Films
- Seed Development for Feature Films

SCRIPT DEVELOPMENT FOR FEATURE FILMS

This strand will support the development of a full draft screenplay for feature-length projects that have already been developed to treatment stage by the applicant(s).

It is open to submissions from:

- a writer
- a writer/director
- a team comprising writer and director;
- a team comprising writer and producer;
- a team comprising writer, director and producer;
- a production company.

In each instance, both the writer and, where applicable, the producer or production company must be permanently resident or have a permanent trading base in the South West of England¹

Writers should be able to evidence a strong track record of creative achievement. Ideally, you will have had work commissioned and/or professionally produced either in film or in other media such as TV, radio, theatres, games, etc.

Investments of up to £5,000 are available and, in most instances, South West Screen will expect the majority of the award to go directly towards the commissioning of the screenplay. Applicants must be able to evidence minimum partnership match-funding of no less than 10% of the total script development budget submitted. This partnership funding can be in cash or in-kind, or a mixture of both.

Apart from the writer's fees, other script development costs can include option fees, research expenses, third party development executive/script editor/mentor fees, legal, appropriate travel, accommodation and out-of pocket expenses incurred in attending script meetings, script duplication and postage. Producer's fees/overhead should be no more than 10% of the budget at this stage of development.

In addition to its financial investment, South West Screen will also offer advice and practical help to all successful applicants through its development & production team.

We welcome applications for all types of feature film (excluding documentaries which are supported through Seed Development).

Potential projects will need to be fresh and inventive, with a clear authorial voice and a keen eye for their audience. As we are only able to make a limited number of investments, successful submissions will need to stand out both in terms of the overall quality of the idea and the talent attached.

SEED DEVELOPMENT FOR FEATURE FILMS

This strand will support the creative and commercial development of projects that already have a fully-developed feature-length script (or equivalent in the case of documentaries).

It is open to submissions from:

- individual producers;
- production companies.

In each instance, the applicant must be permanently resident or have a permanent trading base in the South West of England.

Investments of up to £5,000 are available and may be used to support activities that will move the project forward into production. These may include *inter alia* the production of key artwork, creating a budget/production schedule, attaching key cast/crew, scouting locations, shooting a taster/pilot, developing & executing a finance plan, securing co-producers, presenting at markets, acquiring a sales agent/distributor, and formulating a marketing plan.

¹ Defined as Cornwall, Devon, Dorset, Somerset, and Gloucestershire and the unitary authorities of Swindon, Plymouth, Torbay, Bournemouth, Poole, South Gloucestershire, North Somerset and Wiltshire.

We are particularly keen to support projects that are looking to access new sources of financing and/or develop innovative marketing/distribution strategies.

Applicants must be able to evidence minimum partnership match - funding of no less than 30% of the total seed development budget submitted. At least two-thirds of this partnership funding should be in cash and one-third in-kind.

In addition to its investment, South West Screen will also offer advice and practical help to all successful applicants through its development & production team.

We welcome applications for all types of feature film including documentaries.

In addition to a compelling and well-crafted script, applicants will need to demonstrate a clear strategic vision for the project as well as the ability to pull all the requisite elements together.

HOW TO APPLY

There are two different application forms for **Script Development** and for **Seed Development**. Both forms are available to download from our website.

If you are unable to access our online forms, please call 0117 952 9977.

Advice on eligibility and completing your application form can be obtained by emailing our development & production team at lottery@swscreen.co.uk.

Students, staff and Board members of South West Screen and the Lottery Panel and those related to the staff, Board and Panel are not eligible to apply. If applicants have any close personal or professional relationship with any South West Screen staff or board member this must be noted in the application form.

Individuals, organisations and companies are limited to one application per strand per funding round.

We cannot fund any activity that has commenced before an investment decision has been made.

Completed applications should be submitted by email to lottery@swscreen.co.uk on or before the **deadline of 12 noon on Wednesday 8th September 2010** in respect of the first round and on or before the **deadline of 12 noon on Friday 14th January 2011** in respect of the second round.

Those unable to submit by email should forward their completed applications by post to:

**Talent Development Fund
C/o South West Screen
St Bartholomews Court
Lewins Mead
Bristol BS1 5BT**

Please note that we cannot accept responsibility for applications that are lost, late or incomplete, and regret that these will be rejected.

HOW APPLICATIONS ARE ASSESSED

After your application has been received, it will be logged onto our database and assigned a Unique Reference Number (URN) that should be used in any subsequent correspondence. An email confirmation will be sent to you confirming receipt.

All applications will be reviewed for eligibility, then assessed and scored against the criteria for the Talent Development Fund (Appendix 1 of these guidelines). Where appropriate, further supporting information may be requested by the assessors.

Following assessment, a recommendation will be made to either approve or decline an investment. Applications will then go for a final decision to the South West Screen Lottery Panel consisting of the South West Screen CEO, a South West Screen Board Member and 2 externals.

The assessment and decision process is estimated at 7 weeks following the expiry of the relevant deadline.

WHAT HAPPENS NEXT ?

After a decision has been made on your application, we will email you.

If an investment is approved, we will make a formal offer which will include our terms/conditions and how we will stage your payments. All investments offered under the Talent Development Fund are recoupable in the event that a project ultimately advances into production. You will be required to meet certain benchmarks and to provide certain monitoring and evaluation information as reasonably required by South West Screen and its partners.

If an award is declined, we will tell you why and may invite you to contact us for further feedback.

APPEALS & COMPLAINTS

Applicants who wish to make a complaint or appeal against a decision can only do so on the grounds that the correct procedures, as published by **South West Screen**, have not been adhered to.

An appeal or complaint cannot be made on the basis of the quality or artistic content of an application.

In the first instance, complaints and appeals should be made to South West Screen's Chief Executive within one month of receiving notification of the decision.

Please refer to our Complaints Procedure which is contained in our Lottery Handbook and can be obtained from South West Screen upon request

GENERAL TERMS PERTAINING TO LOTTERY AWARDS

South West Screen Credit

For every project we fund, South West Screen must be credited on any script, film, video, web-site or other related promotional materials. You will need to credit South West Screen using our logo and the UK Film Council Lottery Funded logo. We can provide you with copies of these. Failure to comply with this may result in an award being withdrawn or reduced.

Publicity

All recipients of RIFE Lottery funding will need to agree to South West's Screen use of the projects in terms of published case studies and other promotional activities. This will, in the main, take the form of written text and appropriate images. All text will be agreed with the recipients prior to being published.

APPENDIX 1

This Appendix outlines the criteria under which applications to the Talent Development Fund will be assessed.

Assessors will rate applications on a score of 1-5 against each criterion (1 being poor, 5 being excellent). Assessors will comment on all 5 criteria and then summarise their decision to recommend the project for investment, or to decline it.

Score	Value	Indicators
1	Poor	Weak on the majority of the elements. Problems on some of the elements.
2	Weak	Adequate to weak on the elements. Problems on some of the elements.
3	Average	Adequate on all the criteria.
4	Good	Performs well on all the elements. No problems with any of the elements.
5	Excellent	Excels on several of the elements within the criteria. Performs well on all the rest. No problems with any of the elements.

The 5 criteria are:

1. The contribution to South West Screen's aim and objectives

In respect of talent development, South West Screen aims to support the cultural, creative and economic ambitions of the South West's most talented filmmakers.

Our specific objectives are:

- To develop the region's reputation for distinctive and innovative content.
- To invest in and actively nurture emerging talent.
- To strengthen the abilities and ambitions of talent at all levels in order that they can successfully attract recognition, commissions and funding from major independents, financiers and distributors.
- To support regional voices/stories that can make a national impact and can compete in the international marketplace.

2. The overall strengths of the project proposal

- Is the project original, fresh and distinctive in both form and content ?
- Is the project cinematic with a clear authorial voice ?
- Does the project have the appropriate level of ambition ?
- Does the project have appeal to an audience ?
- Does the project have the potential to attract creative talent in front of and behind the camera ?
- Does the project have the potential to stand out in the marketplace and thereby attract the appropriate production, finance and distribution partners ?

3. The ability of the applicant to deliver the project

- Is the proposed project plan realistic and achievable ?
- Does the applicant have the relevant skills, experience and contacts to deliver the project ?
- Has the applicant demonstrated the necessary time commitment and capacity to undertake the project ?
- Who else will be working on the project (for example, creative collaborators, partners and suppliers) and how will they impact on delivery
- Has the applicant identified any potential risks and how well will these be mitigated ?

4. The financial viability of the project

- Is the applicant of good financial standing ?
- Is the budget for the project realistic ?
- What is the level and commitment of the partnership funding ?
- Has the applicant indicated how they will financially manage the project ?
- Does the project offer value for money ?
- Does the project likely to offer any recoupment on South West Screen's financial contribution (preferable) ?

5. Public needs and benefits

- Has the applicant identified a clear need or demand for their project ?
- Does the project promote cultural diversity and /or social inclusion ?
- Does the project seek to foster public engagement and debate ?
- Does the project specifically cater for under-served audiences ?