

Greater Manchester Combined Authority

Date: 27 March 2026

Subject: Creative Places Growth Funding and Greater Manchester
Production Fund

Report of: Councillor Bev Craig, Portfolio Lead for Economy, Business and
Inclusive Growth and Tom Stannard, Portfolio Lead Chief Executive
for Economy, Business and Inclusive Growth

Purpose of Report

This paper sets out the purpose and rationale for Year One prioritisation of Creative Places Growth funding to support delivery of the Greater Manchester Creative Industries Sector Development Plan, focusing investment where it can accelerate growth, strengthen infrastructure and unlock private and public co-investment. This work supports Greater Manchester's overarching economic strategy that is focussed on growth and innovation-driving sectors.

The paper seeks approval to bring forward a number of priority actions set out in the Creative Industries Sector Development Plan, adopted by GMCA in September 2025, confirming screen and music as priority subsectors for Year One delivery.

In relation to music, the paper provides an update on development of the Greater Manchester Music Plan, including plans for extensive sector consultation and a draft to be brought to GMCA in summer for approval ahead of publication. The Music Plan will set clear priorities across the talent pipeline - from education through to international export - and targeted infrastructure support, including for grassroots venues.

In relation to screen, the paper seeks approval to proceed with a phased package of activity that strengthens and complements district-level provision, beginning with the launch of a £10.5m Greater Manchester Production Fund, followed by development of a Greater Manchester Screen Office and associated development funds. Together, these

interventions will support indigenous companies, deepen talent pipelines and attract inward investment, creating a coordinated, end-to-end offer aligned with local delivery and designed to maximise impact across Greater Manchester.

Recommendations:

The GMCA is requested to:

1. Agree approach to Y1 delivery of GM Creative Industries Sector Development Plan via Creative Places Growth Funding, including delivery of Greater Manchester Production Fund, Screen Office and associated development funds.
2. Delegate authority to the Group Chief Finance Officer, in consultation with the GMCA Portfolio Leader and Portfolio Lead Chief Executive for Economy, Business and Inclusive Growth, to approve: the final allocation of funds to individual programmes and projects (including the GM Production Fund); the appropriate 'route to market', and the award of contracts and/or grant funding to providers/recipients.

Contact Officers

Lisa Dale-Clough - (Interim) Director of Economy, Culture and International

Laura Blakey, Director of Strategic Finance and Investment

Marie-Claire Daly – Head of Culture and Creative Industries

Equalities Impact, Carbon and Sustainability Assessment:

Recommendation - Key points for decision-makers

Insert text

Impacts Questionnaire

Impact Indicator	Result	Justification/Mitigation
Equality and Inclusion	G	
Health	G	
Resilience and Adaptation		
Housing		
Economy	G	
Mobility and Connectivity	G	
Carbon, Nature and Environment		
Consumption and Production	G	

Contribution to achieving the GM Carbon Neutral 2038 target
 All recipients of Production Fund support will be expected to adhere to the BFI albert sustainability standard. This includes engaging with the albert toolkit, measuring and reducing the environmental impact of production, and working towards albert certification or an agreed equivalent level of compliance, proportionate to the scale and nature of the project.

Further Assessment(s): Equalities Impact Assessment and Carbon Assessment

G Positive impacts overall, whether long or short term.	A Mix of positive and negative impacts. Trade-offs to consider.	R Mostly negative, with at least one positive aspect. Trade-offs to consider.	RR Negative impacts overall.
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Carbon Assessment

Overall Score #####

Buildings	Result	Justification/Mitigation
New Build residential	N/A	
Residential building(s) renovation/maintenance	N/A	
New build non-residential (including public) buildings	#####	
Transport		
Active travel and public transport	N/A	
Roads, Parking and Vehicle Access	N/A	
Access to amenities	N/A	
Vehicle procurement	N/A	
Land Use		
Land use	N/A	

No associated carbon impacts expected.	High standard in terms of practice and awareness on carbon.	Mostly best practice with a good level of awareness on carbon.	Partially meets best practice/ awareness, significant room to improve.	Not best practice and/ or insufficient awareness of carbon impacts.
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Risk Management

The proposed activity carries manageable delivery and market risks, primarily related to pace of implementation, demand from the sector, and alignment with wider national and regional screen and music interventions. These risks are mitigated through a phased approach to delivery, specialist fund management, clear investment criteria, and robust governance arrangements including due diligence, conflict-of-interest policies and performance monitoring. An iterative design for the Production Fund allows criteria and mechanisms to be refined in response to market conditions, ensuring the programme remains responsive while maintaining accountability for public investment.

Legal Considerations

All activity outlined in this paper will be delivered in compliance with relevant legal and regulatory requirements, including subsidy control, procurement, contract law and equalities legislation. Funding awards will be made through appropriate routes to market, with delegated authority to approve allocations, contracts and grant awards. Robust governance, due diligence and legal documentation will underpin both grant and equity-based investments, ensuring that GMCA's interests are protected and that public funds are deployed transparently and lawfully.

Financial Consequences – Revenue

Revenue funding from Creative Places Growth will be used to support programme delivery, sector development activity and fund management costs, including specialist expertise required to establish and operate the Greater Manchester Production Fund. Revenue investment will also support business growth programmes, governance arrangements and sector engagement activity. These costs are contained within the agreed annual revenue allocation and are designed to maximise leverage of private investment and longer-term economic impact.

Financial Consequences – Capital

Capital funding from Creative Places Growth will be used to support enabling creative infrastructure and assets that underpin the growth of the creative industries, aligned with the emerging Greater Manchester Creative Infrastructure Plan. Capital investment will be prioritised to maximise impact, unlock co-investment and complement wider Good Growth Fund and partner funding, rather than funding standalone projects. All capital expenditure will be managed within the agreed capital envelope and subject to GMCA's standard approval, monitoring and assurance processes.

Number of attachments to the report:

N/A

Comments/recommendations from Overview & Scrutiny Committee

N/A

Tracking/ Process

Does this report relate to a major strategic decision, as set out in the GMCA Constitution

Yes

Exemption from call in

Are there any aspects in this report which means it should be considered to be exempt from call in by the relevant Scrutiny Committee on the grounds of urgency?

No

Bee Network Committee

N/A

Overview and Scrutiny Committee

N/A

1. Introduction

- 1.1 Good growth is a core ambition of the Greater Manchester Strategy, focused on raising productivity, creating good jobs and improving living standards across all places and communities. This ambition is underpinned by a place-based approach that builds on Greater Manchester's distinctive economic strengths, aligns investment, skills and infrastructure, and supports innovation to deliver resilient, inclusive and sustainable growth.
- 1.2 Over the past decade, Greater Manchester has become the fastest growing part of the UK economy. Now we have a plan to deliver a new decade of 'good growth', where no one and no place is left behind. We will do this by pioneering an innovative approach to public investment and a UK-first Integrated Pipeline, which will allow us to build on a scale and at a pace not seen before this century. Our £1 billion GM Good Growth Fund will pump prime our pipeline of growth-driving projects across the city-region, making them viable and building investor confidence. And our Integrated Pipeline will focus investment and effort, delivering thousands of new homes and jobs as well as new employment spaces and industrial clusters.
- 1.3 Delivery of this ambition is supported through a targeted focus on priority subsectors via the Local Growth Plan and Greater Manchester's suite of sector development plans. This approach directs resources toward areas of greatest competitive advantage and growth potential, combining GM-wide enabling interventions with tailored, sector-specific action to support business growth, workforce development and inward investment, while strengthening local economic ecosystems.
- 1.4 Working with businesses, our universities, and other partners, we've set out detailed sector development plans for unlocking the potential of the five "frontier" sectors where we have the greatest strengths. Greater Manchester's Sector Development Plans, approved by GMCA in November 2025, provide a framework for accelerating growth across five frontier sectors: Advanced Materials and Manufacturing; Creative Industries; Digital, Cyber and AI; Health Innovation and Life Sciences; and Low Carbon. Developed with industry, universities and delivery partners, the plans set out priority interventions across innovation, skills,

business support, physical development and investment, and operate as living documents to guide decision-making and inform delivery of the Local Growth Plan.

1.5 The Creative Industries Sector Development Plan sets out a clear framework for growing one of Greater Manchester's priority frontier sectors, focusing on productivity, business and talent development, and the conditions needed for sustainable, inclusive growth. Aligned with the national Creative Industries Sector Plan, it translates national priorities into locally tailored action that builds on Greater Manchester's strengths, including in screen and music. This alignment has DCMS Creative Places Growth funding over three years to support delivery, positioning Greater Manchester as a key partner in implementing national creative industries policy while driving local economic impact.

1.6 Creative Places Growth funding will be received through the Integrated Settlement from April 2026 and will be used as a key investment mechanism to support delivery of the Creative Industries Sector Development Plan. The final annual funding envelope and capital–revenue split were agreed as part of the Greater Manchester budget in February 2026, providing a total of £24.47 million through the integrated settlement over three years. This comprises £8.16 million per year, split between £4.82 million p/a of revenue funding to support programmes, sector development and business growth, and £3.33 million p/a of capital funding to invest in enabling infrastructure and assets. This paper sets out the proposed Year One prioritisation of this funding, focusing on subsectors identified within the plan where early, targeted investment can deliver the greatest impact and establish a strong foundation for future phases of delivery.

2. GM Creative Industries Sector Development Plan

2.1 The creative industries are a major national growth engine, consistently outperforming the wider UK economy and demonstrating strong resilience and future potential. DCMS figures published in February 2026 show that the sector has grown more than four times faster than the rest of the UK economy, contributing over 5.5% of total UK GVA and supporting millions of jobs nationwide. Growth has been driven in particular by high-value subsectors such as film and high-end television, music, advertising, games and digital creative services, underlining the importance of sustained, targeted investment to maintain international competitiveness, attract inward investment and

scale creative businesses outside London.

2.2 Greater Manchester is recognised as the UK's leading creative cluster outside London, with GM's Creative Industries Sector Development Plan setting out how this position can be strengthened and scaled over the next decade. The plan highlights the city region's distinctive combination of globally recognised cultural institutions, strong commercial production capacity, a dense SME and freelance base, and a highly skilled talent pipeline supported by universities and further education providers. Building on established strengths in high-growth subsectors such as screen, music, createch, design and digital creative services, the plan identifies a clear opportunity to accelerate productivity and investment by focusing on leadership, infrastructure, skills, access to finance and inclusive, place-based growth.

2.3 The plan's initial prioritisation identifies the need for a coordinated, pan--Greater Manchester approach to supporting the creative industries across all subsectors. In the first twelve months, delivery will focus on strengthening shared leadership and sector-wide foundations through establishment of a GM Creative Consortium and Freelance Taskforce, development of a Creative Infrastructure Plan for Greater Manchester, and provision of bespoke, sector-specific support for creative businesses, building on the success of the DCMS-funded Create Growth programme to improve business resilience, skills and investment readiness. Together, these actions respond directly to the plan's strategic priorities, improving alignment between industry, education and public partners and creating the conditions for more effective, joined-up delivery across the creative economy.

2.4 Alongside this, the plan adopts a targeted approach to priority high growth subsectors, with early focus on screen and music as areas of greatest opportunity and impact. Following extensive consultation and development with the screen sector, initial delivery will centre on establishment of the Greater Manchester Production Fund, alongside development of a Greater Manchester Screen Office and an IP / Content Development Fund, strengthening production capacity, inward investment, talent development and business growth in a way that complements district level provision. For music, delivery will be guided by the Greater Manchester Music Plan, currently in development, with a focus on supporting artists and businesses, sustaining grassroots

venues, improving skills and progression routes, and strengthening the conditions for long term sector growth. This two pronged approach balances GM wide coordination with focused subsector investment, delivering early momentum while remaining aligned with the long term ambitions of the Creative Industries Sector Development Plan.

3. Sector-Wide Governance, Infrastructure and Business Support

- 3.1 Engagement with the creative sector has been central to both the development and delivery of the Creative Industries Sector Development Plan. The plan was shaped through engagement with more than 600 creative businesses, freelancers and organisations across Greater Manchester, ensuring it reflects sector needs and priorities. Ongoing engagement is being maintained through the Greater Manchester Creative Mixers programme, with three events delivered to date, and will be further strengthened through a Creative Industries Conference taking place at the end of April. Ensuring that delivery continues to be informed by, and responsive to, the sector remains a core principle of the approach.
- 3.2 While sector engagement continues, the next phase of delivery will be underpinned by a step-change in governance to strengthen leadership, coordination and accountability. This will be achieved through a four-part model: a Creative Commission of senior, high-profile industry leaders, selected through targeted nominations, to provide strategic leadership, advocacy and a clear industry voice into GMCA; a Freelancer Taskforce, appointed through open application, to ensure the lived experience of freelancers informs policy, fair pay approaches and programme design; a Strategic Officers Group bringing together district-level culture and creative leads and a Cultural Strategic Partnership bringing together Commission, Taskforce chairs, representatives from the Strategic Officers Group, national arm's-length bodies and GMCA leadership to provide a single forum for alignment with Government and Arms Length Bodies like Arts Council England, National Lottery Heritage Fund and Historic England. Together, these mechanisms are designed to ensure sector insight shapes strategy, leadership drives delivery, and Greater Manchester speaks with a coherent, collective voice at local, regional and national levels.
- 3.3 Strategic oversight of creative infrastructure will be a core function of the new governance arrangements, guiding how the capital element of Creative Places Growth funding will be prioritised and allocated. Work has commenced on development of a

Greater Manchester Creative Infrastructure Plan, with district leads providing asset mapping and local strategic approaches to creative infrastructure. This will bring together a single, coherent GM-wide view of existing assets, gaps and future need, providing a clear basis for investment decisions.

- 3.4 The Creative Infrastructure Plan will shape how limited capital funding, around £3.3 million per year, is used to maximise impact. Through governance, this GM-wide evidence base will be used to engage local and national public and private sector partners to align priorities and secure co-investment. In the short term this will focus on asset mapping, improvements to strategically important venues and adapting existing spaces for creative use; in the medium term on developing new work, rehearsal, studio, fabrication and performance spaces linked to growth locations; and in the longer term on scoping the large-scale facilities required to increase sector production capacity over the next 5–10 years.
- 3.5 Creative Places Growth capital will be used to catalyse a more strategic approach to creative infrastructure investment across Greater Manchester. Rather than funding standalone projects, the intention is to use the capital allocation to influence wider funding and development decisions, including stronger integration of creative projects with wider Good Growth Fund allocations and co-investment with national and local public and private sector partners, ensuring the scale and impact of investment extends beyond the funding available through this programme alone.
- 3.6 The Business Growth Hub has successfully delivered the DCMS-funded Create Growth programme over the past three years, providing tailored business support to creative businesses across Greater Manchester and helping them to strengthen skills, improve investment readiness and accelerate growth. This national funding programme is due to conclude in March 2026, creating a clear need to sustain and adapt this offer locally. Creative Places Growth funding will therefore be used to develop a refreshed programme of bespoke business support, building on the proven success of Create Growth while using the flexibility of the Greater Manchester Integrated Settlement to respond more directly to local need. This approach will ensure continued support for creative businesses, aligned to sector priorities and local conditions, and integrated with wider creative industries delivery across Greater Manchester.
- 3.7 GMCA is also supporting the development of a Creative Clusters bid, led by the University of Manchester through the Civic Universities Accord and due for submission in March. The proposed GMaX consortium, which brings together Greater

Manchester's four major HEIs, creative, digital, media and innovation partners, aims to establish an audience-centred innovation programme to drive growth in the creative economy. The bid focuses on collaborative R&D with creative and cultural industry partners, use of emerging technologies such as XR and responsible AI, delivery of a co-designed grants and vouchers programme across all ten districts, and application of HEI expertise to ensure evidence-led delivery and evaluation. This programme would strengthen civic collaboration and directly support the plan's priorities around innovation, business growth and inclusive, place-based impact.

4 Priority Subsectors – Music and Screen

4.1 The prioritisation of screen and music reflects their scale, maturity and growth potential within Greater Manchester's creative economy, supported by strong national evidence of continued expansion in both subsectors. Recent BFI statistics show that UK film and high-end television production generated £6.8 billion of production spend, with 85% driven by inward investment, underlining the sector's capacity to attract global capital and create high-value jobs. Similarly, UK Music reports that the music industry contributed a record £8 billion in GVA, supported 220,000 jobs, and generated £4.8 billion in exports, confirming music as one of the UK's most economically significant creative industries. Within this national context, Greater Manchester is recognised as the leading centre for both screen and music outside London, with established production infrastructure, internationally recognised talent, and deep freelance and SME ecosystems.

4.2 The Creative Industries Sector Development Plan therefore prioritises screen and music as subsectors that are growing strongly at a national level, have well-established ecosystems in Greater Manchester, and offer significant potential to generate economic impact with relatively modest strategic investment. Targeted intervention in these areas is expected to deliver a strong return for the Greater Manchester economy, including the creation of good, high-value jobs, strengthened talent and business pipelines, and enhanced international profile for Greater Manchester on the global stage.

4.3 The Greater Manchester Music Plan is currently in development and will set out a clear framework for future intervention and investment in one of the city region's strongest creative subsectors. The Music Plan is expected to come to GMCA in late Spring 2026 for approval ahead of publication. Extensive consultation will underpin its development,

with a strong focus on engaging artists, businesses, venues and freelancers from across all ten boroughs to ensure the plan reflects sector needs and ambitions.

4.4 The plan is being developed at a significant moment for Greater Manchester's music sector, following national and international recognition including hosting the MOBOs and BRITs and the relocation of the English National Opera. It will focus on strengthening the full talent pipeline, from music education and skills through to international export, alongside targeted infrastructure support, including for grassroots venues. The plan will also build on Greater Manchester's distinctive strengths at the intersection of music, health and wellbeing, ensuring the sector continues to deliver economic growth, good jobs and cultural impact across the city region.

4.5 The proposed approach to supporting the screen sector will be phased to deliver early impact while building a sustainable, long-term support offer. As a pressing priority, initial activity will focus on launching the Greater Manchester Production Fund, providing a clear, visible intervention to attract and retain film, high-end television, unscripted and animation, whether incoming or indigenous, strengthen local supply chains and maximise the economic benefits of inward investment. Building on this foundation, subsequent phases will focus on development of a Greater Manchester Screen Office and associated development funds, providing coordinated support for indigenous screen companies, talent and projects. Together, this approach is intended to strengthen production capacity, improve business sustainability and talent progression, and ensure that Greater Manchester's screen ecosystem is supported end-to-end in a way that complements local provision and aligns with the ambitions of the Creative Industries Sector Development Plan. The next section of this paper sets out the proposed plans for screen in more detail.

5 Screen

5.1 The Greater Manchester Production Fund is proposed as a catalytic intervention to support delivery of the Creative Industries Sector Development Plan, with a clear ambition to establish Greater Manchester as the strongest screen industry cluster outside London by 2028, evidenced through recurring series', SME growth, job creation and international profile.

5.2 Nationally, the screen sector continues to demonstrate strong growth, with UK film and high-end television production spend reaching £6.8 billion in 2025, largely driven by inward investment. Greater Manchester already has nationally and internationally

significant screen assets, including studios, post-production, independent producers, iconic locations and a deep talent pipeline.

5.3 Despite these strengths, until now Greater Manchester has been one of the few major UK city-regions without a production fund, placing local companies at a competitive disadvantage compared to regions that are actively attracting and retaining production through targeted financial incentives.

5.4 Evidence from comparable regional production funds shows that relatively modest, well-targeted investments can unlock disproportionate economic impact - delivering new jobs, deeper local hiring, and significant private co-investment. Reported outcomes from peer funds include the equivalent of 1,046 FTE jobs created, an average £6.70 returned for every £1 invested, a 65% increase in local crew employment, and a 90% increase in filming days - all indicators of stronger, more resilient local supply chains and sustained market confidence. The GM Production Fund will grow local production capacity, building scale in local producers as well as drawing inward investment. Taken together, these results make a compelling case for a Greater Manchester Production Fund: With disciplined criteria and rapid decision-making, GM can leverage a comparatively small public stake to crowd in private finance, anchor spend in local studios and post-production and convert one-off productions into repeat business that grows indigenous companies and talent over time.

5.5 It is therefore proposed to launch an initial £10.5m Greater Manchester Production Fund in spring 2026. The fund will be launched to move at pace responding to immediate market conditions and industry demand by getting investment into production quickly, at a point when competition between regions for screen activity is intensifying. Embedded within criteria will be scope for refinement in response to market demand and landscape. This flexibility will enable Greater Manchester to test demand, assess deal flow, and refine investment criteria and instruments in real time, while putting in place the wider support infrastructure required for long-term success. This includes establishing specialist fund management, embedding robust governance and due diligence processes, and gathering early performance data to inform future scaling. An iterative approach to the fund ensures that early investment delivers tangible economic impact, such as production spend, jobs and skills, maximising the effectiveness of the overall Creative Places Growth investment in the screen sector.

- 5.6 Delivery will be underpinned by specialist fund management to ensure pace, rigour and transparency. GMCA will appoint a dedicated Fund Manager on a 12-month basis to build pipeline, manage due diligence, transact investments and lead short-term monitoring. Decisions will be taken by a small Investment Panel (5–7 members) chaired by GMCA, with rotating local authority representation and independent industry experts, operating under a published conflicts policy and clear delegations. Core set-up actions include finalising investment criteria and scope; developing fund branding and narrative; recruiting and contracting the Fund Manager confirming Panel membership and conflict of interest framework; and standing up end-to-end processes covering finance, legal and subsidy control, alongside an EOI/application workflow and back-office operations.
- 5.7 An iterative approach is proposed to ensure the Fund is market-responsive, well-tested and positioned for early impact. Initial soft launches in spring will be used to signal intent to the market, build confidence with investors and production partners, and begin shaping a strong pipeline of projects. This will be followed by an industry roundtable ahead of the formal launch of funding calls, providing an opportunity to test the proposed criteria and delivery approach with the sector, refine the offer, and ensure it responds to real-world production timelines and needs. Funding calls will then be formally launched, with first awards expected in summer, enabling timely deployment of investment and early economic impact. Performance will be tracked through a clear set of baseline measures, with regular reporting to GMCA and sharing of insights with districts to support coordinated, place-based delivery and continuous improvement as the Fund scales.
- 5.8 The Fund will prioritise high-end TV drama, scripted comedy and feature film, while also supporting unscripted, children's and animation projects. Awards will focus on productions majority-filmed in Greater Manchester that maximise use of local studios, post-production, VFX and Heads of Department.
- 5.9 Investment will be delivered primarily through soft equity or quasi-equity to enable recoupment and portfolio recycling, with flexibility to deploy grant funding where strategic outcomes, such as skills development, EDI, sustainability or long-term legacy, outweigh commercial return. Alongside attracting inward investment, the Fund will support Greater Manchester-based SMEs to build diverse portfolios of in-development projects, retain IP and develop sustainable businesses, including through a dedicated IP and content development fund linked to clear routes to market. More detail on the mechanism of the fund is provided as Appendix A.

- 5.10 The Production Fund will constitute the first phase of a wider, integrated screen offer for Greater Manchester, to be complemented by the establishment of a Greater Manchester Screen Agency, the rollout of shared digital infrastructure and coordinated local authority processes. This model is explicitly designed to complement, not duplicate, district film office activity, providing a single GM coordination point and shared tools that make cross-borough production simpler, faster and lower-risk, while enabling districts to retain their local routes and relationships.
- 5.11 When the GM Screen Agency is set up and fully constituted, it is envisaged that management of the GM Production Fund will be moved out of GMCA into the GM Screen Agency, marking the second phase of this work.
- 5.12 By combining a competitive Production Fund, an IP and Content Development Fund, a Screen Agency and common operating standards and support for indigenous companies with Greater Manchester's significant existing ecosystem of studios, post-production, talent and suppliers, GM can be not only on a level footing but more competitive and attractive than regions with similar models but less developed infrastructure. This approach is designed to maximise public value, increase inward investment and local supply-chain utilisation, and provide a robust evidence base to inform longer-term investment decisions,

Appendix A: Instrument and Competitiveness

The fund's support will be provided by way of an equity instrument, taking the form of 'soft' or 'quasi-equity', which allows the fund to share in future financial returns while not taking on ownership, control rights or governance responsibilities associated with traditional equity investors. Individual investments will typically range between £50,000 and £750,000.

Repayment to the fund will be derived from an agreed portion of the net revenues generated through the project's commercial releases in UK and international markets, including, for example, broadcaster licence fees, international distribution sales, streaming platform acquisitions and ancillary rights income, with the potential for additional return through a share of net profit.

To remain competitive, the fund may also use grant funding for smaller awards or where wider benefits such as, local GM crew employment, GM skills development, equality and diversity, or sustainability outweigh the commercial return.

All funding, whether structured as equity or grant, will remain fully compliant with Subsidy Control rules.

Eligibility and criteria

In assessing applications, the fund will consider and prioritise projects using the following core criteria which will determine the level of benefit delivered to GM:

- The ratio of projected production spend within GM in relation to the funding request,
- The proportion of GM-based crew utilised.
- The utilisation of GM studios, post-production facilities and wider production service providers.
- The strength of the proposed local skills and traineeship plan, including commitments to paid placements and progression pathways.
- A clear and credible EDI action plan.
- Environmental sustainability measures, including engagement with BAFTA albert.
- A defined commercial route to market, with an attached distributor, broadcaster or platform.

In addition, projects offering returning series or franchise potential, strong on-screen representation of GM, international reach, identifiable tourism or placemaking benefits, or which support the growth of GM-based production companies, will be scored particularly highly.