

## New Creatives Midlands – Eligibility & Frequently asked questions

- **I need support in completing my application form – can you help?**

If you would like to apply, but have particular access needs or submitting a written application is difficult for you, please get in touch with Julie Colman at Rural Media on [juliec@ruralmedia.co.uk](mailto:juliec@ruralmedia.co.uk) or 01432 344039. If you have questions or would like support in completing your application, you can also attend one of our 'How to Apply' talent engagement sessions (see the Rural Media website New Creatives project page for further details) or email [info@ruralmedia.co.uk](mailto:info@ruralmedia.co.uk).

- **Can I apply if I live/study outside of The Midlands?**

No, you must be living or studying in The Midlands at the time of application. Please follow this link to see which area you are in [https://www.artscouncil.org.uk/sites/default/files/download-file/Map\\_area\\_boundaries.pdf](https://www.artscouncil.org.uk/sites/default/files/download-file/Map_area_boundaries.pdf)

New Creatives network centres

London – ICA <https://www.ica.art/>

South East – Screen South <http://www.screensouth.org/new-creatives/>

South West – Calling the Shots <http://callingtheshots.co.uk/>

North Tyneside Cinema <https://www.tynesidecinema.co.uk>

Midlands - <https://www.ruralmedia.co.uk/>

- **Can I apply if I have already had a broadcast credit?**

New Creatives is for people seeking their first broadcast opportunity, except where it can be demonstrated that their proposal will lead to a significant new development in their creative practice, as for example through working in a new digital medium.

- **Can I apply if I will be 16 soon after the application deadline or 31 before the application deadline?**

No, you must be aged between 16 and 30 on the date of the application submission deadline. The deadline for Open Call 1 is 11.59pm on Sunday 10<sup>th</sup> March 2019. There will be one further call in 2019 and two in 2020 details of which will be available on the Rural Media website from April 2019.

- **Can I amend my application once it has been submitted?**

No, please read over your application carefully before you send it to us. It is a good idea to have someone else proofread it for you in advance of your submission.

- **What sort of pitches are we looking for?**

We are seeking proposals for fresh, innovative short films and audio that reflect the things impacting people's lives here and now. Films can be between 90 secs and 5 mins and audio up to 15 mins in duration. **Evidence of artistic merit, originality, the quality of your practice, ability to deliver and feasibility of budget** will be the foremost consideration of the application panel. Please refer to our full creative brief for more details.

- **Should the video links I provide in the application be to previous examples of work or a pitch for the film we intend to make?**

It is not necessary to provide any additional material to support the description of your film idea (though it would always be welcomed), but it is necessary to provide examples of your previous creative work. Please send us links to your online portfolios, website,

YouTube, Vimeo, etc. You do not have to make a film showing what you want to create as part of New Creatives.

- **Can I apply as a team?**

Yes, we do accept applications from artist or filmmaker collectives or collaborative teams BUT we will expect one person to be the lead applicant as Producer.

Please submit one application only and explain why you want to work in a team or with another person in your application.

- **Do I need to be an experienced filmmaker to apply?**

No, you do not need to have any previous experience of filmmaking to apply.

- **How does the application process work?**

All applications that arrive before the deadline will be assessed by a panel of representatives from the BBC and Rural Media (includes Audio Exec, Film Exec, Project Manager and Post Production Manager). Long listed applicants may be invited to a telephone or Skype interview on 20th or 21st March. Shortlisted applicants will then be assessed by a panel including BBC representatives to decide on which ideas will be commissioned. Successful applicants will be notified by 22nd March. We regret that due to the volume of applications, we may be unable to offer individual feedback on all proposals.

- **What is the budget for these commissions?**

If you are successful, we will work with you to define a more detailed budget, which is likely to be in the region of £3,000 – £5,000 in total. Please take this range into consideration when drafting your

application. **All budgets will be managed by the Production Company you are paired with.**

- **What can I expect if I am successful?**

Once commissioned, artists will work with their designated Production Partner to finalise their treatments, production schedule and project budget. Rural Media will manage day-to-day communication with production partners and artists to ensure projects are on track to be delivered to budget and deadline; advising as needed on research, conceptual development and production elements; providing practical and pastoral support and advice; and facilitating connections with appropriate industry contacts as relevant. There will also be opportunities for skills development and training opportunities through bespoke workshops in Producing, Distribution and Compliance. Completed films will be between 90 seconds and 5 minutes in duration and up to 15 minutes for audio and artists can expect a process of editorial review and feedback with the BBC prior to final submission. Final works will be made available for broadcast on BBC platforms. The process from commissioning to delivery of the completed film is approximately 15 weeks.

- **What kind of resources will I have to make a film or audio piece?**

Each commission has a moderate budget allocated, managed by the production partner, which is for production costs, including filming equipment. Commissioned artists will have the opportunity to receive mentoring from industry professionals, as well as practical support. We will ensure that you are guided through budget management and all stages of the production.

- **Will I get paid?**

Budgets for each commission are tight and production quality must be high so this will depend on variants such as what your role will be on the production and where else you feel you'd like to spend the budget. As a talent development programme, our focus is ensuring you develop as an artist and creative throughout the process.

- **How long should my film or audio piece be?**

We are looking for ideas for a short film that is between 90 seconds to 5 minutes in duration and audio pieces up to 15 mins in duration.

