Creative Europe in England

Creative Europe is the European Union’s programme to support the cultural, creative and audiovisual sectors. From 2014-2020, €1.46 billion was made available to support European projects with the potential to travel, reach new audiences and encourage skill sharing and development. The programme is divided into sub-programmes; Culture, which provided funding for the cultural and creative sectors, and MEDIA, which invested in film, television, new media and video games.

An independent report by SQW with Creative Europe Desk UK published in January 2021 revealed the value delivered by the seven-year programme, and presented the results of a UK beneficiary survey from 2020. The report looked at six different impacts areas and shows that Creative Europe built skills and confidence among the creative, cultural and audiovisual sectors through its funding, network-building and training schemes, proving to be a gateway for businesses working globally.

These impacts are in addition to over €111 million of support to the UK since 2014.

This document supplements the publication of 'The Impact of Creative Europe in the UK 2014-20', in order to highlight impacts and the legacy of the programme in England.

Eclipse Theatre’s Cooperation Project Slate: Black. Arts. World (2018-20) where artists collaborated at workshops. Image by Angela Telier

Cover Image: Image: Freedom Festival - Foreign Tongues, an IN SITU Pilot project presented by Liquid Loft at Freedom Festival 2019, photo Tom Arran. IN SITU (Un)Common Spaces 2020-2024 is a Cooperation Project bringing together 19 partners and 12 associate partners from 21 countries across Europe and beyond.
MEDIA Sub-programme

English companies and organisations received 89% of the €45.5 million awarded to the UK under the MEDIA sub-programme from 2014 – 2020. 16% of this (€6.4 million) was awarded to those in the English regions outside of London.

North

Funded activity across the north of England has been varied with 10 companies receiving 29 grants through the MEDIA sub-programme, totalling €3,316,144. Supported projects have included:

- The Leeds International Film Festival which received a total of €310,000 over six years.
- York-based video game developers Revolution Software who received two grants totalling €300,000 to develop two narrative-driven video games including 2020 release Beyond a Steel Sky.
- Six editions of Sheffield Doc Fest’s industry pitching events MeetMarket and the Alternate Realities Market (pictured) received funding totalling €974,111 over multiple years.
- Warp Films in Sheffield received a total of €1 million for the Franco-British crime drama The Last Panthers. The series was created by Jack Thorne and starred Samantha Morton, Tahar Rahim and John Hurt.
- Manchester-based documentary producers Urban Canyons received a total of €299,454 towards three different productions, co-financed by international broadcasters.
- Feature Expanded led by Manchester’s HOME together with Lo Schermo Dell’Arte. HOME received a total of €320,000 for the intensive training programme for visual artists developing and producing their first feature film.

Image: MeetMarket at Sheffield Doc Fest
Midlands

A total of €183,250 was awarded through the MEDIA sub-programme to two companies in the Midlands:

- Stratford upon Avon-based animators The Brothers McLeod received €133,250 through the TV Programming scheme for their preschool animation Circle Square (pictured) for C5’s Milkshake! The preschool series received €266,500 in total and is a co-production with Irish company Kavaleer Productions.
- Nottingham’s Wellington Films received €50,000 to develop Any Means Necessary with Kefi Chadwick, based on her 2016 Nottingham Playhouse stage play about an activist wooed by an undercover police officer.

In addition, Birmingham City University received €201,818 to lead on the Student Open Innovation Lab (SOIL), an MA Modules in Arts and Science supported through Creative Europe’s Cross Sector strand. SOIL takes an interdisciplinary approach in Masters and university courses, combining technology with art across curricula.

Image: Circle Square
15 grants were awarded to companies and organisations in the South East through the MEDIA sub-programme, totalling €1,359,181.

While the majority of the film distribution sector is based within the M25 there are a handful of companies outside of London that have received support from Creative Europe as part of international groupings of distributors through the Selective Distribution scheme:

- Arrow Films in Hertfordshire received a total of €48,900 for *Amour Fou* and *Human Capital*
- Bulldog Film Distribution in Brighton €30,400 for Polish title *Mug*

Other companies in this region have used Creative Europe funds to experiment with new ways of bringing European audiovisual content to audiences online and through digital technologies.

- Filmdoo in Cambridge received €60,000 to use AI and machine learning algorithms to create an automated multi-language video tagging platform and online information repository for European film productions
- CABIRYA in Brighton received €60,000 to develop a powerful and innovative search API (Application Program Interface) that made it easier to find European films on VOD platforms.

Brighton-based games developers also received a significant share of the €2.5 million awarded through the video games scheme with €424,881 awarded to companies such as Plug-In Media, The Chinese Room and Brightrock Games to develop prototypes for their games.

Three Film and TV producers in the region have also benefitted from €115,000 of Single Project development funding including Cambridge-based animation company 1973 Films which also went on to receive €500,000 of support through the TV programming scheme for its stop-frame series *Hettie Makebelieve*. 

---

A film & game-based edutainment platform that makes it easy and fun to learn and teach languages
South West

The South West saw a total of €1,608,069 awarded to 21 projects through the MEDIA sub-programme.

The grants awarded to the South West were dominated by the animation sector. Of the €1,153,128 received by films and TV producers in the region €1,048,128 supported animation companies such as:

- Aardman Animation who received four grants totalling €750,983 to both develop new work and produce favourites such as *Shaun the Sheep: The Farmer’s Llamas*.
- Arthur Cox who received €60,000 to develop their project *Jasia*.
- Spider Eye who received €177,145 to develop a slate of projects in Cornwall.
- King Rollo Films in Devon who received €60,000 to develop pre-school comedy adventure *Gnora & Nibs*.

Seven consecutive editions of the Encounters Short Film and Animation Festival in Bristol were also funded, receiving a total of €231,000 throughout the duration of the programme. The festival also participated in an international collaboration project led by Reelport in Germany called *Audio Visual Access* which aimed to bring European films to new audiences through venues such as libraries.

Creative England, operating out of offices in Bristol, was also involved in two cross border collaboration projects, funded this time through the Training scheme:

- The Cross Channel Film Lab ran for two years with their involvement as a partner and received a total of €191,000.
- TalentX was led by Creative England and aimed to develop the skills of film professionals who work to support and nurture writers, producers and directors. It received a total of €107,200 across two years.
Culture Sub-programme

Headlines for the Culture Sub-programme in England

- Over £25m awarded to English creative and cultural organisations from 2014-2020
- 84% of overall UK funding awarded to projects involving or led by English organisations
- English cultural organisations worked on collaborative projects with partners in 37 of the 40 Creative Europe participating countries.

Cooperation Projects

- English cultural and creative organisations partnered in 211 Cooperation Projects
- 76% of overall number of UK Lead Partners were English organisations
- Geographical Distribution became more equal across the English regions over the course of the 7-year programme with 61% of successful Cooperation Projects 2014-2020 going to organisations based outside of London. In 2020, this reached an all-time high of 70%.
- £8m awarded to organisations based in London
- £5.4m awarded to organisations based in the North of England
- £2.7m awarded to organisations based in the Midlands
- £3.9m awarded to organisations based in the South East of England
- £1.2m awarded to organisations based in the South West of England.

Platforms

- England leads the Aerowaves Platform, a hub for connecting dance professionals, building new audiences and promoting dance through cross border performances
- 23 English Creative & Cultural Organisations are Associated Partners of European Platforms

Literary Translation

- £620k awarded to English Organisations for 13 Literary Translation Projects 2014-2020
“Creative Europe has provided an opportunity to connect local neighbourhoods to a global dialogue: amplifying our voice at a strategic level through international networks, and at a local level, drawing threads between communities in the north east of England and the rest of the world, building understanding and fostering more inclusive communities. D6 hopes to continue to participate in European collaboration programmes with our international colleagues.”

CLYMENE CHRISTOFOROU
Director
D6: Culture in Transit
CONTESTED DESIRES (2019-22)