

## **West Midlands IP Content Fund FAQs**

### **What is the IP Content Fund?**

The fund has been initiated by Create Central and established with funding via the West Midlands Combined Authority (WMCA) made available from the UK Shared Prosperity Fund. It is designed to make funding awards to screen businesses in the West Midlands to support the development of their content and ideas, otherwise known as intellectual property (IP).

### **Who is running the IP Content Fund?**

The Fund is managed by Creative UK, who already oversee the [West Midlands Production Fund](#). Creative UK's wide experience of managing funds, developing IP, working with creative companies and partnering with industry will maximise the impact of the funding to companies in the region.

### **When can I apply to the IP Content Fund?**

The IP Content Fund will include initiatives until March 2025, working with industry partners and funders such as the BBC and Channel 4 to provide opportunities aimed at supporting specific sub-sector activity.

[Sign up here](#) to receive updates on when these initiatives launch and are open for applications.

### **Can I apply for funding if I am an individual interested in developing my script or game idea?**

Our expectation is that funding will only be allocated to registered companies and applicants will need to demonstrate a relevant level of experience in their sub-sector or a related one. If you are an individual creative with a great idea you are advised to partner/collaborate with a local creative company in order to make an application.

However, the criteria will vary from project to project, so make sure you [sign up](#) to receive updates when applications are open.

### **Do I have to be based in the West Midlands to apply?**

The funding is provided via the WMCA and as such applicants will need to have their business registered/actively trading in and/or be permanently resident in the WMCA [area](#). However, depending on the specific funding opportunity there may be some flexibility in the wider West Midlands region so always check the published details and criteria when individual initiatives are launched.

### **How much money will be available to individual projects?**

This will vary and depend on the nature of the specific opportunity being provided, so make sure you [sign up](#) to receive updates when we are open for applications. In general, the funding is limited and is expected to provide a proportion of a project's overall development rather than the full cost.

### **Is this a production fund?**

Production funds make direct awards as a contribution towards production costs - this is not intended to be a production fund as such. While there may be minor exceptions to this

depending on the specific opportunity, the funding is aimed at the project development rather than the production of content ideas and IP.