

The UK Games Fund is a £4 million scheme, funded by the government, to help boost the UK's growing video games industry.

If you're a games developer or a young studio, then at set times until 2019 you have the opportunity to apply for a grant of up to £25,000 to nurture a new gaming project into a working prototype, by reclaiming employment or contractor costs.

Larger grants of £50,000 are also available for a limited number of projects to develop your ideas further, beyond the prototype stage.

The scheme is aimed primarily at smaller, young or new start-up businesses in the UK games industry, with successful applicants being provided a further benefit of mentoring support, in addition to the financial backing.

The application process requires you to meet specific eligibility criteria to qualify for the scheme, and this can often put developers off from applying.

## SO WHAT CRITERIA\* DO YOU NEED TO MEET TO QUALIFY?

If you haven't already you'll need to incorporate as a business. Whilst you can apply for the grant prior to registering with Companies House, grants will only be awarded once the company has been established as its own separate legal identity.

You'll need to be registered as an employer with HMRC to reclaim salary costs through the grant. As part of the agreement, directors are required to pay themselves for work performed on the funded project via PAYE (not through dividends, director loans or invoicing through a connected company or as a contractor).

As the scheme is aimed at small businesses, companies can only apply if they have less than 50 employees.



You can apply with only a single employee, however you will need to prove that you intend to work with suitable contractors, as solo development projects are not supported.

You'll need at least 6 weeks of working capital to enable you to draw down on the grant, which is claimed monthly after incurring and defraying your costs.

## HOW DO I APPLY?

The application itself is submitted online through the UK Games Fund website and consists of an application form and also a video pitch of your project.

You're required to provide the following details as part of the application form:

- Company Details – Registration details, contact details, age, number of employees etc.
- Company Background – Including details of prior projects, relevant experience (of team)
- Project Details – Name, targeted platform, genre, style of gameplay etc.
- Project Description – a more detailed explanation covering off your target market, features etc. This section is your chance to really sell your project; what's different about it and what will make it stand out.
- Commercial Plan - to describe how you are going to publish and market your game, what connections/interested parties you already have, anticipated sales etc.
- Project Costings – how it will be financed, what total employment costs you're intending to reclaim and details of what these consist
- Timescales – you'll be required to outline the broad stages of development and the projected timescales involved
- Any Other Funding – needs to be declared along with a general indication of the expected budget



No later than 3 working days after the application form is submitted you'll need to upload a video pitch to Dropbox. This should be 2 minutes or less and include a mix of text, images, diagrams and voiceovers to briefly introduce the team/company, project, route to market and any other important impacts.



It's your opportunity to impress with visual material, so make it count!

## HOW DO I CLAIM THE GRANT IF AWARDED?

If successful in your application, you'll be required to provide evidence of employment expenses incurred by the company on a monthly basis, together with a project report indicating satisfactory progress including, where required, a video of the build. Payment of the grant is then made within a 2-3 week period of all the relevant information/evidence being submitted.

## IS THE GRANT REPAYABLE?

No, provided all grant conditions are met during and after the project, **repayment will not be required**.

All executive directors of funded companies will be expected to make a public pledge to re-invest an unstated proportion of any significant returns in talent / IP development for the UK games ecosystem via the UK Games Fund on a discretionary basis, should their company benefit disproportionately as a result of this support.



All companies will be expected to volunteer to make staff available to support UK games talent development projects as mentors and judges.

## HOW CAN WE HELP?



The UK Games Fund offers a fantastic opportunity for new and existing video games developers to take on their own new projects, but many are put off by the regulatory requirements associated with setting up and running a company and payroll scheme, in addition to the reporting requirements of the fund itself.

These factors shouldn't stand in the way when considering whether to apply for funding. If you're interested in applying, then we can work together with you to advise and assist in the following:



- The initial setup and registration of your business
- Employer registration and payroll reporting requirements
- The costings and forecasts required for the application process
- The regular reporting requirements of successful applicants

\*The application criteria for the UK Games Fund can be subject to change with each round of funding. The criteria documented within this white paper was accurate for the second round of funding, the deadline for which was the 18th April 2016.

Chaddesley Sanford are in no way endorsed by the UK Games Fund.

Contact Chaddesley Sanford to arrange a call with our funding specialist. You can call us on 0207 183 6088 or email us at enquiries@chadsan.com.