



News Release

Talking about the West Midlands European Regional Development Fund Programme

Wednesday 8th January 2014

For immediate release

New Government investment to support local film-making and TV production

Government Ministers today announced further funding to the West Midlands Production Fund, which will help support independent film-making and television production, building on successful productions like BBC's series Line of Duty.

Just over £1,325,000 from the European Regional Development Fund, which is managed by the Department for Communities and Local Government, has been awarded to Creative England and their West Midlands Production Fund to make investments from £100 to £500,000 in a project, which must be matched with private backing.

Supporting the production of major feature films and TV dramas, since 2004, the West Midlands Production Fund, has successfully brought production work to the local area, creating jobs and opportunities for local people and raising the area's profile.

Successes have included the 2012 Christmas crowd-pleaser film *Nativity 2*, starring David Tennant, which was produced by Coventry-based company Mirrorball Films. In the same year the BBC series *Line of Duty* which was shot in and around Birmingham achieved high audience figures and critical acclaim.

Communities Minister Baroness Stowell of Beeston MBE said:

"The Government is actively supporting innovative local film-making, which I hope will support local jobs and attract further inward investment and tourism. Projects like *Dancing on the Edge*, a BBC Two drama series, and Channel 4 documentary *One Mile Away* have both been supported through the West Midlands Production Fund.

"The award-winning feature *One Mile Away*, co-funded by Channel 4 and Creative England, documented an attempt to bring an end to a 20-year war between two Birmingham gangs. The *One Mile Away* social enterprise was founded by former gang members to discourage young people from gang life, as a result of the documentary.

"The media and production talent and skills that exist need to be used to their full potential and it's through funds such as this that we can ensure this happens. I am really pleased that we have been able to provide funding to ensure this valuable fund continues."

Chris Moll, Creative England's Head of Film, said:



“Creative England is delighted to be supporting the local area through delivery of the West Midlands Production Fund, which not only supports local filmmakers but generates jobs and brings money into the region. We’re looking forward to seeing new and exciting projects being developed.”

Editor’s Notes:

About the European Regional Development Fund

The Department for Communities and Local Government is the managing authority for the European Regional Development Fund (ERDF) Programme which runs from 2007 to 2013. This is one of the funds established by the European Commission to help local areas stimulate their economic development.

The West Midlands European Regional Development Fund Programme has been allocated 400 million euros to invest in projects which will support local businesses and create jobs.

In the West Midlands the priority areas and themes are:

- **Innovation and Research & Development**
Increasing investment in research and development through helping businesses take forward new innovation, sharing of knowledge and developing and demonstrating new technology
- **Enterprise Development**
Increasing business performance through supporting high growth businesses, improving resource efficiency, providing access to finance and developing a strong entrepreneurial culture
- **Sustainable Urban Development**
Improving the performance of key urban areas through regenerating local areas, encouraging investment and new businesses, creating job opportunities and helping communities most in need
- **Inter-Regional Activity**
Working with European partners to learn and improve, share and apply best practice and solve problems

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About Creative England

Creative England is a national agency that invests in and supports creative ideas, talent and businesses in film, TV, games and digital media. We aim to grow the brightest, the best, and those with the most promise so that individuals and businesses can achieve their full creative and commercial potential. We help identify future opportunities to grow the economy and generate jobs.

With offices in Salford, Birmingham, Bristol, Leeds, Nottingham, Pinewood and Elstree, we are a national agency with strong local and regional links.

www.creativeengland.co.uk

About the West Midlands Production Fund

The West Midlands Production Fund supports both film and TV drama production. Productions must be based in local area, and must demonstrate a positive impact. To find out more about the fund, visit the website: www.creativeengland.co.uk/film/.

More information:

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