



West of England
Production Fund

ROUTE 1 & 2 GUIDELINES

Incoming and Indigenous
Productions

September 2026

WEST | MAYORAL
OF ENGLAND COMBINED
AUTHORITY

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Guidelines for incoming and regionally based productions

September 2026

This guidance explains who can apply, what we look for and how to submit an Expression of Interest (EOI) and full application for Route 1 incoming productions and Route 2 indigenous productions. In this guide, indigenous means productions led by, or delivered through a substantive partnership with, a production company with a permanent base in the West of England.

What is Greenlight West?

The West of England is one of the UK's leading centres for film, television and animation. Home to BBC Studios Natural History Unit and Aardman, the region combines internationally recognised creative work with experienced production companies, talented freelancers and crew, studios and specialist facilities. Our strengths span natural history, factual and unscripted television, animation and high-end drama, supported by a well-established post-production sector.

Greenlight West is the West of England's regional production fund. It builds on these strengths to create more work and opportunity for people and businesses across Bath and North East Somerset, Bristol, North Somerset and South Gloucestershire. We welcome producers coming to the region, and companies already rooted here, with projects that have a clear route to market and audience.

We want our funding to make a demonstrable difference: bringing additional production activity to the region, creating paid work and progression for local talent, and helping regional companies develop new partnerships, reach new markets and grow.

We prioritise substantial regional expenditure relative to the grant requested, meaningful use of local crew, businesses and facilities, and credible commitments to skills, inclusion and environmental sustainability. Where relevant, we also welcome productions that bring the region's places, communities, stories and creative talent to wider audiences.

Which route to use

Greenlight West supports two related but distinct objectives: attracting additional production activity and investment into the West of England and enabling production companies rooted in the region to lead and grow ambitious screen projects.

Both routes have the same grant range, regional spend requirements and core expectations relating to skills, inclusion and sustainability. The difference is the type of additional activity the fund is intended to unlock and the role of the applicant in delivering it.

	Route 1 incoming productions	Route 2 indigenous productions
Who it is for	Productions led by a company based outside the West of England that will undertake significant production activity in the region.	Productions led by, or delivered through a substantive partnership with, a production company permanently based in the West of England.
What the fund is intended to achieve	Attract production activity, expenditure and employment that might otherwise take place elsewhere.	Enable regional companies to lead, deliver or grow production activity, build their track record and secure longer-term growth.
What applicants must demonstrate	That the grant will enable additional production activity, expenditure or employment in the West of England, or increase the scale of activity undertaken here.	That the grant will enable the production to proceed, progress sooner or at greater scale, or strengthen the regional company's creative, commercial or production role.
What we particularly expect	Meaningful use of West of England crew, freelancers, facilities, locations, suppliers and production services.	A substantive role for the regional company, alongside benefits such as ownership or exploitation of intellectual property created through production, new commissions and partnerships, company growth, workforce progression and repeat production potential.

Applicants should select the route that reflects the company leading the production (the applicant) and the principal additional benefit the fund will unlock. We may ask an applicant to use a different route where the proposed structure does not meet the intended purpose of the route selected.

Post-production and related activity may be included where it forms part of the wider supported production. Routes 1 and 2 do not accept applications solely for post-production.

Route 3 supports applications specifically for post-production activity. A production may apply through only one route. A production funded through Route 1 or Route 2 cannot also apply through Route 3; eligible post-production costs should instead be included in the Route 1 or Route 2 application. See the Route 3 post production guidance for further information.

What can I apply for?

We support screen productions with a total running time of more than 40 minutes across the funded feature or series that are intended for commercial release, broadcast or distribution, including:

- Feature films and high-end television drama
- Children's television, animation and scripted comedy
- Factual, documentary and natural history
- Unscripted and entertainment formats
- Other eligible screen content with a strong case for support

What you cannot apply for includes but is not limited to:

- Short films
- Video games
- Development activity
- Acquisition of rights
- Marketing and distribution activity

Projects must meet the start-date rules in the 'When can I apply?' section. For Routes 1 and 2, post-production and related activity is eligible where it forms part of the supported production.

Who can apply and eligibility

This is a competitive fund supporting screen productions that deliver meaningful and measurable benefits for the West of England.

You must apply through a production company or appropriate production entity with the legal authority, experience, organisational capacity and financial standing to deliver the project and manage public funding.

You must also have legal control of the project and hold the appropriate rights, options and permissions. Evidence of chain of title will be required before an award is confirmed.

To be eligible, your production must:

- Fall within an eligible production category, as set out under **What can I apply for?**
- Be intended for commercial release, broadcast or distribution, with a credible route to market and audience
- Have a realistic production timetable, be at an appropriate stage when applying and meet the fund's start-date requirements
- Have a credible finance plan and demonstrate a clear need for grant
- Show that funding will enable additional activity, investment or benefit that would not otherwise take place at the same scale within the West of England
- Deliver meaningful production activity and measurable benefits within the local authority boundaries of Bath and North East Somerset Council, Bristol City Council, North Somerset Council and/or South Gloucestershire Council
- Meet the fund's requirements including regional spend, supported by a realistic forecast of qualifying expenditure
- Make proportionate, measurable commitments to skills and employment, inclusion and accessibility, and environmental sustainability
- Meet the fund's legal, subsidy control, financial assurance, monitoring and reporting requirements

Regional benefits may include work for local cast, crew and freelancers; expenditure with regional businesses; paid training and progression opportunities; use of studios, facilities, locations and post-production services; and opportunities for regional companies and creative talent.

Finance and route to audience

For television, your Expression of Interest (EOI) must demonstrate a substantive broadcaster, commissioner or platform commitment. Provide a letter of intent, term sheet or equivalent written evidence setting out the commitment and any conditions. A submitted pitch or general expression of interest is not sufficient.

For features and other eligible formats, provide evidence of the production's commercial distribution and route-to-market. This can include partners such as commissioners, broadcasters, distributors, sales agents, platforms or other partners. Festival exhibition, community screenings, self-distribution or release solely through your own website or social media will not normally be sufficient on their own.

Your finance plan should show the total budget, confirmed and pending finance, outstanding conditions and how any remaining gap will be closed. The fund must not be the sole source of meaningful production finance. You should clearly show the percentage of the overall budget that will be spent in the West of England.

Eligibility checks and due diligence

Eligibility is checked at both EOI and full application stages. We may request clarification or further information, but applications must be complete and eligible before progressing to assessment.

Full due diligence is not required at EOI stage. Applicants progressing to full application must provide satisfactory legal, financial and organisational evidence to meet our due diligence requirements before an award can be confirmed.

Please review the Greenlight West eligibility checklist before submitting your EOI.

What we want productions to deliver

Greenlight West is intended to create lasting benefits for the West of England alongside the immediate economic value of production activity. We want funded productions to create opportunities for the region's people and businesses, strengthen its screen sector and help more audiences see and hear the West of England on screen.

Applicants should explain how their production will contribute to the areas below. Commitments should be relevant, realistic and proportionate to the production and the amount of funding requested.

Regional economic benefit and opportunity

Funded productions should create meaningful economic opportunities within the West of England. This includes paid work for regional crew, freelancers, performers and creative talent, alongside expenditure with regional studios, facilities, post-production companies, production services and other suppliers.

We particularly welcome proposals that:

- create paid employment and progression opportunities for regional talent;
- support regional businesses and strengthen the local production supply chain;
- provide paid trainee, placement and step-up opportunities; and
- create new relationships between West of England companies and broadcasters, commissioners, platforms or international partners

Applicants should explain how they have explored the regional crew, talent, facilities and supplier base and identify the activity and opportunities that Greenlight West investment will make possible.

Regional representation and visibility

We want to see more of the West of England on screen and to ensure that the region's places, people and creative identity are represented authentically to audiences in the UK and internationally.

Where creatively appropriate, we welcome productions that:

- feature recognisable or less frequently seen West of England locations;
- reflect the region's communities, cultures, stories and experiences;
- include authentic regional voices and accents;
- create opportunities for West of England actors, writers, performers, musicians and other creative talent; and
- involve local communities in a meaningful and respectful way

We recognise that not every production will be set in the West of England or able to identify the region explicitly on screen. This is not an eligibility requirement. However, applicants should consider and explain any opportunities to increase the region's visibility, representation and creative contribution.

Skills, inclusion and creative careers

Funded productions should contribute to the development of a skilled, inclusive and sustainable regional workforce. Applicants should consider how their production can create access to paid work, skills development and career progression, particularly for people who are currently underrepresented within the screen sector.

We also want funded productions to help young people understand the range of creative careers available within film and television. Working where appropriate with regional schools, colleges and skills or careers partners, activity could include:

- cast or crew speaking about their roles and career journeys;
- careers talks, workshops or visits to sets, studios and post-production facilities;
- behind-the-scenes resources explaining the range of production roles;
- work experience, paid placements, traineeships or shadowing; and
- participation in regional careers events and screen-sector programmes

Activity should be meaningful, appropriately managed and safeguarded, and proportionate to the production. Across all workforce activity, we expect inclusive and accessible recruitment, fair employment practices and appropriate pay and working conditions.

Environmental sustainability and clean energy

The West of England is demonstrating national leadership in sustainable production and the use of clean technology across film, television and live events. Greenlight West will build on this work, including learning and infrastructure developed through the Creative clean power programme.

At full application stage, productions will be required to consult the West of England's regional support through the Combined Authority, partners and/or the relevant Film Office. This will help applicants develop a proportionate sustainability plan and identify opportunities to connect with regional clean-energy, skills, nature-recovery and community initiatives.

Funded productions will normally be expected to achieve BAFTA albert certification, and we anticipate that this will apply to most productions supported by Greenlight West. Where certification is not practicable because of the production's format or commissioning arrangements, or where a commissioner,

broadcaster or lead funder requires another recognised sustainability standard, applicants must explain this at full application stage and agree an equivalent approach with the Combined Authority.

Plans should include measuring emissions, developing and implementing an appropriate carbon reduction plan, completing relevant training and following appropriate guidance on biodiversity and responsible location management.

Productions will also be expected to assess their power requirements early and explore practical opportunities to reduce reliance on diesel generators and other fossil-fuelled temporary power. This could include using grid connections, battery storage, renewable generation, green hydrogen or other appropriate clean-power solutions.

Applicants should explain what they propose to deliver, any practical or technical barriers and how they will share appropriate energy and emissions information to support monitoring and regional learning. We particularly welcome productions that demonstrate environmental ambition beyond the minimum requirements or, where editorially appropriate, engage audiences with climate and nature.

Wider regional legacy

We welcome proposals that extend the value of the production beyond its immediate expenditure and employment. Depending on the project, this might include:

- a regional premiere, preview or accessible community screening;
- masterclasses, industry events or knowledge-sharing;
- behind-the-scenes content showcasing regional locations, facilities and talent;
- meaningful engagement with communities connected to the production;
- participation in regional showcases, panels or networking events; or
- reasonable access to approved stills, clips and case-study material to help demonstrate what public investment has achieved

Applicants are not expected to undertake every activity listed in this section. They should propose a focused set of commitments reflecting the particular opportunities created by their production.

Commitments included in an approved application will be monitored during delivery.

Additionality and need for funding

Greenlight West will only support activity where public funding will make a material difference to what happens in the West of England. Your application should explain what our support will make possible in the West of England, and what would happen without it.

Your application must clearly explain:

- what would happen without Greenlight West funding;
- what specific activity, expenditure or benefit the grant will unlock;
- why that activity cannot be delivered at the same scale, in the same timeframe or in the West of England using the finance already available;
- how the amount requested relates to the additional activity proposed; and
- what evidence supports your explanation

For Route 1 incoming productions, additionality will normally mean enabling additional production activity, expenditure or employment in the West of England, or increasing the scale of activity undertaken here. Applicants should explain the credible counterfactual and identify which elements of regional expenditure, employment or production activity depend on the grant.

For Route 2 indigenous productions, applicants are not expected to show that they would otherwise move the production outside the region. Additionality may instead mean enabling a regional company to bring a production into delivery, proceed sooner or at greater scale, retain a more substantial creative or commercial role, secure a commission or co-production opportunity, strengthen its rights in intellectual property created through production, or create longer-term company and workforce growth.

Existing or already committed expenditure, routine business activity, or the replacement of finance that has already been secured will not normally demonstrate additionality. Being based in the West of England is not, by itself, evidence that public funding is needed.

How much can I apply for?

You can apply for a grant of £100,000 to £500,000 per production. The amount requested must:

- normally be no more than 20% of the total production budget;
- be supported by at least £3 of qualifying West of England expenditure for every £1 of grant requested
- be justified by the additional activity and regional benefit the funding will enable

Regional spend expectations and value for money

All applications must commit a minimum of £3 of qualifying West of England expenditure for every £1 of Greenlight West funding requested. This is the minimum eligibility threshold and should not be regarded as a target or as the level of regional return expected from every production. Meeting the minimum threshold does not guarantee that an application will be invited to progress or receive funding.

The minimum has been set to accommodate a range of eligible genres and production models. The level of regional expenditure offered will therefore be assessed proportionately, taking account of the production's scale, budget, genre and proposed activity in the West of England.

Some documentary, factual and natural history productions for example may necessarily incur significant expenditure outside the region, including costs associated with specialist contributors, access, archive material, travel or filming in national and international locations. These productions may have less scope to achieve the same regional-spend ratio as a larger or predominantly studio-based production. Applicants must nevertheless demonstrate that they have maximised the qualifying expenditure and wider benefits that can reasonably be delivered in the West of England.

Larger-budget productions, including high-end television drama, scripted series and feature films making substantial use of West of England studios, locations, crew, facilities and suppliers, will normally be expected to deliver a significantly higher return. A commitment of more than £5 of qualifying regional expenditure for every £1 of funding requested would generally be considered more

competitive for productions of this scale, and major productions may be expected to deliver substantially more. This is an assessment expectation rather than an additional eligibility threshold.

Applications offering only the minimum £3-to-£1 ratio must provide a clear and credible explanation of why a higher regional return cannot reasonably be achieved. Applications offering stronger regional-spend ratios will be considered more favourably under economic impact and value for money, alongside the quality of the proposed employment, skills, inclusion, sustainability and wider sector benefits.

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Exceptionally, the percentage of the total production budget may be reviewed where a project offers substantial cultural and economic returns, subject to the applicable subsidy control limits and approval.

Forecasting regional spend

Total production budget means the full cost of delivering the production.

Qualifying regional spend means the part of the production budget that meets the requirements in the West of England qualifying expenditure guidance (Appendix 1). It is the eligible expenditure against which Greenlight West grant is calculated and paid.

You will need to forecast qualifying regional spend, showing its value, its proportion of the total production budget and the spend generated for each £1 of grant requested. Please explain significant costs that will fall outside the region and the opportunities considered for regional crew, suppliers, facilities, production services and talent.

We will test the forecast against the production schedule, available crew and facilities, supplier evidence and finance plan. We may offer a lower award where the evidence supports less qualifying regional spend than forecast.

Example

A production has a total budget of £7.5 million and plans to spend £3 million in the West of England. It could apply for the maximum grant of £500,000. This represents £6 of qualifying regional spend for every £1 of grant.

If the production delivers the full £3 million of agreed regional spend, it can receive the full £500,000 award. If it delivers only 80% of that commitment (£2.4 million), the grant will normally reduce by the same proportion to £400,000. Spending more than £3 million would not increase the grant above £500,000.

VAT is not an eligible cost where it can be recovered. Irrecoverable VAT may be eligible, subject to evidence.

Meeting the criteria does not guarantee an award.

When can I apply?

EOIs can be submitted at any time and are considered in regular assessment rounds. We normally aim to provide an EOI outcome within 10 working days of the relevant assessment deadline. You must pass through the EOI stage before submitting a full application.

Allow up to eight weeks from submission of a complete full application for assessment and a decision. We will tell you if further information or additional assessment time is needed. Allow separate time for any conditions to be satisfied before funding is confirmed.

Submit your complete full application before funded pre-production begins. Do not begin the activity for which you seek support, including principal photography, before a funding decision has been made.

All funded activity and qualifying regional spend must fall within the approved project dates. All expenditure claimed must be incurred before 31 March 2029.

How do I apply?

We operate a two-stage application process:

Stage 1: Expression of Interest

Your Expression of Interest will consist of an online form asking a small number of questions about your production and eligibility, together with a PDF pitch deck of no more than 7 pages and under 10MB.

The pitch deck gives you the opportunity to present your production visually, as well as outlining the key information we need to assess your proposal.

Please use the following prescribed page titles.

Page 1 – Eligibility

Explain how your production meets the eligibility requirements of Greenlight West and your selected funding route.

Please include:

- details of the applicant production company and, where relevant, its relationship to the West of England
- confirmation that you hold, or have secured, the necessary rights to develop and produce the project
- the current stage of the production
- your proposed production timetable
- how the production meets the Fund's commercial distribution and route-to-market requirements
- confirmation that the production has not commenced activity that would make it ineligible for funding

Page 2 – The production

Tell us about your production, your creative ambitions and bring the project to life.

You may wish to include:

- concept and story
- format and genre
- intended audience
- creative approach
- key creative and production team
- notable confirmed or proposed cast and crew
- commissioners, broadcasters, distributors, sales agents, platforms or other partners where relevant
- current stage of development or production
- what makes the production distinctive or commercially compelling

We are not looking for lengthy written responses. Use this page to give assessors a clear understanding of the production and its creative and commercial proposition.

Page 3 – finances

Provide a clear headline picture of the production finances.

Please include:

- total production budget

- amount requested from Greenlight West
- the Fund contribution as a percentage of the overall production budget
- finance already secured
- finance still to be secured
- the current finance gap
- estimated total of qualifying West of England expenditure
- estimated percentage of the overall production budget that will be spent in the West of England
- headline production dates

Tell us about the current status of your financial model and provide evidence of a credible route to full financing.

This might include confirmed or anticipated investment from commissioners, broadcasters, distributors, sales agents, platforms, private investors, tax relief or other production finance.

Supporting documents: Attach the relevant letter of intent, term sheet or equivalent finance and market evidence separately from the 7-page deck. Identify the supporting documents on this page. You do not need to submit the full due diligence pack at EOI stage.

Page 4 – regionality

Tell us about your plans for production activity in the West of England and the benefit this will create for the region.

You may wish to include:

- where production activity will take place
- filming locations
- studios and production facilities
- post-production or other production services
- West of England-based production companies or partners
- local crew and freelancers
- regional suppliers and facilities
- expected West of England expenditure, by type, not value
- number or proportion of production days expected to take place in the region

Explain why Greenlight West funding is needed and what additional activity or regional benefit the investment would enable.

Where some filming or production activity will take place outside the West of England, explain clearly which elements will take place within the region and how you will meet the Fund's regional spend requirements.

Page 5 – talent

Tell us how the production will benefit West of England crew, freelancers and creative talent.

You may wish to include:

- paid employment opportunities for regional crew and freelancers
- anticipated number and types of roles
- opportunities for emerging and established talent
- apprenticeships, placements, traineeships or work experience
- skills development and progression opportunities
- opportunities for people currently underrepresented within the screen sector
- partnerships with regional training or skills organisations
- measures to support people to progress into more senior or specialist roles

Please focus on the additional opportunities created through the production rather than simply listing the crew required to deliver it.

Page 6 – outcomes

Tell us what difference the production will make to the West of England in the short term.

You may wish to consider:

- additional production expenditure attracted to or retained in the region
- employment created or supported
- work generated for regional freelancers, crew and suppliers
- skills and progression opportunities
- increased use of regional studios, locations and facilities
- business and supply-chain opportunities
- increased production activity
- profile and visibility for the West of England
- opportunities generated for local production companies and creative talent

Where possible, include indicative numbers or measurable outcomes.

Page 7 – impact

Tell us how the production will create wider regional impact and be delivered responsibly.

Please outline your approach to:

- Regional representation and visibility – including opportunities to show the region's places, communities, stories, voices and creative talent
- Skills and creative careers – including paid development and proportionate engagement with schools, colleges or young people
- Inclusion, accessibility and fair work – including recruitment, access to opportunity, appropriate pay and responsible employment practices
- Environmental sustainability and clean energy – including BAFTA albert certification and opportunities to reduce fossil-fuelled temporary power
- Responsible procurement – including use of regional and responsible suppliers where appropriate
- Wider regional legacy – including screenings, knowledge-sharing, community engagement or other relevant activity

Please focus on practical commitments relevant to this production rather than providing general organisational policies.

The West of England Combined Authority including the Creative & Cultural team, the Delivery team and relevant experts will review and moderate EOIs against eligibility, project readiness and the fund's priorities.

All EOIs are reviewed against the eligibility criteria in this guidance. Where an EOI is found to be incomplete or does not meet the eligibility requirements, applicants will be notified by email. EOIs that are incomplete or ineligible cannot be taken forward for assessment.

Progression to full application is an invitation to develop the case, not a funding commitment.

Stage 2: Full application

If invited, you will receive the full application form and introductions to relevant Film Offices, sustainability and skills programme partners. Further information on the full application process will be provided if your EOI is successful. We will agree a full application submission date that reflects the project's readiness and production timetable. Tell us promptly if that timetable changes; we may need to

review whether the project is ready to progress. An invitation does not reserve funding.

At full application stage we will ask you to provide the following, proportionate to the project:

- The completed form, production schedule and finance plan, supported by evidence of commitments and outstanding conditions
- Your production budget, identifying qualifying regional spend, using your normal budget structure
- Your regional impact plan, setting out clear and measurable commitments across the areas described under the section *what we want productions to deliver*
- The rights, company and financial information requested for due diligence, plus details of other public support and relevant tax reliefs or credits
- A cash-flow forecast

We expect you to engage with relevant Film Offices and other relevant programme partners while developing the full application. Use their advice to test crew and facility availability and identify practical opportunities for skills, inclusion and sustainable production. Engagement should be proportionate; advice does not guarantee funding or the availability of crew and services.

Applicants should provide clear, proportionate and measurable commitments relevant to the scale of the production.

Guidance on what constitutes qualifying West of England expenditure is provided in the West of England qualifying expenditure guidance (Appendix 1).

All applications are reviewed against the eligibility criteria in this guidance. Where an application is found to be incomplete or does not meet the eligibility requirements, applicants will be notified by email. Applications that are incomplete or ineligible cannot be taken forward for assessment.

What is the assessment process?

Full applications will be assessed through a combination of officer review, assessment and regional governance processes.

The initial check will review eligibility and completeness.

Eligible full applications are then assessed by two individual assessors and then moderated. The assessments, due diligence, the available budget and the

balance of the fund's portfolio will be considered in full before preparing a recommendation.

Assessment considers the regional economic benefit relative to the grant; additionality and the need for public support; the route to market and strength of the finance plan; deliverability, including regional crew and infrastructure capacity; skills and paid progression; inclusion and accessibility; environmental sustainability and clean energy; regional representation and visibility; and credible longer-term benefits for the region. These factors are considered in the context of the production's genre, scale and funding request.

Film Office intelligence about other scheduled productions will help us assess whether regional spend and recruitment plans are achievable. We may seek clarification or revised forecasts where capacity is constrained.

Funding decisions are made through the Combined Authority's approved governance arrangements. A decision may approve funding, attach conditions, request further information, make a reduced funding offer or decline the application.

The assessments will inform recommendations alongside the available budget, competing applications, portfolio balance and programme objectives. Demand may exceed the funding available, so an eligible project or a strong assessment does not guarantee an award.

If we request further information, we will give you a response deadline. Failure to respond may result in withdrawal from assessment.

We will notify you by email within eight weeks of your submission date.

Unsuccessful full applications will receive a brief explanation. You may reapply where there has been a material change in financing, development, market position or regional impact.

Subsidy control

The West of England Combined Authority will award grants through Greenlight West as subsidies using the arts and culture streamlined route.

The fund will use the screen element (Category 2) of the arts and culture streamlined route and the eligible cost type of project costs.

Project costs are defined as *'ringfenced, time-limited creative or cultural activity (including the development, delivery and/or creation of work, and festivals or events).'*

The subsidy awarded through the fund will therefore be ringfenced to the production selected for funding and will be time-limited. Funding will only be available from the commencement of pre-production until completion of the production, or 31 March 2029, whichever is sooner.

Where the West of England Combined Authority awards a subsidy of more than £100,000, details of the award will be published on the national subsidy transparency database.

The West of England Combined Authority cannot award subsidies that are conditional on the relocation of existing activities.

The West of England Combined Authority cannot award subsidies for activities that have already started. This means that where a production has already commenced pre-production, it is unlikely to be eligible for funding through Greenlight West.

Applicants should therefore ensure that their production timetable allows sufficient time for the Fund's application, assessment and decision-making process before funded activity begins.

Subsidy can only be awarded as a percentage of, and against, specific eligible costs. For Routes 1 and 2, only qualifying West of England regional spend within the approved project costs will be eligible expenditure against which Greenlight West grant is calculated and paid. Appendix 1 explains what expenditure can be counted as qualifying regional spend.

At full application stage, applicants must provide a detailed production budget identifying the qualifying regional spend against which the grant will be claimed. This must be supported by sufficient evidence to allow the West of England Combined Authority to verify that the forecast is robust, necessary and directly attributable to the production.

Impact of subsidy on other public funding, including tax reliefs

At full application stage, applicants will be required to notify the West of England Combined Authority of any other subsidies received by the applicant company.

If the cumulation of previous subsidies with the subsidy the West of England Combined Authority proposes to award would breach any of the specific requirements of the arts and culture streamlined route, the West of England Combined Authority may not be able to make an award.

Applicants may receive subsidy from Greenlight West alongside other forms of public subsidy, provided that the relevant cumulation rules are not breached and the applicant is able to comply with the full requirements of each source of public funding.

This includes relevant tax credits or tax reliefs. The West of England Combined Authority is unable to provide specific tax advice and applicants should seek their own professional advice where necessary.

Grant funding agreement

Funding is offered as a grant. If your application is successful, you will be issued with a grant funding agreement setting out the terms and conditions of the award. Funding is not confirmed, and claims cannot be paid, until due diligence and any conditions have been satisfied and the agreement has been signed by both parties.

Award and contracting

The agreement will confirm the maximum award, approved project dates, eligible costs, contracted qualifying regional spend, grant rate, milestones, outputs and commitments, payment and reporting arrangements, subsidy conditions, publicity and credit requirements, and provisions for variation, withholding or recovery. The fixed grant rate is calculated by dividing the agreed award by the contracted qualifying regional spend.

The approved regional impact plan and other commitments made through the application will form part of delivery monitoring.

Payments and claims

Our standard approach is payment quarterly in arrears through progress reports and claims. Funding will not be paid in full at the start. We aim to pay an eligible, complete and accurate claim within 30 days of receipt.

Payments will be calculated by applying the fixed grant rate in the agreement to qualifying regional spend that has been incurred, paid and verified. The total paid cannot exceed the agreed award. All costs claimed must have been incurred and paid by the grant recipient.

Claims must reconcile with the production's normal cost reports and include evidence of progress against agreed outputs. An authorised finance officer or equivalent must certify each claim. We may inspect records or request additional evidence, including invoices, payroll information, allocation calculations and proof of payment.

You must retain the underlying financial and delivery records for at least six years. An independent accountant or auditor report will be required at the end of the funding period. Interim or annual assurance may also be required where justified by the payment schedule, project duration or risk; the agreement will specify any such requirement.

All claims and the evidence required to release payment must be submitted by 31 March 2029. The agreement may set an earlier deadline where this is needed for programme closure.

Outputs, monitoring and evaluation

The agreement will set realistic targets and proportionate evidence requirements. Depending on the production, these may include:

- qualifying regional spend, supplier numbers and the value of regional contracts;
- production and post-production days, and regional locations, studios and facilities used;
- regional cast, crew and freelancers engaged, including paid workdays and roles supported;
- paid placements, traineeships, progression activity and creative careers engagement; and
- delivery of inclusion, accessibility, representation, sustainability, clean-energy and wider legacy commitments

The agreement will specify any workforce, demographic, skills, pay, energy or emissions data needed for monitoring and evaluation. Existing industry reports may be used where they provide the required evidence; additional regional data may still be needed. You must support proportionate evaluation, including agreed data returns, case studies and, where requested, interviews or follow-up.

Changes and under-delivery

Tell us promptly if the project, timetable, finance plan, eligible costs, outputs or commitments change. Small changes may be agreed in writing; significant changes will require a formal variation. Attempts to recruit or procure locally do not automatically waive the contracted qualifying regional spend commitment.

Where verified qualifying regional spend is below the contracted commitment, the grant will normally reduce in the same proportion. For example, delivery of 80% of the contracted qualifying regional spend would normally result in payment of 80% of the award. Higher regional spend does not increase the grant above the contracted award.

Failure to deliver other contracted commitments, or any material change, ineligible expenditure or misuse of funding, may result in payment being withheld, reduced or recovered. If interim payments exceed the final entitlement, the excess will be recoverable.

Publicity, credits and other obligations

All funded productions must include an on-screen credit acknowledging support from the West of England Mayoral Combined Authority, using wording and branding agreed as part of the funding agreement; together with appropriate acknowledgement in press, publicity, online and promotional materials. Credit and logo use must be agreed before release.

Grant recipients must also comply with the agreement's procurement, financial management, audit and data protection requirements. A data sharing or processing agreement may be required to support monitoring, reporting and evaluation. Grant recipients remain responsible for collecting, storing and sharing personal information lawfully and securely.

Information, privacy, feedback and complaints

Personal information and application data will be processed to administer, assess, monitor and evaluate the fund, in accordance with UK data protection legislation, the Combined Authority's Privacy Notice and its records retention requirements.

The Combined Authority is subject to the Freedom of Information Act 2000. Identify commercially sensitive information in your application. We will take this

into account but cannot guarantee confidentiality where disclosure is required by law.

Funding decisions are final and there is no right of appeal through the fund.

Support and contact information

Please read this guidance and the FAQs before contacting us. Send queries to screen@westofengland-ca.gov.uk with Greenlight West in the subject line.

We will publish answers to common questions in the FAQs, excluding commercially sensitive information. Answers may require internal checks, so we cannot guarantee a same-day response. Submit questions in good time before the relevant assessment deadline.

Appendices

Appendix 1 – West of England qualifying expenditure guidance

What is qualifying regional spend?

Qualifying regional spend is expenditure incurred by the funded production on goods, services, facilities and labour supplied by individuals or businesses based within the West of England: Bath and North East Somerset, Bristol, North Somerset and South Gloucestershire.

For the purposes of the fund:

An individual will normally be considered regional if their permanent residence or principal place of work is within the West of England

A business will normally be considered regional if its principal trading address is within the West of England or it has a substantive, permanently staffed operational base within the region

You can discover whether a business or individual is based in one of the four regional local authority areas here: [Find your local council – GOV.UK](#). Applicants must be able to provide evidence of all Regional Spend reported as part of their application and project monitoring requirements.

Qualifying regional spend

The following types of expenditure may be counted as regional spend where they are directly attributable to the funded production and supplied by individuals or businesses based within the West of England.

- Labour
- Regional employees
- Regional freelancers
- Regional cast
- Regional trainees, apprentices, and paid placements
- Production infrastructure and expenditure
- Locations
- Studios
- Production office hire
- Temporary office space
- Co-working space used for the production

- Rehearsal, audition and workshop space
- Storage and green-room facilities
- Unit bases and parking suspensions
- Equipment hire
- Catering
- Accommodation for cast and crew
- Subsistence and related crew welfare costs incurred within the region
- Transport services purchased within the region
- Security services purchased within the region
- Insurance purchased from regional providers
- Production management services

Post-production (when supplied by regionally based businesses)

- Editing
- Sound
- Dubbing
- Music recording
- VFX
- Animation
- Colour grading
- Motion graphics, title and credits design
- Other post-production and finishing services

Professional services (where supplier is regionally based)

- Accountancy
- Legal services
- Payroll services
- Marketing and PR

Additional qualifying expenditure for indigenous companies only:

For Route 2, reasonable project-attributable costs incurred by the West of England-based production company may count as qualifying regional spend where they support the company's substantive role in delivering the production. They must be directly attributable to the funded production and supported by a clear, consistent and evidenced allocation method.

- Permanent staff salaries apportioned to project
- Office rent allocation apportioned to project
- Utilities allocation

- Business rates allocation apportioned to project
- General operational overhead allocation apportioned to project
- Software licences allocated to project

Applicants may be required to provide a clear methodology demonstrating how such costs have been allocated to the funded project.

Non-qualifying spend

The following will not normally be considered Regional Spend:

- Expenditure incurred outside the West of England
- Company turnover or revenue
- Dividend payments
- Finance costs and interest payments
- In-kind contributions
- Costs not attributable to the funded project
- Unsupported or unverified expenditure

Further guidance

The examples listed above are not exhaustive. Other expenditure may be considered eligible where it can be demonstrated that:

- It is directly attributable to the funded production
- The supplier or individual is based within the West of England
- The spend can be evidenced through the fund monitoring and reporting processes

Applicants are encouraged to discuss any queries regarding regional spend with the fund team prior to submitting an Expression of Interest or, where invited, a full application.