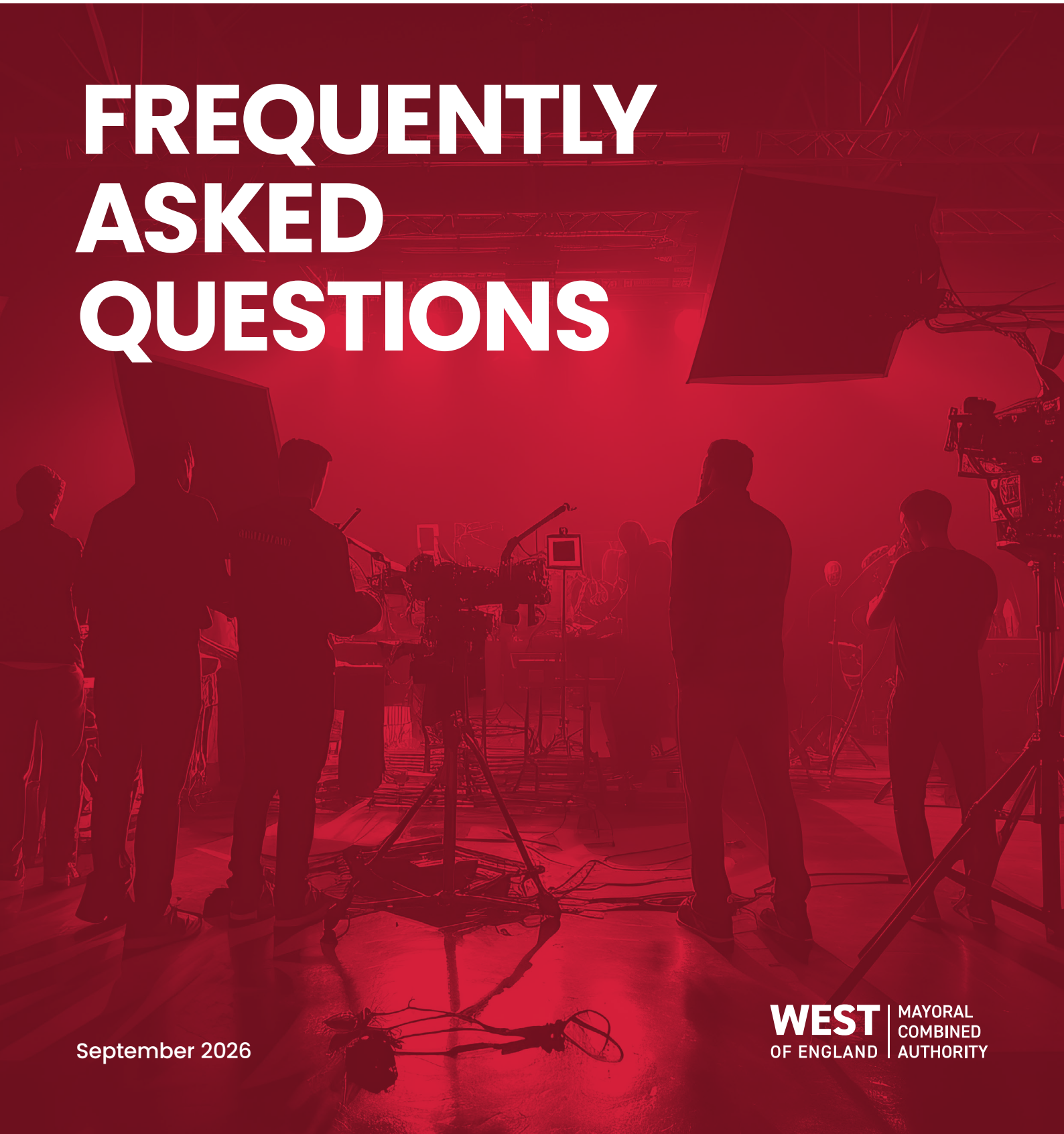
GREEN LIGHT WEST

West of England Production Fund

FREQUENTLY ASKED QUESTIONS



September 2026

WEST OF ENGLAND | MAYORAL COMBINED AUTHORITY

These FAQs provide additional clarification on some of the practical questions applicants may have about Greenlight West. They should be read alongside the full fund guidance, which sets out the eligibility requirements, assessment criteria and application process in detail.

Choosing the right route

I am based outside the West of England but working with a regional production company. Which route should I use?

This will depend on the nature of the partnership.

Route 1 will normally apply where the production is led by a company based outside the West of England and the regional company is providing production services or supporting delivery in the region.

Route 2 may apply where the West of England-based company has a substantive creative, commercial or production leadership role in the project. A nominal co-production arrangement or service-company relationship will not be sufficient.

Route 3 supports a defined post-production package commissioned by a production company from one or more established West of England post-production companies. The applicant production company may be based anywhere, and the production may be filmed anywhere. Regionally based production companies can apply on the same basis.

What counts as a substantive business and production base in the West of England?

A registered address alone will not be sufficient. We will consider evidence such as permanently staffed premises, permanent employees, Companies House records, business rates and evidence of sustained production activity in the region.

A temporary address established for the purposes of an application will not meet the requirement.

Can a West of England-based production qualify if filming takes place outside the region?

Yes. A production may be eligible through route 2 even if some or all filming takes place elsewhere, provided it demonstrates genuine creative, commercial or production leadership in the West of England and meets all regional-spend and wider-benefit requirements.

For example, a West of England-based natural history production could film internationally while employing regional staff and undertaking production and post-production activity in the region.

Can I apply for post-production activity through routes 1 or 2?

Post-production can form part of the wider regional activity proposed through routes 1 or 2. However, stand-alone post-production applications are not eligible through the current process.

If you are applying specifically for post-production activity delivered in the West of England, you will need to apply through the separate route 3: post-production process. The route 3 guidance and Expression of Interest will be available soon.

Funding and regional spend

How much regional spend makes a strong application? £3 for every £1 of funding seems low.

The £3 of qualifying West of England expenditure for every £1 of Greenlight West funding is a minimum threshold, not a target or an indication of what we expect every production to deliver.

The threshold has been set at this level so that the fund can support a wide range of genres and production models. Some documentary, factual and natural history productions, for example, may need to film outside the region or incur significant expenditure on specialist contributors, access, archives or international locations. These productions may have less scope to achieve the same regional-spend ratio as a large, studio-based production, while still creating valuable employment, skills and supply-chain opportunities in the West of England.

We would expect larger-budget productions—including high-end television drama, scripted series and feature films making substantial use of regional studios, locations, crew, facilities and suppliers—to deliver a significantly higher return. For these productions, a ratio above £5 of qualifying regional expenditure for every £1 of funding would generally make an application more competitive, and major productions may be expected to deliver substantially more.

Applications will be assessed proportionately, taking account of their scale, genre and production model. Applicants should maximise their proposed regional expenditure and provide a realistic, evidence-based figure. An application offering only the minimum £3-to-£1 ratio will need to explain clearly why a higher regional return cannot reasonably be achieved. Meeting the minimum requirement does not in itself make an application strong or guarantee funding.

How do the 20% grant limit and regional-spend requirement work together?

The maximum amount you can request will be determined by whichever limit produces the lower figure.

For example, a £2 million production could request no more than £400,000 under the 20% limit. However, to request £400,000, it would also need to demonstrate at least £1.2 million in qualifying West of England expenditure.

If its qualifying regional expenditure were £900,000, the maximum request would be £300,000.

The overall fund limit of £500,000 also applies.

What happens if a production spends less in the region than it originally committed?

The regional-spend commitment will form part of the grant funding agreement. If the production does not deliver the agreed level of qualifying regional expenditure, the grant may be reduced proportionately.

Applicants should therefore provide a realistic, evidence-based regional-spend figure rather than an optimistic estimate.

Spending more than the agreed amount will not increase the grant award.

Can any of the grant be paid in advance?

Grant payments will normally be made in arrears against eligible expenditure that has been incurred, paid and evidenced.

A limited advance payment may be considered in exceptional circumstances where there is a clearly evidenced cash-flow need. Advance payments are not guaranteed and require prior approval from the West of England Mayoral Combined Authority.

Applying to the fund

How much of the production finance needs to be secured before applying?

There is no single percentage that applies to every production. However, projects should be at an advanced stage of financing and must demonstrate a credible and achievable route to full finance.

At Expression of Interest stage, applicants should clearly distinguish between finance already secured, finance still to be secured and any remaining finance gap. More detailed evidence will be required at Full Application stage.

Can principal photography begin while my application is being assessed?

No. Principal photography must not begin before a funding decision has been made.

Applicants should consider the published assessment timescales carefully when deciding when to apply.

When does the assessment timescale begin?

Expression of Interest outcomes are expected within 10 working days of the relevant assessment-round deadline, rather than within 10 working days of submission.

The full application assessment period begins once a complete application and all required supporting information have been received. Applicants should allow up to eight weeks for this stage.

Can I reapply if my application is unsuccessful?

You may submit a new Expression of Interest if there has been a material change to the proposal. This could include significant progress in financing, project development, route to market or the scale and quality of the proposed regional impact.

Resubmitting substantially the same proposal is unlikely to result in a different decision.

Can the fund team review my application before I submit it?

The fund team cannot review draft applications or advise applicants on how to make their proposal more competitive.

If you have a specific question that is not answered in the guidance or FAQs, please email screen@westofengland-ca.gov.uk. We cannot guarantee individual meetings or calls before submission.

If your application is successful

Will an on-screen credit be required?

Yes. All funded productions will be required to provide an on-screen credit acknowledging Greenlight West and the West of England Mayoral Combined Authority.

The required wording, branding and placement will be confirmed in the grant funding agreement.

Can the grant increase if the production's costs or regional expenditure increase?

No. The maximum grant will be the amount confirmed in the grant funding agreement.

Any increase in the production budget or regional expenditure will need to be met from other sources.