

BBC Ignite - Terms of Use

BBC Children's are looking for new, creator-led ideas for kids of all ages as a direct response to the BBC Director of Children's & Education's pledge to commission more original animation content from the UK, and to develop new talent in the UK animation industry.

This is a fantastic opportunity for selected entrants to receive development funding and co-develop their ideas with the BBC. This funding will enable the development of strong animation proposals in order that they may eventually be considered for a full series commission by the relevant BBC Children's commissioner.

We would love you to submit your original ideas to us for consideration in this project by using the BBC Uploader. When you upload your ideas to us the Terms and Conditions below automatically apply - please read them carefully.

Eligibility

This opportunity is open for applications from individuals or collectives, BBC Children's in-house production, independent production companies and animation studios (where they intend to co-develop an idea via this scheme rather than engaging with us via our usual commissioning process where applicable)

- If you are entering as an individual or a collective (for example, as a writer and animator duo):
 - All applicants must be aged 18 and over on the date of submission.
 - All applicants must be UK residents and eligible to work in the UK.
 - Individual employees of the BBC and their immediate families are not eligible to enter unless they are named as part of a Children's Inhouse Production submission.
- You must own all rights ("Intellectual Property") in your idea including the full rights and permissions in any underlying work (such as the characters and the format).
- If you are an independent production company or an animation studio
 - You must be a UK company registered at Companies House
 - You must have a diversity and inclusion policy in place and adhere to the [BBC Diversity Commissioning Code of Practice](#). If you do not currently have a diversity and inclusion policy in place then a [template](#) is available from the Creative Diversity Network.

Submitting Your idea

- You may submit a maximum of three ideas but from Stage 2 (see below) onwards we will not progress more than one idea from a single supplier, individual or collective.

- Your idea must not be in development or under consideration with another broadcaster or content provider, or have previously been considered by or developed with the BBC.
- Your submission can include both illustration and narrative but should be no longer than 1 page of A4
- Please submit your idea via the Uploader as a PDF. We will only accept submissions via the Uploader. We cannot return submissions so please ensure that you retain a copy.
- Please do not supply any personal or supplier information on the proposal itself. We will ask you for this information via the Uploader but the ideas will be assessed independently of this information.
- The deadline for submissions is **23:59 on Wednesday 1st September 2021.**

Privacy

To find out how we will use your personal data please read our [Privacy Notice](#).

If you want to withdraw your submission then please email ignite@bbc.co.uk. For more information please see our Privacy Notice.

How we will assess your submission

- An initial panel of commissioning advisors will review all submissions and select an initial shortlist. This shortlist will then be assessed by the commissioning panel comprising of the Director of Children's & Education, Heads of Commissioning and Acquisitions for 0-6's and 7-12's, and the Animation Development Executive.
- You will be informed whether or not your submission has been selected for Stage 1 of paid development via email no later than Friday 15th October 2021.
- Unfortunately, due to the high number of submissions we estimate we will receive, if you are unsuccessful we will not be able to provide feedback on your ideas.

Development process/timescale

We've set out a short description of the 3-stage development process below, to give you an idea of the how the project will work and the approximate timescales involved. A BBC Animation Development Executive will guide creators at all stages of development and this person, the Director of Children's & Education, and the Heads of Commissioning & Acquisitions for 0-6's and 7-12's will form the panel who will decide which ideas progress to subsequent stages in the process.

Stage 1

A shortlist of up to 20 ideas will be selected from the submissions for the initial phase of development. These successful applicants will be required grant to the BBC an exclusive

option in the idea for an initial period of 18 months to ensure that the BBC's investment is protected (see further below on Rights). For Stage 1, creators will receive £8,500 development funding, - in return we will expect those creators to produce a short series bible, 2 minute script, character designs and 1 key background design, to be delivered within a 6 week period.

Individuals and Collectives will receive funding directly at this stage and will be expected to fund all costs associated with producing the deliverables from that investment.

Stage 2

Up to 6 ideas will be progressed to Stage 2 where up to £40,000 per idea will be invested. The exact amount will be subject to assessment of the idea and its complexity. We will expect the creators to produce full character designs, a second 2 minute script, key background designs, a 2 minute animatic and an animated test, to be delivered within an 8 week period.

We will assist individuals and collectives with no attachment to an animation studio to find a suitable studio to work with from this stage onwards. The BBC will fund the individuals/collectives directly with the remaining development costs being subject to a contract between the BBC and the selected studio on a work for hire basis.

Stage 3

Up to 3 ideas will be selected for a final development stage resulting in the production of a broadcast quality 2 minute animated short pilot. Up to £100,000 will be invested by the BBC at this stage - the exact funding level will be determined on the submission of a budget. We expect this stage to take in the region of 8-16 weeks dependent on the animation style and complexity of the sequence.

As with Stage 2, individuals and collectives that have partnered with an animation studio will be paid directly by the BBC with the remaining development costs being subject to a contract between the BBC and the studio on a work for hire basis.

Commissioning

The final pilots will be considered for full commission by the BBC Children's Heads of Commissioning & Acquisitions for 0-7's and 7-12's - **but** the BBC does not guarantee that it will commission any or all of the ideas.

Rights

If successful, throughout the application, development and commissioning process, all creators will be required to enter into contractual (option and format) agreements with the BBC in order to progress the development and creation of their idea. The Intellectual Property in any idea commissioned following this process will be shared by the creator(s)

and the BBC on terms that will be shared in draft at the Option stage. If you do not feel comfortable in sharing the IP in any commissioned idea with the BBC then you should not apply to Ignite and instead engage with the BBC via the usual commissioning processes where applicable. Failure to agree terms at the point of entering into the Option in Stage 1 will bring participation in Ignite to an end.

Should your idea be commissioned by the BBC for a full series, any development funding paid up to that point will be deducted from the budget for the series commission.

If the BBC chooses not to take your idea beyond a development stage, or to commission it:

- the BBC's exclusive option (see Stage 1 above) will end; and
- BBC will retain exclusive global broadcast rights in the pilot until / unless the idea is subsequently commissioned by a third party at which point those rights shall become non-exclusive; and
- if the idea is subsequently commissioned by a third party then the development funding you receive from us (Stage 1, 2 and 3) will have to be repaid to the BBC no later than the first day of principal animation of the third-party production.

By submitting your application, you will be deemed to have agreed to be bound by these Terms and the BBC reserves the right to exclude your application at any time and at its absolute discretion if the BBC has reason to believe that you have breached these rules, acted fraudulently or have done anything which, in its sole discretion, brings the BBC into disrepute. The BBC reserves the right to amend these Terms. The BBC reserves the right to cancel this project or alter any of the rules at any stage, if deemed necessary in its opinion, or if circumstances arise outside of its control.

The BBC, its subsidiaries, sub-contractors and/or agencies cannot accept any responsibility whatsoever for any technical failure or malfunction or any other problem which may result in a submission an entry not being properly submitted. To the extent permitted by law, the BBC will not be liable for any loss or damage (whether such damage or losses were foreseen, foreseeable, known or otherwise) including financial, reputational loss or disappointment.

The BBC receives a great number of proposals including via this scheme as well as from our usual commissioning process. Similarities of subject matter often occur and we cannot undertake to compensate you if material similar to yours, received coincidentally from another source, is subsequently commissioned or produced.

This application process is administered by the BBC.

If you have any questions that have not been answered by the information provided then please contact the BBC Ignite team at ignite@bbc.co.uk

Useful links

[Privacy Notice](#)