

# Screenology to expand Bristol filmmaking and video courses after securing £95k

A filmmaking and video education business in Bristol is planning to expand its course offering after securing a £95,000 funding package. Screenology, based at St Vincent's Works, received a £95,000 loan from SWIG Finance as part of the British Business Bank's South West Investment Fund. The company is planning to use the cash to support the expansion of its Creative Filmmaking (BA Hons) and Creative Practice MA courses.

Led by creative entrepreneur Tom Brereton Downs, Screenology was established in 2015 as a "film school for the 21st century". In partnership with Plymouth Marjon University, Screenology offers its students a learn-by-doing approach. Many of their graduates have gone on to work for high-profile TV shows and channels, large YouTube channels and some setting up their own creative businesses.

The business currently employs 22 members of staff, with eight new jobs to be created over the next 18 months.

Mr Brereton Downs said: "The loan we've received through SWIG Finance is life-changing. As a 'hands-on' education institute, the pandemic severely disrupted business for us and without this lifeline of funding, growth would have been delayed until at least 2025."

Nicola Parker, SWIG's senior business manager, said: "Bristol is renowned for its creative industries; however creative entrepreneurs sometimes lack the commercial skills needed to succeed. This is why Screenology's new Creative Practice MA course is so exciting – not only is it honing creative talent, but it's also helping students develop their business acumen

which will help them in the long term.”

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Screenology was referred to SWIG Finance by Jack Seymour of Pinnacle Business Finance.

Jody Tableporter, director UK and Regional Funds at the British Business Bank, said: “With support from the South West Investment Fund, Screenology was able to secure funding where not otherwise available. The business can now accelerate growth and deliver new courses, supporting the creative economy in the region and the next generation of filmmakers.”

The purpose of the South West Investment Fund is to drive sustainable economic growth by supporting innovation and creating local opportunity for new and growing businesses across the South West.