Ammba is a Digital Consultancy which works with cultural and heritage organisations to help engagement with digital audiences and digital technology.

Ammba had been working with Yorkshire Film Archive (one of the UK’s 9 regional film archives), and had the opportunity to develop a new concept which would commercialise film archive content. Called Family Film Tree (FFT), this concept was designed to provide film archive material to online genealogy websites, such as Ancestry and Find my Past, something which had previously been impossible. Through this innovation, Ammba hoped that the Family Film Tree (FFT) concept would open up archive film footage directly to the burgeoning global online genealogy market.

As a small but growing digital consultancy, Ammba knew that they would need to outsource some of the technical development of this exciting project. During a conversation about innovation with Jane Holmes, Business Manager at Central Technology Belt, the Worcestershire Proof of Concept Fund was recommended to them. This grant funding programme is one that can help qualifying businesses investigate, advance, commercialise and protect innovative business ideas, and is part of the Worcestershire Business Central business support network.

Ammba applied for and was awarded £30,000 grant funding, matching this with over £30,000 of the company’s own funds to bring forward their development plans.

Rebecca Bartlett, Managing Director said “We’ve been really pleased with the support we received from Jane at Central Technology Belt as we developed our application for the Proof of Concept Fund, and the whole team has been really efficient. We’ve been able to employ a new member of staff and our ambitious three year growth plan is on track.”

Worcestershire Proof of Concept Programme is part-financed by the West Midlands European Regional Development Fund Programme 2007 to 2013.