BFI
5-19 FILM EDUCATION SCHEME
2013-2017

STAGE ONE GUIDELINES FOR APPLICANTS

Closing date for stage 1 applications: noon, Wednesday 10 October 2012

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1. Scheme Outline and Introduction

Thank you for your interest in the BFI's Lottery funded 5-19 Film Education Scheme. This guidance is for organisations that wish to make an application to deliver the Scheme.

The BFI's aim is to ensure everyone, particularly young people, wherever they live, can learn about and enjoy the widest range of film. Our aspiration is for film to be part of the education of every young person in the UK.

The BFI wishes to make a significant investment in a bold, new film education initiative to inspire a lifelong passion for film in young people across the UK. With this investment we want to:

- Substantially increase opportunities for children and young people to experience and participate in watching, understanding and making film;
- Create a step change in the current and future generation's film knowledge, critical understanding and appreciation;
- Help extend the scope and range of film choices;
- Help develop the film audiences and film talent of the future.

To achieve this, the BFI is making available National Lottery funding of up to £7m per year for each of the four financial years from April 2013 to March 2017 as a single award to deliver the 5-19 Film Education Scheme[*]. This represents a significant increase in the money dedicated to film education for young people across the UK and is an exciting opportunity to establish a new and innovative model of engagement and delivery.

It is anticipated that this will be allocated as follows: £1m per year for the development and operation of a new digital platform (tier 1); £5.5m per year for a single integrated film education programme (tier 2); and £0.5m per year for the Youth Film Academy Network (tier 3) (subject to the successful applicant to this Scheme being selected to manage the Youth Film Academy Network – see below).

In summary:

- Scheme funding is for a programme of film education activity (watching, understanding and making film) targeting the 5-19 age group in the classroom, after school and outside school – including cinema-based activity.
- There must be a strong local, regional and national provision and presence, ensuring genuinely UK-wide coverage.
- The Scheme must generate and sustain effective and imaginative partnerships with the film industry.
- Delivery must be by a single not-for-profit organisation which will either be

[*] The Youth Film Academy Network element of the Scheme may be delivered by a different organisation.

the applicant or a vehicle especially set up to manage and be fully accountable for the activity.

- A target of 20% of the annual funding of up to £7m should be matched by the successful applicant in the first year. This percentage is expected to rise in subsequent years.
- All funded activity must be delivered by 31st March 2017.

We have created a two-stage application process. At Stage 1 we will assess the extent to which applicants have sufficient and appropriate experience; understand and share the BFI's aims and objectives for the Scheme; and in broad outline are proposing activities and approaches which are fit for purpose and likely to deliver the BFI's ambitions for the Scheme.

Stage 2 will undertake a more detailed assessment of applicants' proposals for the Scheme including management and operations, delivery plan and partnerships. Stage 2 will require submission of a detailed 4-year plan for the Scheme.

Appendix 1 of this document consists of an outline of the Stage 2 Guidelines.

Timetable

Action	**Date**
Call for applications	30 August 2012
Stage 1 application closing date	10 October 2012
Stage 1 assessment	15-24 October 2012
Successful Stage 1 applicants notified	25 October 2012
Detailed Stage 2 application guidelines and application form issued	25 October 2012
Stage 2 application closing date*	30 November 2012
Stage 2 assessment and interviews*	30 November – 17 December 2012
Stage 2 decision notified to successful applicant*	17 December 2012
Funding agreement finalised with successful applicant	1-31 January 2013
Public announcement of successful applicant*	1 February 2013
Scheme commences	1 April 2013

*Target date: these dates may be liable to change

2. Background and Context

The BFI views film education as an integral part of our future strategies. The BFI's 2011 report *Opening our eyes*[†] discovered that not only is watching films one of the most popular leisure activities in the UK, but that films carry powerful messages for people. We see value and meaning in all kinds of films: those titles that individuals consider to be 'significant', and those they consider represent the UK the best often do not appear in box-office, critical or industry rankings. Many people consider films seen in childhood or young adulthood as influential on their lives. Film can give new insights into other cultures and ways of life – and has the capacity to make a significant contribution to current debates on national identity.

Following positive feedback for our 5- 19 education plans, as set out in the *New Horizons for UK Film* consultation document, we now intend to put in place an ambitious strategy to support the development of 5-19 film education across the UK, working alongside partners in England, Northern Ireland, Scotland and Wales. The BFI will continue to build on its strategic partnerships with the national screen agencies[‡] and to deliver its own cultural and education programme* alongside the delivery relationships developed by the successful applicant under this Scheme.

Investment in the Scheme is intended to achieve a significant step change in the level of provision, delivering a wide range of activities to encourage watching, making and critical understanding of film for 5-19 year olds across the UK in one easy and accessible offer.

These activities should build a strong, practical cultural entitlement for young people, emphasising enjoyment, learning and the development of hard and soft skills.

This Scheme replaces BFI funding that was provided historically to support film education: the successful applicant is intended to be the sole large-scale education agency for children and young people directly funded by the BFI[§]. As such the successful applicant will be challenged to use past schemes and initiatives as a starting point for new thinking, innovations and partnerships.

[†] *Opening our eyes – how film contributes to the culture of the UK, http://www.bfi.org.uk/sites/bfi.org.uk/files/downloads/bfi-opening-our-eyes-2011-07.pdf (BFI, 2011 Chris Chandler, Ian Christie et al)*

[‡] *Creative Scotland, Film Agency for Wales and Northern Ireland Screen*

[§] *The successful applicant should be aware that the Transfer of Undertakings (Protection of Employment) Regulations 2006 may apply if the provision of BFI funded activities transfers from one organisation to another*

* *The BFI's own Film Education programmes are mainly funded through grant-in-aid monies from the Department for Culture, Media and Sport (DCMS) and not through funding from the National Lottery. The DCMS investment supports activities which are primarily delivered within the BFI's own venue in London's South Bank. As the lead agency for film in the UK the BFI will retain its policy leadership, advocacy and research roles in relation to Film Education working closely with national partners and governments.*

3. Scheme Elements and Outcomes

The 5-19 Film Education Scheme will have three interconnecting tiers which will help to promote a broader and enduring engagement with film as well as transfer knowledge, promote cultural exchange, improve attainment and promote diversity and inclusion through watching, understanding and making film. The main elements are intended to be:

Tier 1 – A new digital platform:

- A world-class digital platform for young people, teachers, parents and learners;
- Potential elements could include:
    - Films to download, to watch and to re-use;
    - Access to materials and content about films;
    - Online tools and resources for making films;
    - Video on demand and streaming content;
    - Social networking functions and collaborative online resources;
- Integration with the rich resources, information, services and programmes on bfi.org.uk.

Tier 2 – A single integrated film education programme:

- Support and activities across the UK which should be available to all 27,600 schools, to cinemas, youth organisations and community groups;
- Activity which is responsive to user demand and significantly shaped and supported by a strong local, regional and national partnership infrastructure;
- The establishment of a club offer available to every school across the UK which combines opportunities for watching, understanding and making films;
- Partnerships with the formal and informal education sectors;
- Collaboration and partnerships with the new BFI Film Network;[**]
- Outreach programmes which engage with young people outside the formal education sector;
- Providing teaching and learning resources suitable for the different curriculum settings of all four nations of the UK;
- Expansion of the range of films available to and used by schools and young people;
- Year round cinema-based education providing formal and informal education and learning opportunities for young people.

Tier 3 – The Youth Film Academy Network (working title. See appendix 2)

- Support for the development of exceptional talent aged 16–19 across the UK.

Please note that the Department for Education (DfE) has made available through the BFI £1m per annum for three years, for use in England only, for the development of the Youth Film Academy Network (in addition to the £0.5m per

[**] *A new network of cinemas and other film organisations*

year allocated by the BFI under this Scheme). The Film Academy will be piloted by the BFI in the current financial year (2012-13) and in England only. Our aim is to make this UK-wide from 2013/14.

Our intention is to transfer the responsibility for the Film Academy to a third party in the first quarter of 2013/14 and this may be to the successful applicant to the 5-19 Film Education Scheme. This will, however, be subject to the findings of the pilot phase of the Film Academy and to a successful business case being made for the management and operation of the Academy by the Scheme's successful applicant.

However, the findings of the pilot phase determining the future scale and structure of the Network (and therefore the detailed demands of staffing, oversight and accounting) will not be available until the end of March 2013. Applicants are not expected to draw up detailed plans for the Youth Film Academy Network in their Stage 1 applications but at Stage 2 will be expected to provide details of the development, management, delivery and costs of the scheme to 2017.

Outcomes
The successful applicant to the 5-19 Film Education Scheme will be expected to develop a detailed business plan, an organisational model, and a detailed programme and implement a schedule of activities which will deliver Tiers 1, 2 and (subject to the qualification set out above) 3 and include the following:

- A unified (watching, understanding and making) education offer accessible to all 5-19 year-olds across the UK:
  - **In the classroom** so that where possible film is integral to educating young people and to ensure that all 27,600 schools across the UK have access to information and services;
  - **After school** to encourage all schools to create exciting and engaging after-school club activities for watching, understanding and making films;
  - **Outside school** ensuring that there are strong links with cinemas, and with young people who may not engage with formal education;
- An increase in the number of film education specialists, including teachers, so they can work closely with young people to develop a critical appreciation of film culture and their creative talent;
- An increase in the number of cinemas and other exhibitors[††] with active strategies to work with teachers, parents and carers to use the cinema as a space for learning and enjoyment;
- Significant and innovative partnerships across education, youth work, venues and industry which will excite and engage young people;
- Opportunities for young people, individually and in groups, to be directly involved in devising and delivering creative and educational projects and

[††] *Later in 2012 the BFI will be launching an initiative to support networks of cultural exhibitors – the UK Film Network: there is an expectation that the successful applicant and the Film Networks will work together to develop in-cinema education and other opportunities.*

initiatives;

- A self-sustaining network of local, regional and national partnerships which will ensure local needs are met through collaboration within the network to draw on a range of provision and expertise from all across the UK;
- A world-leading digital platform for 5-19 film education, including a 'one stop shop' for learners and educators, in formal and informal contexts, of all abilities right across the UK;
- Structural links between the digital platform and bfi.org.uk; the Scheme as a whole taking advantage of the cultural programmes of the BFI itself.

The BFI intends to provide this funding by way of a single award to the successful applicant to this Scheme. However the BFI reserves the right, after evaluation of the Stage 1 and Stage 2 applications and any relevant discussions with the shortlisted Stage 2 applicants to make more than one award if it determines that the Scheme could be delivered more effectively by more than one applicant.

4. Deliverables

It is anticipated that key achievements by 2017 will include (but may not be limited to):

Reach

- A universal online offer for young people, teachers, parents and learners in the classroom and outside of school;
- Support available to all 27,600 schools in the state sector in the UK, delivering a programme which offers watching, understanding and making film;
- Direct reach of 2 million young people by 2017;

Partnership working

- A comprehensive cultural education strategy, in collaboration with the BFI and Creative Scotland, Film Agency for Wales and Northern Ireland Screen (the national screen agencies);
- Effective and imaginative partnerships with the film industry;
- Partnerships with the private and public sectors to advocate the value of film education and to help lever additional investment;
- Partnerships which mobilise resources to support the objectives and outcomes of the Scheme and provide a partnership presence for the Scheme in each of the nations and regions of the UK;
- Strong working relationships with key education partners;
- A UK-wide network of film, education and cultural sector partners – including commercial and independent exhibitors;
- Activity which complements the work of the BFI Film Network and Talent Focal Points;[‡‡]
- Joint strategic planning and alignment with the BFI including the rich content, resources, knowledge, expertise and programmes available through bfi.org.uk, BFI Future Plan, BFI Membership, BFI Education and the BFI's Cultural Programme;
- Partnerships which provide outreach programmes in disadvantaged communities;

Activities

- A regular, year-round schedule of activities which inspires young people, including, for example, regional seminars, talks and showcase screening events;
- Support for clubs which provide opportunities for film watching, making and critical understanding in schools and youth organisations throughout the UK;
- A wide range of cinema experiences which provide access to a diversity of programming;

[‡‡] *A new network of training, skills and community engagement organisations*

- Activities and resources which provide information and promote discussion of issues about piracy and authorship for all ages and at all levels;
- A significant number of innovations and initiatives which have been directly devised and led by young people themselves;
- Support for young people's filmmaking in the classroom, after school and outside school;
- Provision of information for young people of all abilities to find out about and get involved in watching, filmmaking and exploration, emphasising ways in which they can continue to develop their skills, understanding and involvement. Information should cover opportunities outside the BFI 5-19 Film Education Scheme as well as activities within the Scheme;
- Progress toward common accreditation and standards for film education across the UK, building on models such as ArtsMark and Arts Award (which are only available in England);
- Accredited programmes of teacher training and Continuing Professional Development (CPD) (delivery and resources) including teacher training modules on how to use film throughout the curriculum across the UK, which build on current provision;
- Progress toward the creation of a new qualification aimed at practitioners (with the Sector Skills Councils);

Online

- A world-leading digital platform offering access to activities, materials, social networking and other opportunities;
- A platform which actively engages and reaches young people aged 5-19, teachers, youth leaders, parents and carers and other relevant audiences;
- Online toolkits for children and young people, such as production tools which help groups plan, make and track films;
- Interactive learning resources, commissioned for target subjects/age groups (eg under 7's making animation; modern foreign languages; history of British film);
- Hosting/signposting of teaching resources from a wide range of providers, easily tagged by relevance, age groups and subject area to make it easy for teachers to access;
- Training modules for CPD which build on existing provision across the UK;

Research and evaluation

- A structured programme which aligns with BFI strategies, plans and advocacy;
- An independent, external evaluation programme – the scope of which is to be agreed with the BFI - operating throughout the period of the Scheme;
- Rigorous internal monitoring of activity combined with targeted external monitoring and assessment;
- An evidence base for the value of film education in terms of year on year improvements in critical thinking, knowledge transfer, promoting diversity and improving attainment;

- An approach which tracks the impact of the BFI 5-19 Film Education Scheme on audience development (in the short and long term) and the increase in the range of films available to (and taken up by) young people;
- Evidence that provision in the classroom, after school and outside school is effective, provides value for money and meets objectives including for example learning outcomes, inclusion and integration, and social goals such as citizenship and well-being;
- Evidence that the BFI 5-19 Film Education Scheme has resulted in significant increases in the take-up of all aspects of film education (watching, understanding and making) in all areas (in school, after school and outside school).

5. BFI investment and partnership funding

The BFI intends to make an award of up to £7m of Lottery money each year to support this activity. It is anticipated that this will be allocated as follows: £1m per financial year for the development of a new digital platform (tier 1); £5.5m per financial year for a single integrated film education programme (tier 2); and £0.5m per financial year for the Youth Film Academy network (tier 3) (subject to the successful applicant being transferred responsibility for the Youth Film Academy Network). Some additional funding may also be made available for start-up costs.

Discussions are taking place with Creative Scotland, Film Agency for Wales and Northern Ireland Screen regarding how contributions from those agencies and their National governments form part of the funding model. The level of these contributions will be disclosed to applicants as soon as possible. Any such contribution will form the core funding for the Scheme and should not be counted as a contribution towards the partnership funding requirement outlined below. Applicants therefore do not need to approach the national screen agencies (or devolved administrations) regarding partnership funding. It is also the case that ongoing projects and funding through the agencies referred to above that are not part of current UK-wide initiatives (such as Cinemagic and the After School Film Clubs in Northern Ireland) are likely to continue to function on that basis.

The successful applicant to the Scheme will be expected to contribute an element of partnership funding. This may be a combination of cash and in-kind elements and is likely to be from a range of sources which may include trusts and foundations, schools, local authorities, sponsorship and earned income. A target of at least 20% of the total cost of the annual programme of activity has been set for the first year of the Scheme. A minimum of 50% of that partnership funding should be cash from year one. We would expect this percentage to grow in subsequent years. In your Stage 1 application please state if any anticipated partnership funding will carry geographic conditions (i.e that it must be spent and matched in a particular city, region or nation): you should also outline how you will provide a consistent and equitable level of service all across the UK taking into account any geographic limitations of partnership funding.

In the Stage 2 application, applicants will be expected to detail plans for how they propose to maintain and build on this level of funding throughout the period of the Scheme.

The successful applicant will also be expected to work closely with the BFI and its partners in the nations and regions to encourage increased investment into film education as a sector from sources which might include central and local government and the European Union.

6. How to apply to the Scheme

About the application process

The Stage 1 application will test eligibility against the criteria as set out in Section 7 (below). At Stage 1 we will assess the extent to which applicants have sufficient and appropriate experience; understand and share the BFI's aims and objectives for the Scheme; and in broad outline are proposing activities and approaches which are fit for purpose and likely to deliver the BFI's ambitions for the Scheme.

Stage 2 will undertake a more detailed assessment of applicants' proposals for the Scheme including management and operations, delivery plan and partnerships.

There are three steps to Stage 1 application:

1. Read the guidance and attached information, including all of the appendices.
2. Fully complete the online Stage 1 Application Form which can be accessed at the BFI website at: bfi.org.uk/5-19-film-education.
3. Submit your application online at bfi.org.uk/5-19-film-education

Stage 1 applications must be submitted **by noon on Wednesday 10th October 2012.** Applications received after the closing date will not be eligible for consideration. We will let you know if you have been successful at Stage 1 by 25th October 2012.

Only organisations which are successful at Stage 1 will be invited to make a full submission to include a detailed 4-year plan at Stage 2. An outline of the Stage 2 Guidelines for Applicants is included in this document as Appendix 1. A final version of the Stage 2 requirements will be made available to all successful Stage 1 applicants no later than **25th October 2012**.

Contact us

In the first instance we recommend that you read these Guidelines, the additional information in the Appendices and the FAQ section on the Scheme at bfi.org.uk/5-19-film-education. If you have any questions please use the Contact Form at bfi.org.uk/form/film-education-scheme-enquiry and we will contact you by email or by phone at a time and date to suit you. We can also give you advice on what you need to do to make your application stand the best chance of success. Before contacting us consider the outline of your proposal and how you will achieve the reach and scale of activity this level of investment requires.

Who can apply

Applications can be from any legally incorporated organisation registered and centrally managed in the UK. However the organisation proposed to deliver the scheme must be a not-for-profit organisation. This might take the form of a company limited by guarantee, community interest company, charity or university.

The BFI wishes Scheme activities to be clearly branded. Applicants which are not-for-profit organisations that wish to deliver the scheme directly will need to consider how they will ring-fence activities delivered under the Scheme from their other activities, and brand them clearly.

Who cannot apply

You cannot apply:

- If you are based outside the European Union;
- As an individual, unincorporated organisation or partnership;
- To deliver activities in only one part of the UK;
- For more than the money we have allocated per year; or
- To deliver activity outside of the award period of April 2013 to March 2017.

Stage 1 Application form

The Stage 1 Application Form requests the following information:

Delivery and Accountability
You should briefly outline your existing governance and management structures, including a current organisational structure chart. If you propose creating a new structure to deliver the Scheme (for example if you are a company which distributes profits and propose setting up a not-for-profit company, or if you wish to create a subsidiary company, new department or directorate to deliver the activity) please explain how that will be managed and governed to ensure accountability and transparency.

This section should be no more than 1500 words excluding your organisational structure chart. Please do not include any supporting information or documents.

Outline Activity Proposal
You should provide a brief description of your proposed approach to delivering the 5-19 Film Education Scheme. This should include:

- An outline of your vision and strategy for developing and delivering the scheme;
- The main strands of activity which will be created under the Scheme. This should include:

    - How the programme will be managed;
    - How the programme will be delivered;
    - Key dates for achieving targets – please ensure targets are SMART (Specific, Measurable, Achievable, Realistic and Time Specific);
- The main partnerships which you propose to put in place nationally, regionally and locally with an indication of the current status of partnership (eg projected, under discussion, contracted);
- The scale and reach anticipated for the different strands of activity;
- A diversity and inclusion statement to include:
    - Steps to be taken to ensure accessibility of all components of the programme;
    - An indication of the ways in which you will deliver the programme which reflects your commitment to diversity.

This section should be no longer than 3,000 words. Please do not include any supporting information or documents.

Budget

Please also provide an indicative budget for the Scheme in the format set out in the application form for Stage 1. This is intended to give an indication of the relative priority you anticipate giving to the various areas of activity and a target figure for administration and overheads, although we acknowledge that the detail of this may change in Stage 2 applications.

We want to understand how you will ensure the most effective use of resources and whether your anticipated budget is realistic in relation to your proposed activity. We want to see the balance you propose between centralised costs (staffing, administration, accommodation and so on) and the cost of delivering activities locally, regionally and nationally. As a note to the budget, please provide an estimated number of establishment staffing posts (in full time equivalents/FTEs).

Please also include an estimate of the resources you think you will need to develop a fully worked-up Stage 2 application.

You should set out an indication of partnership funding to be provided (through a combination of cash funding and in-kind contributions) in the first and subsequent years of the programme (as set out in Section 5 above). This should take the form of direct partnership funding which you anticipate bringing into the programme.

Please do not include supporting information or documents.

Experience

This section should outline the ways in which you and any partners you identify have the experience and capacity to deliver a programme of this scale and complexity. You should include:

Programme delivery

- Experience in delivering programmes of similarly significant scale and reach;
- Experience of developing and delivering services that meet the needs of schools, teachers, parents and young people;
- Experience of developing and delivering film education activities with and for young people;
- Experience of working within mainstream education, with young people excluded from or on the margins of formal education, and with young people via extra-curricular and/or out-of-school activities;
- Experience of partnership/project working with film industry companies and organisations;
- The skills and capacity that exist within your organisation that will enable you to deliver this programme successfully; please also identify where there are major gaps and how you will fill them – for example by entering into partnership with other organisations;

Managing large budgets
- Evidence of your organisation's experience of managing budgets of a significant scale;
- An outline of the controls that are in place to ensure effective financial management in your organisation;

Partnership working
- Evidence of managing a multi-partnership programme including details of who the partners were and what structures you had in place to manage those relationships;

Reach
- Evidence of your experience of delivering across multiple localities, regions and/or nations;
- Evidence of your experience of working within different curricula in schools, of work after school, and in an outreach/community context;
- Evidence of working innovatively and imaginatively with the film industry.

This section should be no longer than 1500 words.

Please do not include supporting information or documents.

On receipt of an application the BFI may request further information relating to the application or the applicant before proceeding with the assessment. We will be checking the financial viability of applicants and may, during the assessment period for Stage 1, ask you to submit your latest audited and/or draft management accounts.

7. What happens next

Assessment Criteria

Stage 1 applications will be assessed against the following criteria:

Aims and objectives
- Whether your outline proposal demonstrates a good understanding of the aims and objectives of the Scheme, and interesting proposals for delivery;
- Evidence of expertise, knowledge and understanding of film culture and how to achieve cultural outcomes;
- Evidence of demonstrable vision, drive and ambition for film education across the UK;

Delivery and Accountability
- Whether your organisation is not-for-profit or will use a not-for-profit organisation as a delivery agency;
- Evidence of an understanding of the requirements of public funding;
- Quality of leadership, governance and management;

Activity
- Evidence of a track record in high quality education delivery across the UK which has captured the interests of 5-19 year olds from a wide range of backgrounds and abilities;
- An understanding of the structural and strategic contexts for the formal education sector across the UK (including of the school curricula in each of England, Northern Ireland, Scotland and Wales) and how to achieve educational outcomes;

Budget
- Evidence of financial and management competence including experience of managing budgets of a comparable scale;
- Previous success in securing funding support from a wide range of public and private sources;
- General financial viability of the applicant;

Experience
- Significant experience of successfully managing multiple partners including organisations of all sizes and in different settings;
- Experience of operating and delivering at a strategic level across the UK.

Assessment process

Stage 1 Applications will be assessed by a combination of internal and/or external assessors (as appropriate) against the assessment criteria as set out above. The assessors will make a recommendation as to which application(s) to shortlist for Stage 2 and will submit the shortlist the BFI's internal Lottery Finance Committee for approval. The BFI may, at its sole discretion, also elect

to do any of the following:

- Enter into post-assessment discussions with one or more applicants in order to encourage them to consider particular approaches (eg coming together as a partnership or seeking additional partners) prior to making a Stage 2 submission.
- Reject all applications if, in the light of its assessment, it considers that none of the applications is sufficiently viable to deliver the Scheme.

Decision and access to Stage 2 Application

We will write to you to let you know whether your application has been included on the shortlist for Stage 2 or not and if so we will invite you to make a Stage 2 submission. The BFI may provide financial support of up to £15,000 to help you to prepare a Stage 2 application. It is anticipated that we will notify successful Stage 1 applicants by **25 October 2012** and that the closing date for Stage 2 applications will be **30 November 2012.**

The BFI's decision will be final. Outline terms and conditions attaching to the Scheme funding will be included in the Stage 2 Guidelines.

8. Important information

- The information in these guidelines can change. The law and Government regulations on distributing National Lottery funds may also change. The BFI therefore reserves the right to review this programme and/or change its policies, procedures and assessment criteria.

- The application form does not necessarily cover all the information the BFI uses to decide which applications to fund. The BFI can ask applicants for extra information.

- All applications are made at the applicant's own risk. The BFI will not be liable for loss, damage or costs arising directly or indirectly from:
  – the application process;
  – the BFI's decision not to provide an award to an applicant; or
  – dealing with the application.

- The BFI's decision on applications is final.

- The BFI will not pay the award until it has received a fully executed copy of the offer of funding.

- The BFI will publicise information on the number of applications it receives and the awards made.

- Sometimes the BFI's Board of Governors or members of staff may be involved in some way with applicants. This interest has to be declared in applications from such applicants. The relevant Board Governor or staff member will not be involved in assessing the application or the decision to make an award. Applicants are advised not to try to influence the success of their application by approaching a Board Governor or staff member.

- It is important that applicants carefully check the information given in the application form. The BFI's conditions of funding entitle it, amongst other things, to withhold or reclaim an award in the following circumstances:

- If the application was filled in dishonestly or with incorrect or misleading information about the organisation or the project whether deliberately or accidentally; or

- If during the term of the agreement the awardee acts dishonestly or negligently to the disadvantage of the project.

- The BFI will follow up cases of suspected fraud and will pass information to the police.

9. **Complaints and Appeals:** The BFI's decision is final. Inevitably, applicants may have to be turned down and will be disappointed by this result. Formal appeals against the final decision will not be considered unless the applicant has good cause to believe that the procedures for processing the applications were not adhered to, or applied in such a way as to prejudice the outcome of the application. A copy of the BFI's Complaints and Appeals procedure can be downloaded from the website or obtained on request from the BFI's Communications Office.

Appendix 1
Outline of the draft Stage 2 Application Guidelines

Please do not attempt to include the detailed requirements of the Stage 2 Guidelines in your application at Stage 1.

The Stage 2 application will ask for detailed information on your proposals for delivery, operational structures, monitoring and evaluation and governance and control. The following outline of the Stage 2 Guidelines for Applicants is included here to assist potential applicants in shaping their proposals.

It is anticipated that the final Stage 2 application and assessment criteria will be substantially in the form outlined below, but details are liable to change. A final version of the Stage 2 Guidelines for Applicants will be sent to applicants that have been shortlisted to Stage 2.

The Stage 2 Application Form will require the following information to be completed:

Contact details
The main point of contact for the programme may only be changed for the Stage 2 Application with the agreement of the BFI.

Delivery Vehicle
This section should provide details of the corporate and operational structure which will be used to deliver the BFI 5-19 Film Education Scheme.

If you propose to deliver the activity directly (ie without a separate company) you should provide details for your own organisation including arrangements for the oversight, accounting and supervision of the Scheme.

The delivery organisation will be accountable for all of the funding and we expect it to have appropriate governance processes in place. We will also look for governance that reflects the diversity of the UK.

This section should detail:

- The organisational structure (ie whether it is a company limited by guarantee, charity, university or community interest company);
- Ultimate ownership, if the company has a parent company;
- Governance arrangements including number, identity (or recruitment process) for directors and/or advisors together with short biographies detailing relevant experience (or key experience, knowledge and skills sought), and an outline of any potential conflicts of interest on the part of directors and/or advisors;

- Role, responsibilities and proposed membership of any advisory or steering groups (including sub-committees of the board). Where these do not already exist, give an indication of the critical path for their creation.

Delivery Plan

The following should be sent as an appendix to the completed application form and should address each of the following points and in the order set out below:

A. **Introduction:** Please set out concisely the background to your bid including an explanation of why you believe you have the appropriate experience and ability to manage the Scheme, your understanding of the policy and strategy drivers behind the Scheme, and the philosophy/motivation which would underlie your delivery of the Scheme.

B. **Vision**: This should set out your vision for film education over the period 2013-17. It should briefly outline how your programme can achieve and add value to the BFI's **strategic priorities** and **objectives** for the Scheme.

C. **Partners and partnerships:** Please provide details of proposed major partners with which you will work, role in the programme, level of involvement and contractual or other relationship. Confirm whether the individual partner has been approached and agreed to their involvement. Delivery is expected to be UK wide and you should explain how you will achieve UK-wide coverage and in particular how you will provide a presence in each nation and region of the UK for the Scheme.

   We acknowledge that it may not be possible to have formal partnership agreements in place at the point Stage 2 applications are submitted. It is likely that some or all applicants will wish to approach the same set of potential partners: we do not object to potential partners supporting more than one application. However, all shortlisted applicants and any partners involved in delivering core delivery functions must demonstrate in writing a commitment to entering into a formal partnership agreement with each other and to joint working.

   You should also provide details of your experience of working with partner organisations including formal and informal partnership with individual community organisations, cinemas, the film industry, grass-roots networks and other relevant organisations and companies.

D. **Detailed Proposal and Action Plan**: This section should describe how you intend to achieve the **outcomes** of the Scheme and demonstrate your ability to satisfy the assessment criteria set out in section 5 below. It should outline how you will co-ordinate the work of partners in all parts of the UK to empower them to deliver more effectively, to network with other agencies (including yourself) for development and delivery, and build sustainability locally, regionally and nationally. You should provide details of any proposals to generate income by charging for particular services or

activities, including a market case, anticipated cost of delivery and profit margin.

E. **Delivery structure**: This should detail how the programme can be delivered. It should include as a minimum:

- Proposed staffing structure including an organogram detailing management structure and anticipated numbers of staff, their roles and relationship to activity delivery;
- Proposed membership of any executive or management committee;
- the identity of key senior staff (or recruitment process/schedule where staff are not already in post) together with short biographies detailing relevant experience (or key experience, knowledge and skills sought);
- Decision-making processes – especially for providing direct support to third parties (eg if you propose creating a grant-giving function, or if support in kind is to be given on a selective basis);
- Plans to put in place and maintain appropriate child protection and safeguarding procedures for all areas of your activity including on-line;
- Structures and processes that ensure a close articulation to BFI programmes, including those of BFI Education;
- A critical path (including detailed schedule) for gearing up to full delivery of all aspects of the Scheme.

F. **Budget:** This should identify the full anticipated cost of delivering the outcomes. Any establishment or set-up costs should be included clearly and separately.

The budget should include details of **partnership funding** to be provided by the applicant (through a combination of cash funding and in-kind contributions). This should take the form of direct partnership funding which the applicant anticipates it can bring into the programme (ie which will go through the programme's own books) and is distinct from the Scheme aim of attracting new investment into the sector as a whole. As a guide the leverage target set for the Scheme provider in year 1 should be at least 20% of the total lottery investment for the year. This can be made up of cash and in kind contributions. We would expect that at least half of this is actual cash funding.

You should detail total anticipated partnership income for the first year of the programme. For subsequent years you should include realistic targets for new partnership funding.

If you propose charging for any services, a realistic budget line for income should be included. Where possible and practical, income-generating activities should be fully cost-centred.

Please note that the funding for the Scheme will take the form of a Lottery award and therefore VAT will not be payable on it. You may need to make an allowance for non-recoverable VAT in your budget.

The budget should be accompanied by a cash flow indicating any stress points, transfers and carry-overs between year ends etc.

Applicants should note that BFI 5-19 Film Education Scheme funding concludes in March 2017 and all of the BFI funds should have been expended by that date and any surplus returned to the BFI. Budgets should make provision for full expenditure by that date, including any potential costs of winding up activity and organisational closure.

G. **Leverage:** Details of your income generation plan to attract sponsors, partners and other funding. This should include information about your experience and track record of income generation.

H. **Monitoring and Evaluation:** Applicants should describe how they plan to measure the effectiveness of their initiatives and activities in achieving the **outcomes**. Please outline how you plan to ensure a consistent programme of internal and external monitoring and evaluation throughout the Scheme, including the commissioning of a rigorous external evaluation throughout the life of the Scheme. Applicants should include clearly defined SMART deliverables with outcomes and target outputs indicated.

I. **Risk Assessment:** Please identify the major risks that could affect the successful delivery of your programme and indicate proposed mitigating actions.

J. **Sustainability:** Describe how you believe your programme will build the sustainability of film education in the UK, and your exit strategy for the programme: that is how you might future-proof your programmes for after the term of BFI funding ends in March 2017 by transferring, restructuring or ultimately winding down/closing activity.

Supporting Documentation
At Stage 2 you will be required to provide:

- Your most recent set of annual accounts
- Your most recent draft management accounts
- Your current corporate plan

Ideally these should be in electronic format (pdf/weblink etc.). If it is only possible to provide hard copy documents, four copies of each should be provided.

6. What happens next

Assessment Criteria

Stage 2 applications will be assessed according to the following criteria:

Aims and objectives

Proposals will need to demonstrate to the BFI that the applicant has:

- A clear understanding of film culture and education within the UK;
- A clear understanding of formal and informal education provision and systems within the UK, in general and for film;
- A track record in high quality film education delivery across the UK which has captured the interests of the 5–19 age group;
- A vision which supports and is complementary to the BFI's corporate strategic priorities and aims and objectives;
- Demonstrated the ability to communicate across a range of contexts, constituencies and settings (eg government, schools, young people);

Delivery and accountability

- Ability to set up and become operational in an orderly and timely manner;
- The degree to which the plan demonstrates the structures, governance, skilled personnel, knowledge and expertise to achieve the vision and deliver the plan;
- The organisation can demonstrate previous success in partnership development across the UK;
- Significant experience of successfully working with multiple partners;
- The organisation has a thorough understanding of working with young people including having the necessary safeguarding checks and processes in place;
- The applicant – and its proposed delivery structure – is fit for purpose, and the delivery structure is a not-for- profit organisation;
- The skills, knowledge and expertise of the staff and the confirmed partners are adequate to deliver services and activities;
- The organisation has the experience and expertise to put in place appropriate child protection and safeguarding procedures for all areas of activity including on-line;
- The organisation and programmes are sustainable for the lifetime of the funding;
- The organisation is transparent and accountable;
- The organisation can demonstrate robust and effective processes for evaluation and evidence gathering.

Activity

- Proposals demonstrate a comprehensive and viable plan for all of the proposed activities and services that demonstrates vision, reach, impact and deliverables;
- Proposals cover the full range of education activity – to develop critical understanding, cultural breadth, and creative practice;
- Demonstrable ability to execute and deliver the plan;
- Demonstrable understanding of on-line delivery to the informal and formal sector;

- Proposals include appropriate and achievable targets for reach and impact;
- Understanding of and experience in promoting the importance of issues relating to IP and authorship;
- Potential to develop communities of film educators, teachers and young people interested in learning about film;

UK Wide Reach and Impact

- Demonstrable ability to work in partnership across the UK to achieve its stated aims;
- The applicant and its partners range of expertise across the BFI's three key modes of engagement: Cultural Access, Critical Understanding and Creative Activity[§§];
- That organisational structures, programmes and planning demonstrate the ability to achieve UK-wide reach, impact and presence including actual or potential partnerships for delivery across the nations and regions of the UK;
- An approach which will reach those with the greatest need
- Proactive outreach and partnership working with and beyond current key stakeholders;
- The programme demonstrates a balance of provision across the UK and illustrates how to reach those with the greatest need;

Financial viability

- The degree to which the plan is properly budgeted;
- The applicant's previous experience and demonstrable ability to manage a project budget of comparable scale;
- The organisation can demonstrate previous success and ability to attract and secure funding support from a variety of sources;
- The financial viability of the applicant;
- The organisation can set and operate to robust and realistic budgets;
- The applicant and the programmes are sustainable for the lifetime of the funding;

Value for money

- The extent to which BFI funding would be used to achieve additional value for example by enhancing existing activities and building new areas of activity;
- The extent to which the application explains how it will minimise cost and other operational risks;

Risk Management

- Identification of key risks and mitigating actions.

[§§] See www.bfi.org.uk for more detail of these modes of engagement.

Assessment process

Eligible Stage 2 applications will be assessed by a combination of internal and external assessors against the assessment criteria as set out above. The BFI may contact one or more applicants during the assessment process to request further information or to clarify specific points in their application. Applicants may also be invited to attend interviews at the BFI on dates to be confirmed.

The assessors will make a recommendation as to which application(s) to support. The final decision will be taken by the BFI's Lottery Finance Committee.

It is intended that all Stage 2 applicants will be notified of the decision on their application by Monday 17 December 2012.

Decision and Award

As stated above, the BFI intends to select a single applicant to deliver the programme. However the BFI may, at its sole discretion, elect to do any of the following after the Stage 2 assessment:

- Provide feasibility funding (from within the Fund) to one or more applicants to further develop the programme before making its final decision
- Offer more than one award if it considers that more than one applicant, working together, could achieve the better outcomes than a single applicant;
- Enter into post-assessment discussions with one or more applicant in order to develop a successful final application; or
- Reject all applications if, in the light of its assessment, it considers that none of the applications is sufficiently viable.

Offer of funding

Funding for the successful applicant will be conditional upon:

- Counter-signature of an offer letter from BFI within 21 days of its issue, and
- Execution of an agreement setting out the terms and conditions of award, and
- Satisfaction of any conditions precedent set out in that agreement.

The terms and conditions of funding will include, at a minimum, the following:

Use of the award

The award must be used exclusively for the purpose for which it was granted as set out in the successful application or as modified in subsequent discussions with the BFI.

Payment of the award
The BFI will agree a cash-flow schedule for the award for each year of the funding with the successful applicant.

Trust account
The BFI may require all funds to be paid into a dedicated trust account.

Third party finance
It will be a condition of the BFI's funding that the partnership funding indicated by the applicant does become available or that alternative approved sources are secured for each year of the term.

Monitoring and performance review
A monitoring and evaluation reporting framework and schedule will be agreed with the successful applicant. Information gathered through monitoring and evaluation reporting will form the basis of the annual review described below. The successful applicant will be required as part of the monitoring and evaluation process to produce qualitative and quantitative reports which may include external assessment, performance data, participation statistics and other elements, including an annual review of activity.

The BFI may from time to time request additional information from the successful applicant in order to help monitor and evaluate the fund. The BFI or its authorised representatives may also require access to the applicant (and associated premises) and to any reasonable relevant information in order to monitor the award.

Annual review
Funding will be offered for up to four years but the BFI will have a right of cut-off after each year. BFI will review the applicant's performance prior to the end of each year. This right of cut-off will be additional to the standard termination provisions of the agreement.

Copyright and ownership
The BFI will be granted copyright in all materials produced by the Scheme, and other rights and ownership sufficient to allow it to continue delivery of the Scheme in the event of termination or breach and/or after the expiry of the Scheme.

Other undertakings
The successful applicant will be required to acknowledge the BFI's National Lottery funding in all appropriate materials prepared in relation to the organisation. All activities undertaken as part the Scheme will be branded as such and the BFI will agree a branding strategy for the Scheme with the successful applicant. Where activities are partly or substantially funded by third parties (eg sponsors, other grants) this branding will be non-exclusive.

The successful applicant will be required to maintain a relationship and working links with:

- BFI.org.uk
- BFI Future Plan
- BFI Membership
- BFI Education
- BFI's Cultural Programme

Appendix 2
The Youth Film Academy Network *(working title)*

Aims
The BFI aims to identify, inspire and develop the UK's next generation of film talent.

We will do this by establishing a new national youth film academy network across the UK which will give up to 500 talented and committed young people aged 16-19 per year an intensive talent development experience led by industry experts. The most talented young people will be able to take part in an intensive residential programme and progress to a range of opportunities including apprenticeships and employment in the film sector and Higher Education. This will be the first fully integrated nationally co-ordinated programme of developing young film talent ever established across the UK. Applicants may wish to reference other UK wide artform academy or talent development models for young people, for example only, the National Youth Theatre.

Objectives

The Youth Film Academy Network has three over-arching objectives:

- **To ensure that there are opportunities for talented and committed young people from all backgrounds to undertake an intensive** programme of film activities with structured and accredited outcomes and are able to develop knowledge and skills which are relevant to both the commercial and cultural film sectors. Operating as a year round programme at times and locations attractive to young people it is expected that each course will involve a minimum of 40 hours training in line with arts award bronze requirements.
- **Give a small number of talented and committed young filmmakers a high quality residential talent development experience** - immersing up to 100 young people per year (50 in year 1) who show exceptional potential and commitment in a residential film education and skills development experience. The young people on the residential programme will mainly be drawn from the courses run across the regions.
- **Encourage and develop emerging film talent from across the value chain** - ensuring that the education experience includes a balance of creative, cultural, critical and business learning, and prepares participants for the next stage of their development.

Background

In February 2012 the government published *Cultural Education in England*: an independent review by Darren Henley for the Department for Education and the Department for Culture, Media and Sport. A key recommendation was the

establishment of a National Youth Film Academy and the BFI was given responsibility for its development and implementation. Subsequently the Department for Education in England has committed £1m pa funding from April 2012 until 31 March 2015 for the BFI to deliver a new national film academy network. This innovative talent development programme will forge pathways for young talent to develop careers across the film industry, delivering high-quality cultural, vocational and educational outcomes.

The Film Academy will give a small number of talented young people (16-19 year olds) a high quality talent development experience in film. In the process participants will gain experience with the many different aspects of the film sector and film professionals.

Pilot Phase

During the pilot phase of the programme (Sept 2012 – March 2013) the BFI will take responsibility for the development of the Film Academy and the delivery of the courses and activities. It is intended that the management and operation of the Film Academy will be transferred to a third party in the first quarter of 2013/14.

In the pilot phase the BFI will oversee the delivery of the training programmes in partnership with up to 20 organisations based in the English regions. The Talent Campus will be delivered in partnership with one or more specialist organisations based within the UK. Typically the regional partners will be a mix of film and media training organisations, and universities. Working with Creative Skillset and our Evaluation partners the BFI will oversee the creation and setting of standards, quality and delivery of the overall programme and will undertake the following key tasks:

- Oversee the delivery of 'Training for Trainers' sessions
- Produce and implement learning outcomes and standards
- Provide support and guidance to delivery partners
- Manage tracking of, and on-going engagement with Film Academy 'alumni'
- Provide templates for reporting against targets including attracting, recruiting and retention of young people
- Recruit an independent evaluator to undertake interim programme evaluation to ensure effectiveness and efficiencies in management and delivery
- Undertake interim and final evaluation to ensure that the programme maximises benefits to young people in terms of attainment, industry skill development; progression routes for Film Academy Alumni

Action Research (in the form of prototype film academy courses) will take place from September to December 2012 in our own venue at BFI Southbank, as well as with one of our key partners (Tyneside, Newcastle) and we will use the

outcomes from these as a test case for future Film Academy regional delivery partners and programme activity. The action research will serve to:

- Provide the groundwork for establishing the film education and training needs of young people from the Film Academy courses,
- Identify any potential barriers to participation in Film Academy programmes,
- Identify the ideal (key) course components,
- Identify best practice in delivery
- Establish an accreditation framework for film delivery providers
- Develop a qualification route for Film Academy participants (with Arts Award).

This research period would include an independent evaluation and set the standards for the full roll out with up to 20 regional partners in January 2013.

Scaling Up to a UK-Wide Model

The ambition is to make the Youth Film Academy a genuinely UK wide initiative and situate clearly within the overall 5-19 Education Scheme. The BFI will therefore work with the National Screen Agencies in Northern Ireland, Scotland and Wales and respective government departments in those nations to make the academy UK-wide; and with Creative Skillset to ensure consistency with the Film Skills Strategy (to be launched later this year) to develop progression routes for those emerging from the Film Academy.

We want to ensure that participants are drawn from a wide range of backgrounds and will be particularly interested in the processes our delivery partner organisations use to identify talent from hard to reach communities.

More information on the specific requirements for the successful management and operation of the Film Academy will be made available to Stage 2 applicants.

TIMETABLE

Action	Date
Call for applications launched for regional pilot courses and Talent Campus	Sept 2012
First phase pilots launched in London and Newcastle	Oct 2012
Regional partners identified*	November 2012
Regional courses operated	Jan – March 2013
Organisation delivering 5-19 Film Education Scheme agreed*	January 2013
Talent Campus partner agreed*	January 2013
Talent Campus presented*	March 2013
Transfer to third party*	April - June 2013

*Target date: these dates may be liable to change