



## **uScreen Community Fund 2010-2011**

### **Exhibition Awards – up to £7500**

#### **Guidelines for Applicants**

#### **DEADLINE:**

**23<sup>rd</sup> September 2010 5pm**

If you would like to receive these guidelines in an alternative format please email [info@screensouth.org](mailto:info@screensouth.org).

Please take time to read these guidance notes carefully. They will explain who can apply, the kinds of things we will fund, how to apply, what you need to send with your application form and what will happen when we receive your application.

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Please read our guidelines carefully before completing your application form.

**Please do not interpret pre-application discussion with our staff as a promise that your application will be successful.**

## uScreen

uScreen is a key project within Accentuate. It is a new and exciting project; as well as supporting a live programme of activities it is a fully accessible website using cutting edge technology which enables 14-25 year olds across the South East to learn, make and show films in a truly accessible way.

uScreen is part of the Legacy 2012 Accentuate programme which seeks to change the way disabled people are seen by showcasing talent and developing film-making skills across the region.

Three accessible tools facilitate learning online:

- An accessible player which incorporates functionality to allow audio description, captioning and images to be added to film
- A collaborative editor where groups of 6-8 young people can come together to learn editing skills online with mentor support
- 3 D storyboard tool which allows users to compile storyboards and learn camera shots and views in preparation for filming

The online activity will be supported by live events, festivals, workshops, mentoring and masterclasses hence this uScreen Exhibition Fund opportunity.

The website is under development and will be launched at key events across the region over the Summer.

For more information please visit [www.uscreen.co.uk](http://www.uscreen.co.uk) or email [info@uscreen.co.uk](mailto:info@uscreen.co.uk)

## **Accentuate**

Accentuate is a ground-breaking, cross sector, multi agency project. It takes the milestones, values and achievements of the **Paralympic Movement**, with its origins in South East England, as its inspiration in order to drive real and lasting change and promote excellence. Accentuate is funded by the Legacy Trust which was established to support a wide range of innovative cultural and sporting activities for all, which celebrate the **London 2012 Olympic and Paralympic games**. The accountable body for Accentuate is Screen South, who are working with five agencies: English Heritage, Museums and Libraries Archives, Arts Council South East, Tourism SE and Sports England to deliver 15 projects.

There are five key themes that each of the projects fall within. These themes are:

- That every young disabled person in the South East has an opportunity to **create, compete and/or collaborate** in a project with another young person in the region and one other competitor country.
- There is real joined up thinking about the **welcome** we give to both our overseas and domestic visitors with disabilities. It is also leading the way across the country for innovatory accessible exploration of historic environments and disabled people's perspectives.
- That we recognise and showcase the wealth of **talent** we already have in the South East, developing the skills of the disabled leaders of tomorrow. Also we attract world class

**events** to the South East and alongside this offering a wide range of educational and creative legacy events.

- We explore the impact of **Paralympics** and the South East's role in this transformational moment. Within this lies the potential to unearth new and innovative ways of recording and interpreting stories that will have a long term impact on research methodologies and ways that our communities explore their **heritage**.
- We **celebrate and commission**, ensuring the world's media recognises the South East whilst celebrating the local talent and the local creativity, specifically demonstrating the excellence of disabled artists and athletes throughout the region

Accentuate has the exciting potential to do something that no other programme has achieved to date. That is to establish a foundation stone on which a real cultural shift in attitudes can take place. This can be achieved if the skills and experience of disabled athletes and artists are not only celebrated, but taken seriously. By the end of 2012, we want the world's media to recognise the South East's role in the development of the Paralympics, whilst celebrating local talent and local creativity.

For more information please visit [www.accentuate-se.org](http://www.accentuate-se.org) or email [info@accentuate-se.org](mailto:info@accentuate-se.org)

## **Screen South**

Screen South is the Regional Screen Agency for the South East of England. We aim to stimulate a successful, vibrant film industry and promote the widest possible enjoyment and understanding of cinema throughout the region.

Screen South works towards ensuring that the economic, cultural and educational aspect of film are effectively represented in the region.

Screen South believes that having access to a wide choice of films, enjoying them, understanding them and making them should be open to everybody.

We endeavour to support a sustainable cultural, economic and social benefit to the regional industry and regional community in film development and production, training, international development and promotion, distribution and exhibition, community filmmaking, education, screen commission and film heritage.

Screen South covers the area outlined by the Government Office for the South East. This includes Berkshire, Buckinghamshire, Surrey, Oxfordshire, Kent, East and West Sussex, Hampshire and the Isle of Wight.

**WHEN CONSIDERING AN APPLICATION, PLEASE CONTACT THE SCREEN SOUTH OFFICE TO ENSURE THAT YOUR POSTCODE IS WITHIN OUR REGION.**

### **Screen South Core Objectives**

**Creativity** - encouraging the development of new talent, skills, and creative and technological innovation in the region's film sector and assisting new and established filmmakers to produce successful and distinctive British films;

**Enterprise** – supporting the creation and growth of sustainable businesses in the film sector, providing access to finance and helping the regional film industry compete successfully in the domestic and global marketplace;

**Imagination** - promoting life-long learning and an appreciation and enjoyment of cinema by giving regional audiences access to the widest range of UK and international cinema, and by supporting film culture and heritage.

## **Aims of uScreen Exhibition Fund**

The uScreen Exhibition Fund is part of the uScreen Programme of activities and is funded by the UK Film Council Lottery Regional Investment Fund for England in partnership with the Legacy Trust and SEEDA. Projects and organisations need to read information about uScreen and Accentuate in addition to the new Criteria carefully in order to establish their eligibility before applying.

The fund aims to increase access to cultural films and learning opportunities in film, in particular for young people with disabilities. The Fund also aims to encourage critical engagement and understanding of film and to stimulate creativity for all audiences across the South East.

## **uScreen Exhibition Fund Criteria**

- Enhance the cinema going experience and ensure young people with disabilities throughout the South East have access to a full range of British and International cinema.
- To increase collaboration so that venues and organisations share best practice and resources.
- Increase distribution & exhibition outlets and initiatives, particularly those that showcase and develop work by young people with disabilities from the region.
- To support plans which celebrate and showcase local and regional filmmaking activity and develop new content for uScreen website?
- To support activities which reflect the diversity of the community in the South East.

## **uScreen Priorities 2010/11**

**In addition to the above, you will need to demonstrate you can deliver at least one of these uScreen Priorities to be eligible:**

- **The festival/event has national or international significance or impact**
- **Seeks to put disabled people at the heart of the project. To employ or partner with disabled film-makers, artists and schools, community organisations and groups across the region**
- **The festival/event has a strategic partnership with their Local Authority or other local partners and long term viability**
- **Has some match funding that supports this element of the event**
- **The festival/event fulfils a significant need in film or cultural access or provision to a local community.**
- **The festival/event has shown real innovation, original artistic vision or creativity in its concept, delivery, programming or marketing**
- **The festival/event proposes to fill a gap in film exhibition provision in the SE or nationally that is currently not being met or met adequately**
- **The festival/event can demonstrate partnership/alignment with uScreen and Accentuate**
- **The festival/event can demonstrate public need, a breakdown of projected audience, artistic direction, financial plans and partnerships. Screen South will not contribute to capital costs, feasibility studies or R&D for a start up project.**
- **The festival/event creates local economic inward investment (with evidence to support this)**

## Public Value

We expect projects to be able to identify public value outcomes, and to be designed specifically in order to do so. You should focus on meeting at least two of the public value outcomes listed below, with only one of these selected from the 'Cultural value' section. In general, projects should focus on meeting a few outcomes in depth rather than addressing a larger number at a lower level. We are happy to discuss with you how your project may address these outcomes as outlined in the table below:

<b>Partnership working</b>	1. Bringing new partner organisations to work together and / or forging new partnerships between organisations, particularly across a wide range of organisations or across regions or sub-regions
<b>Market development and company development value</b>	2. Contributes to business development, growth, employment or skills
	3. Develops new products and services for the consumer
	4. Promotes the region
<b>Cultural value</b>	5. Exposes new audiences to new material/presents material in challenging and innovative ways
	6. Contributes to and enhances the work of another cultural institution or event
<b>Educational value</b>	7. Contributes to formal education
	8. Provides informal learning opportunities
<b>Social value</b>	9. Encourages participants to identify with and explore other people's situations different than their own (cultural diversity and inter-generational understanding)
	10. Engenders civic pride or a sense of neighbourhood, place and community (local and regional identity)
	11. Improves health and well-being / encourages healthy life styles

## Who Can Apply

We can accept applications from:

- legally constituted organisations operating in the South East

A legally constituted organisation may be one of the following:

- private company limited by guarantee
- private company limited by shares
- legally constituted partnership
- unincorporated group
- schools, colleges and universities

- local authorities
- other public sector bodies
- charities

**Only Organisations can apply to this fund, individuals are not eligible.**

Screen South covers the area outlined by the Government Office for the South East this includes Berkshire, Buckinghamshire, East Sussex, Hampshire, Isle of Wight, Kent, Middlesex, Oxfordshire, Surrey and West Sussex.

**WHEN CONSIDERING AN APPLICATION, PLEASE CONTACT SCREEN SOUTH OFFICE TO ENSURE THAT YOUR POSTCODE IS WITHIN OUR REGION OR SEE [www.screensouth.org](http://www.screensouth.org)**

**How much can I apply for?**

**Organisations can apply for a maximum of £7,500.**

All projects must have an element of **partnership funding** in order to be considered. Projects which demonstrate a high level and range of partnership funding and commitment may be looked upon more favourably.

Projects require a **minimum of 20% matched funding**. This can be a mixture of cash and in-kind support. Types of in-kind support might include publicity, space, staff time or a venue, etc. Please note that all match funding needs to come from external sources. We will expect this to be secured before a project starts.

**Please note that 20% match funding is the minimum we require. Applicants who secure significantly more than this may be looked upon more favourably.**

Partnership funding cannot derive from other UK Film Council Lottery schemes (including *First Light*), but funds from other National Lottery distributors are eligible, such as:

- Big Lottery;
- Awards for All;
- Arts Council England Grants for All;
- non UK and European Community funding sources.

We anticipate a high demand for grants but, inevitably, we have a finite amount of money to go around. We will assess your application against the criteria set out in these guidelines. However, even if you meet all those criteria, please be aware that we may not necessarily be able to fund you.

**What we will not fund**

We cannot fund applications which:

- are already covered by existing agreements with other funding bodies as part of your ongoing programme of delivery;
- activities that have already taken place or goods/services already paid for at the time of application;
- activity that is not related to Exhibition, as here defined;
- activity that duplicates what already exists in the same area or in close proximity to it;
- costs that are already covered by other funding;
- ongoing overheads, although applications can include an allocation of administrative and overhead costs
- fundraising events;
- activities taking place outside of the South East;

- activities which should be covered by statutory education provision;
- activities that do not happen in 2010/11
- activities that do not meet the Fund's criteria .

### **How to apply**

Once you have attended a Screen South Information Day about this project, had a 1 to 1 with a Screen South Executive or discussed your application with a Screen South Executive.

Please complete the uScreen Exhibition Fund application form. This asks for information about you, your organisation, what you are applying for and your project budget. The form also gives us important information, which we use for monitoring who benefits from our awards.

You also need to send us some other items of information with your application form. The section 'What to send with your application' tells you about this. We will not process incomplete applications and will request missing information.

Screen South **do not** accept applications unless applicants have attend an Information Day, had a 1 to 1 with or have had a conversation with a Screen South Executive prior to application, so that you make the best application possible and to avoid wasting time. If you do not do this we can not guarantee a panel interview.

Applicants must reflect how they meet

- 1 Fund Objective for Exhibition
- uScreen's Priorities for Exhibition
- At least 2 of the public value outcomes listed above, with only one of these selected from the 'Cultural value' section.

**PLEASE ENSURE THAT THE APPLICATION FORM HAS FULL DETAILS, AN ORIGINAL SIGNATURE, A COMPLETED DIVERSITY STATEMENT AND THAT YOU ARE ENCLOSING ALL THE INFORMATION AND NUMBER OF COPIES REQUIRED ON THE CHECKLIST. WE CAN NOT PROCEED WITH YOUR APPLICATION UNLESS IT IS COMPLETE. INCOMPLETE APPLICATIONS WILL BE DEEMED INELIGIBLE AND RETURNED TO THE APPLICANT.**

### **uScreen Exhibition Fund Deadlines**

<b>Application Deadline</b>	<b>Funding Panel Interviews</b>	<b>Project Assessment and Funding Committee Ratification</b>	<b>Notification Date</b>
<b>23 September 2010</b>	<b>30 September 2010</b>	<b>12 October 2010</b>	<b>22 October 2010</b>

Screen South reserve the right to amend dates.

### **What to send with your application**

All applicants are required to submit:

- A completed application form
- Schedule of proposed activity
- A full budget for the planned activity
- A cash flow for planned activity

- A copy of the organisations Constitution, Rules or Memorandum and Articles of Association.
- A completed monitoring form for their organisation
- The most recent audited End of Year Accounts. Organisations that have not been trading long enough to have End of Year Accounts must submit their last 3 bank statements and nominate an organisation that can receive funding on their behalf.
- Child Protection Policy. Applicants working with young people will need to demonstrate they have an appropriate protection policy in place which covers their organisation and staff.
- An Equal Opportunities Policy

### **Where to send application**

Applicants must submit a signed copy of the application form and enclosures by post to be received by Screen South by the appropriate deadline.

**uScreen Exhibition Fund  
Screen South  
The Wedge  
75-81 Tontine Street  
Folkestone  
Kent  
CT20 1JR**

**WE WILL NOT ACCEPT LATE APPLICATIONS.**

### **What happens next?**

When we receive your complete application, we will notify you of receipt and issue you with a unique reference number. If your application is incomplete, we will request that you send the missing information. We will not assess the application until it is fully complete.

### **How will my application be assessed?**

#### **Assessment stage one – Eligibility Check**

Your application will be checked to see if it is complete and that all compulsory actions have been carried out.

Applicant from the Screen South Region  
Applicant has attended a Screen South Information Day or has had a 1 to 1 meeting or telephone conversation with a Screen South Executive  
All documents have been enclosed and are in date.

Eligible application will be passed on to the next assessment stage. Incomplete applications will be contacted to request further information. Ineligible applications will be notified.

#### **Assessment stage two – Project Assessment**

Eligible applications will be passed to a Screen South appointed assessor. The assessor will assess the application based on the assessment criteria on the application guidelines using the following:

- Poor
- Needs Work
- Average
- Good

- Excellent

The assessor will complete the assessors comments / concerns box and recommend whether project should be passed to a funding panel by selecting from the following options:-

- Yes
- Needs further work
- No

Projects selected to go to funding panel will be contact to arrange a date, time and venue.

Projects needing further work will be passed to a Screen South Executive for review and further decision.

Projects not selected to go to the funding panel will be contacted and advised of the outcome from this stage. However, projects that do not get to panel will still be reviewed by the Project Assessment and Funding Committee to ensure they ratify the decision.

### **Assessment Stage three – Funding Panel**

If you are recommended by the assessor you will either have a Funding Panel phone conference or attend a Funding Panel to review and discuss your project. The funding panel will consist of the Screen South Chief Executive, a Screen South Executive, one member of the Project Assessment and Funding Committee and an independent industry professional.

Once you have presented the panel will review the presentation on the following

- Clarity of Project
- Delivery Management

The panel will also discuss whether they feel

- Agree with Assessment
- Ability to deliver the project
- Strong creative content
- Value of Screen South investment

Using the following

- Yes
- To some extent
- No

They will make a recommendation as to whether the project should be awarded. If they recommend the project should be awarded they will recommend a range of the lowest and highest amount.

### **Assessment Stage four – Project Assessment and Funding Committee**

A summary of all eligible applications received including the assessment phases, the funding panel recommendations where applicable, along with the original application form and assessment will be presented by the Project Assessment and Funding Committee for their ratification.

They will endeavour to keep with the funding panel's recommendation but budget restraints will need to be considered. Any deviation from the panel recommendation will be outlined in the minutes of the Project and Assessment Committee.

Applications that did not reach a funding panel will be reviewed to ensure that the Project Assessment and Funding Committee ratifies the assessor recommendation.

Successful applicants will be sent an award letter and contract highlighting the conditions of the award within 10 working days of the Project Assessment and Funding Committee decision.

Unsuccessful applicants will be sent a letter offering feedback on their project within 10 working days of the Project Assessment and Funding Committee decision.

### **Assessment Criteria**

Applications for support will be assessed according to the criteria outlined in these guidelines.

Criteria	Elements
Fund Objectives Met	Applicants must demonstrate how they intend to meet the fund objectives for either Community Learning or Exhibition
Fund Criteria Met	Applicants must demonstrate how they intend to meet the fund criteria for either Community Learning or Exhibition
Public Value Outcomes Met	Applicants must demonstrate how they intend to meet at least two public value outcomes
Project Originality	How original the project is. In particular projects that are trying to achieve something new or innovative, either in terms of creative content, audience, participants or ways of working.
Diversity and Inclusion	How will the project work with communities across the south east, in particular with excluded communities with little access to film provision, throughout all stages of the project.
Financial Viability	The value for money offered by the project. Does the application demonstrate that all components of the project are budgeted for and fairly costed; is there robust financial information in the application and is this referenced throughout the application. That there is a clear cash flow submitted.
Project Sustainability	How sustainable is the project. Has the applicant long term plans for continuing the project after Screen South Lottery funding, and are there adequate plans in place to achieve this in terms of business planning, staffing and forward planning
Project Partnerships	How strong are the partnerships? Are the partners identified and do they complement and bring additional expertise and elements to the partnership? Is there evidence that this partnership is underway or thought to how it will be developed and sustained
Project Viability and Management	Ability of the Organisation to deliver the project. Does the applicant have a good planning process for all stages of project delivery and an experienced team in place? Is there evidence of a successful track record of handling and delivering public money?

The assessor will mark each criteria as follows and make some comments for the panel.

- Poor
- Needs Work

- Average
- Good
- Excellent

***In addition, all applications will be assessed on their ability to demonstrate how they have considered the future of their project when our award ends.***

### **Information and Requirements for Successful Applications**

**Offers:** Successful applicants will be sent an official offer letter, with their relevant Screen South contact, and Screen South must receive a reply within 30 days. Once accepted our offer will remain open for 6 months. Awards will be tracked and monitored on an on going basis through out the life of the award.

**Changes to projects:** You must not make major changes to your project without our written permission. If such changes occur, we may withdraw or reduce our funding. Major changes could include things such as changes to the administration of the project, the people involved, or the budget. Please call your Screen South contact to discuss if in doubt.

**Credits:** For every project we fund, Screen South, Accentuate and any participating archive must be credited on any film, video, web-site or other related promotional materials. You will need to credit Screen South, Accentuate, uScreen and the archives using our logos and the UK Film Council Lottery Funded, Legacy Trust UK and SEEDA logos. Logos will be provided upon request. Failure to comply with this may result in a grant being withdrawn or reduced.

**Publicity:** All recipients of Lottery funding will need to agree to Screen South's use of the projects in terms of published case studies and other promotional activities. This will, in the main, take the form of written text and appropriate images. All text will be agreed with the recipients prior to being published.

**Monitoring:** We monitor each award to ensure that your project's progress is in line with your application and investment agreement. Your award offer letter will outline how you should monitor your project and when we require progress reports (they will normally be linked to payment instalments.)

**Evaluation:** We will require an evaluation report from awardees in order that we can appraise your completed project to measure how far it has achieved its aims. This will help us both to measure the success of your project and assess how to improve it. The evaluation report must include both quantitative measures (such as the number of people who will see a film that has received financial assistance) and qualitative measures (e.g. awards, critical success, career impact).

### **More Information**

**Solicitation:** In exceptional circumstances, we may invite applications for specific projects that meet our priorities, or suggest that you revise your application so that your project meets a particular priority. However, solicited applications are not guaranteed funding (please refer to Screen South's solicitation policy).

**Complaints and appeals:** Screen South acknowledges that from time to time applicants may be dissatisfied with Screen South's service in the consideration of funding applications and/or the conduct of a member of its board or staff.

If you may wish to complain or appeal please see our complaints and appeals procedure <http://www.screensouth.org/documents/Screen%20South%20Complaints%20and%20Appeals%20Procedure%20as%20of%20101208.pdf>

**Fraud:** We will take legal action to recover funds from any applicant who has provided fraudulent information in their application.

**Diversity and monitoring:** We collect information relating to ethnicity, disability, social inclusion and possible barriers to participation from all applicants. We separate diversity and monitoring information from your application when we receive it. Diversity and monitoring information does not contribute to the assessment of your application.

The relevant officer monitors projects. Monitoring ensures that the progress of the development is in line with the application and the funding agreement. Monitoring also requires you to give us regular reports as the project progresses. You will be advised in your offer letter when these will be required, as they will normally be linked to payment instalments. Final payment will be held until a final evaluation report and all post completion monitoring forms have been completed.

From time to time Screen South may contact successful applicants who have completed a project to assess the long term impact of funding.

**Declarations of Interest:** The Board and staff of all Lottery distributors, including Screen South, must declare any relationships or interests with people applying for grants. If you are aware of any personal relationship or link with any Screen South staff or board member that you may have please tick the 'Yes' box on the application form and name the person and the reason for your declaration.

Screen South requires all its board members and staff to formally register their interests in writing and these records are kept at Screen South's offices. In addition, members of the Screen South Board and staff who have such interests must declare these to the Chair of any meeting, which is discussing and deciding upon applications for funding.

Any application made to Screen South in which a Screen South Board member or staff member has an interest will, in the first instance, be referred to the UK Film Council, who will determine the procedure by which the application will be assessed.

**Data Protection:** Part or all of the information you give us will be held on computer and used for statistical purposes. It will also be used for the administration of applications and awards. We may provide copies of the information in confidence to individuals or organisations who are helping us assess applications or monitor funding and may also be shared in connection with these purposes with other companies in the UK Film Council group of companies.

**Freedom of Information Act 2000:** The Freedom of Information Act 2000 gives members of the public the right to request information held by the UK Film Council. This includes information held in relation to applications to the UK Film Council's various funding programmes or schemes. Therefore if you choose to apply to the UK Film Council you should be aware that the information you supply, either in whole or in part, may be disclosed under the Freedom of Information Act.

### **Contact list**

#### **Screen South Headquarters**

The Wedge

75-81 Tontine Street

Folkestone

CT20 1JR

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Fax: 01303 259786

E-mail: [info@screensouth.org](mailto:info@screensouth.org)

Web: [www.screensouth.org](http://www.screensouth.org)

**Chief Executive:**

Jo Nolan

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**uScreen Contact:**

Elsbeth Turnbull

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