



Strategy for Moving Image Education

“We live in an age when to be literate means to be as familiar with images on a screen as with the text on the page, and to be able to be as confident with a camera or a keyboard as with a pen”.

Quote: Film 21st Century Literacy doc.

Screen East’s Regional Priorities for Moving Image Education are to:

- Strengthen the regionwide infrastructure to increase opportunities for audiences and learners to access and participate in media education programmes across all counties of the region.
- Create practical links for audiences, and especially young people and education providers to engage with industry partners including cinemas, both specialised and mainstream, broadcasters, distributors and producers.
- Develop media literacy and skills promoting wider understanding of the film and TV heritage, by celebrating local identity and cultural diversity using archive and screen heritage material.

How we deliver Moving Image Education

Screen East invests in moving image education through Lottery Priority 3 Programme Funding (see **Guidelines for Applicants**) and through an open bidding process for investment in a Media Education Partnership (MEPs) in each county of the region.

Screen East requires that the role of each MEP is to coordinate countywide delivery providing sustainable services for audiences and users contributing to the delivery of Screen East’s core **Targets and Outputs** alongside the shared objectives of local investors in the MEP.

The MEP’s promote on behalf of Screen East local access to national and regional opportunities for audiences and young people including, signposting funding and career opportunities for young filmmakers with schemes such as First Light Movies and Mediabox.

This includes contributing to delivery of the **national strategies for film education and screen heritage** and ranges from signposting career progression and media production opportunities, participation through schools projects and screening programmes, education events and opportunities at venues and cinemas across each county and through online services and broadcasting.

The MEP’s contribute to Teachers and Youth Service INSET locally and regionally alongside fostering training for industry practitioners to contribute to the MEP’s aims and projects.



Education Strategies for Young People

In partnership with Regional Screen Agencies and national and regional partners, the UK Film Council has developed a strategy for film and moving image education that aims to make film more accessible to children and young people by:

- providing children and young people with opportunities to watch a wide range of film – in cinemas, school film clubs and elsewhere using new technologies and platforms
- encouraging learning, critical understanding, debate and conversation about film and the issues and emotions they raise
- enabling children and young people to use filmmaking and viewing as a vehicle for their own creativity and encourage the film industry to respond to them.

This strategy has been underpinned by three themes of the **Media Literacy Charter** supported by Screen East:

Cultural Access – the opportunity to choose from a broad range of films and achieve a better understanding of our and other people's cultural, way of life and history.

Critical Understanding – the confidence to look behind the surface of the screen, to understand a film's intentions, techniques and qualities.

Creative Activity – the opportunity to make films, to have some understanding of the technical and creative process that allows the effective expression of a story, a mood or an idea.

RIFE Franchise and Festivals Application Form

Please read the appropriate Guidelines provided with this form before attempting to complete it. We can answer questions you have about the form if you call us on 01603 776923, or email funding@sceneeast.co.uk

Important: Please ensure your application is complete and that you have completed every question prior to submission.

Please also include Diversity and Monitoring forms for key members of your organisation.

Contact information

We are available to advise you in making an application to us.

To speak to Martin Ayres, Head of Audiences & Education, and assessor for Education, Festival, Archive and Audience Development applications, please call 01603 776925 or email martin@sceneeast.co.uk

To speak to Annabel Grundy, Funding Officer, regarding funding administration, project monitoring and general funding enquiries, please call 01603 776923 or email annabel@sceneeast.co.uk

Accessibility

Screen East welcomes applications for funding from all people in the Eastern region. While we currently do not have audio or large text versions of our application forms, we are available to help you to complete them. If you require assistance in completing your application please call the Funding Officer on 01603 776923.



1 About your organisation

Name of organisation:

Name of main contact:

Position/Title of contact:

Full postal address:

Please submit a covering letter with application on your organisations letterhead to validate your address.

If your address is not in the East of England region, please give reasons why you are applying for funding.

<input type="text"/>	
<input type="text"/>	
<input type="text"/>	
<i>County</i>	<i>Postcode</i>

Telephone:

Fax:

Email and website:

Local Authority area in which you are based:

Local Authority area(s) served by the investment:

When is the best time to contact you?

Do you have any special communications requirements?

2 Eligibility of your organisation

What is the legal status of your organisation?

- | | |
|--------------------------|---------------------------------|
| <input type="checkbox"/> | Company limited by guarantee |
| <input type="checkbox"/> | Company limited by shares |
| <input type="checkbox"/> | Legally constituted partnership |
| <input type="checkbox"/> | Unincorporated group |
| <input type="checkbox"/> | Local authority |
| <input type="checkbox"/> | University, college or school |
| <input type="checkbox"/> | Other public sector body |
| <input type="checkbox"/> | Charity |

Other classification:

Registered Charity number: *if applicable*

What type of organisation are you?

- | | |
|--------------------------|-----------------------------------|
| <input type="checkbox"/> | Full time cinema |
| <input type="checkbox"/> | Part time cinema |
| <input type="checkbox"/> | Education consortium |
| <input type="checkbox"/> | Community organisation |
| <input type="checkbox"/> | Festival |
| <input type="checkbox"/> | Archive |
| <input type="checkbox"/> | Educational/training organisation |

Other type *please specify*:



3 Background of your organisation

Please include a copy of the constitution or set of rules for your organisation with your application.

Date your organisation was set up/
incorporated:

VAT registration number:

Are you a branch or subsidiary of a larger
organisation? yes no

If yes, give the name of the parent organisation:

Turnover for the current financial year: £

How many employees do you have?

Full time:

Part time:

Does any of your organisation's income
derive from other Lottery sources? yes no

If yes, please detail:
Including dates and reference numbers



4 Franchise and award planning

Which franchise or award are you applying for?

- Education Franchise
- Archive Franchise
- Festival Fund

Please indicate the timescales of your business plan and length of franchise for which you are applying

- <1 year
- 2 years
- 3 years

Which member(s) of staff at Screen East have you spoken to about your application?

When did you speak to them?

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If you have not spoken to us before submitting your application please tell us why:



5 Operational plan and delivery

Please see the appropriate targets sheet for your application.

Please give a summary of your main objectives and planned programme of activity. This summary will be presented to the funding committee when introducing your application:

Please list the key roles/staff which will deliver the project:

Title:	In post?	CV included?
<input type="text"/>	yes <input type="checkbox"/> no <input type="checkbox"/>	yes <input type="checkbox"/> no <input type="checkbox"/>
<input type="text"/>	yes <input type="checkbox"/> no <input type="checkbox"/>	yes <input type="checkbox"/> no <input type="checkbox"/>
<input type="text"/>	yes <input type="checkbox"/> no <input type="checkbox"/>	yes <input type="checkbox"/> no <input type="checkbox"/>
<input type="text"/>	yes <input type="checkbox"/> no <input type="checkbox"/>	yes <input type="checkbox"/> no <input type="checkbox"/>

Will the franchise involve or address people from any ethnic minority background? *Please specify*

Will the franchise or festival involve or address people with disabilities?

yes no

Will the franchise involve or address young people? *See NB below*

yes no

If 'yes' are staff CRB checked? yes no

Will the franchise involve or address any other group or section of society?

yes no

Has the business plan been developed in consultation with the group(s) outlined above? *Please specify.*

NB For education franchises (or any franchise activity relating to work with children and young people) police background checks must be carried out on all staff employed by the franchise for educational work with children, at recruitment and appointment stage. Copies of these to be provided to Screen East as and when requested.

6 Franchise or project summary

See relevant RIFE Franchise and Festival Guidelines. Please include the Business Plan for the specified period with the full financial plan as recommended in the Guidelines.

Have you included a Business Plan/
Full Project Outline?

yes no

If not please tell us why:

7 Targets and Outputs

Have you included a completed
Targets Sheet for your application?

yes no

If not please tell us why:



8 Budget Summary

Please provide a summary of income and expenditure for the year in which your festival, franchise or project will take place. This budget needs to reconcile with your Business Plan or project outline.

Please also provide evidence of partnership funding already confirmed.

All applications should include partnership investment and earned income as part of the project and running costs set out in the business plan. Minimum levels of partnership are set out in the respective Guidelines for Archive and Education Franchises and the Festival Fund.

*In-kind contributions are explained in the guidelines and can include your own time, services you gain for free, at a reduced cost or as sponsorship, or resources on loan at no cost.

Please tick to confirm you have read the State Aid De Minis wording below yes no

Please list funding coming into the project, via sponsorship, earned income, in-kind and/or charitable/EU sources

Income	£	Confirmed?	
		Yes	No
EU Funding	£	<input type="checkbox"/>	<input type="checkbox"/>
Government/Regeneration	£	<input type="checkbox"/>	<input type="checkbox"/>
Local Authority	£	<input type="checkbox"/>	<input type="checkbox"/>
Sponsorship	£	<input type="checkbox"/>	<input type="checkbox"/>
Charitable	£	<input type="checkbox"/>	<input type="checkbox"/>
Earned Income (box office)	£	<input type="checkbox"/>	<input type="checkbox"/>
Other funding	£	<input type="checkbox"/>	<input type="checkbox"/>
Other funding	£	<input type="checkbox"/>	<input type="checkbox"/>
Sub total A	£		

Expenditure	£	Details
Staffing	£	
Materials	£	
Venue Hire	£	
Travel	£	
Print/PR	£	
Other overhead	£	
Other	£	
Other	£	
Other	£	
Sub total B	£	

Total amount you are applying for from Screen East? £

sub total B minus sub total A

*State Aid. Under EC Regulation 69/2001 ('de minimus' aid regulation), if your organisation is a Small and Medium Size Enterprise** – an SME, Screen East's investment is a de minimus aid. There is a ceiling of 100,000 Euros (approx £70,000) for all de minimus aid provided to any one firm over a three year period. Any de minimus aid awarded to you under this offer letter will be relevant if you wish to apply, or have applied, for any other de minimus aid. For the purposes of the de minimus regulation, you must retain this letter for three years from the date on this letter and produce it on any request by the UK Public Authorities or the European Commission. (You may need to keep this letter longer than three years for other purposes.)

**An SME is an enterprise that employs less than 250 employees on the day of starting the project, including part-time, seasonal and temporary staff, and has either a balance sheet at their accounting date with assets, less liabilities, worth no more than 43 million Euros, or an annual turnover of not more than 50 million Euros. Also, it should not be more than one quarter owned by firms that do not qualify as SMEs under the above requirements.

9 Declaration of interests

Are you aware of any personal or professional relationship with any staff or board member of Screen East or the Film Council?

yes no

If you have ticked yes who are they?
Name of person:

FRAUD

Screen East will take legal action to recover funds from an applicant who has provided fraudulent information in this application.

Data protection

Data Protection Act 1998: Important

The information on this application form will be processed by, or for Screen East. We will hold the information you give us on computer and use it for statistical purposes. The information is also held on a national database administered by the Film Council. The Film Council uses this national database for statistical analysis and for direct mailings of information. We may provide copies of the applications and information you have submitted to individuals or organisations that are helping us assess applications or monitor funding and recoupment.

In accordance with the requirements of the Data Protection Act 1998, Screen East needs to obtain your consent to contact you by post, phone, fax or email for a range of purposes. We also need to ensure that we have up-to-date contact details, so please tick the boxes below.

If you do not complete this form Screen East will not be allowed to contact you with information.

From time to time Screen East may want to contact you about events, activities, publications and our other services that may be of interest to you.

If you consent to this, please tick the box

On occasion Screen East may receive requests from the Film Council or the other regional film and media agencies to supply your details for similar publicity and information purposes.

If you consent to this, please tick the box

Please note. It may be a requirement of certain funding sources that information about applications is shared with other Lottery Distributors.

If you consent to this, please tick the box

You have the right to access your personal records held by Screen East.

If you wish to access them please write, stating your full name and address, to:
The Chief Executive, Screen East, 1st Floor, 2 Millennium Plain, Norwich NR2 1TF
On receiving the request, we will respond to you in writing within 40 working days.

10 Your declaration

At least two members of the organisation must sign the application form. One of these people should be the main contact, the other should be the Chair or another member of your organisation's management.

The project in the application falls within our objects and powers of the constitution or Memorandum and Articles of Association. We have the power to accept any award if offered, depending on the conditions shown, and to repay the award if we do not meet the condition.

I confirm that the information I have given is true and I have answered all the questions on the form. I will let you know immediately about any material change to the information provided.

Name:	<input type="text"/>
Position:	<input type="text"/>
Signature:	<input type="text"/>
Date:	<input type="text"/>
Name:	<input type="text"/>
Position:	<input type="text"/>
Signature:	<input type="text"/>
Date:	<input type="text"/>

Supporting information checklist

Please ensure you have included the following with your application; it will not be eligible for assessment unless the following are all included:

- Operational business plan for the franchise, including a programme of activity for the coming year
- Management accounts and budget forecasts for your organisation
- Completed target sheet for the strand to which you are applying
- CVs of key personnel and staffing plan
- Any other documents requested in the targets sheet
- Diversity and Monitoring forms for key staff



Targets and Outputs for Moving Image Education and Outreach Franchises

Screen East expects a number of outputs for each franchise award, as part of the operational plan for the organisation. Please use this sheet to indicate planned figures and activities for delivery in the year, as described in your business plan. If your application is successful, this targets sheet will form part of the review of your award at the end of the year.

<i>Core Output Description</i>	<i>Partner/Venue Details/Dates</i>	<i>No. Events</i>	<i>Projected Audience</i>
Education events and/or seminars Please include archive and heritage, formal and informal education events			
Screenwriter development Delivery each year within the county of screenwriter development courses or workshops			
Education and Film Heritage screening programmes e.g. contained educational programmes in festivals; archive or sector screening programmes			
Regional Exhibitors Forum Event Host and underwrite venue hire for holding one meeting per annum as part of a regional calendar of activity with Screen East			
Diversity Strategy and Widening-access Events Develop effective diversity policy for the organisation and delivery of events (e.g. Blackworld events/screenings)			
National School Film week with Film Education Delivery of screenings and events contributing to the week			
Educational materials and distributable resources e.g. A level/KS1/2/3 unit materials			
Widening-access events: for disabled or other disadvantaged groups with little or no access to education or exhibition provision.			
Vocational training outcomes Please give an indication of age groups or disadvantaged groups targeted by this activity.			
Applications to First Light and/or Youth Media Fund These can come from other or partner organisations assisted and facilitated by yourselves			

Please include an appendix to your business plan which addresses the key strategic aims for Screen East education franchising below. Please include details of delivery partners including whether they have been approached or confirmed where applicable.

How does your organisation meet the overall objectives required of franchises?

These include:

- Developing education infrastructure for the county and partnership with venues
- Creating education partnerships with regional centres of film heritage
- Developing national and regional partnerships with education providers and media arts bodies e.g. Creative Partnerships; First Light; BFI; schools, colleges, community production companies and venues.

How will the franchise increase audience participation and access?

Will the franchise work with cinema or exhibition venues, film festivals and archive activity?

Please detail:

- Planned events with exhibition venues and partners
- Measures to enable and extend access to exhibition for young people
- A managed and monitored programme of activity to address these aims.

Providing equality of access to both film culture and opportunities for professional development.

Please detail:

- Linkage with national schemes such as BFI Blackworld; Skillset AVE programme; Black History Month
- Your diversity policy and/or action plan
- Other programmes of activity or partnership with organisations working with excluded groups.

Ensuring that moving image culture and industry becomes a dynamic brand for the region.

Please detail:

- Development and provision of marketing tools
- Signposting to relevant regional and national opportunities to networks in your region
- Provision or hosting of regional events with Screen East.

Linkage with national and regional workforce and sector development.

Please detail:

- Evidence of the development of partnership with Skillset
- Vocational training and education activity.