

Please note that this document issued January 2010 replaces all previous versions of Big Mediabox Contract guidelines.



Big Mediabox Contract Application Guidelines

Funded by:
department for
children, schools and families

In partnership between:
 **First Light**

 **UK FILM COUNCIL**
LOTTERY FUNDED **skillset**

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Introduction

The Department for Children, Schools and Families (DCSF) have agreed to invest a total of £8 million in Mediabox over 2009-11. Mediabox is a fund that offers disadvantaged 13 to 19-year-olds the opportunity to develop and produce creative media projects, using film, television, print, radio, games, interactive or online platforms. Mediabox enables young people to express their own opinions, ideas and views, to gain new skills, to be creative, boost their personal development and get their voices heard. Mediabox also wants to improve the portrayal of young people in the media.

These guidance notes will tell you everything you need to know about applying for a Big Mediabox Contract grant. Please print and have them to hand as you complete your online application form. For general information about Mediabox, other funding available and projects it has supported so far, log on to the website: www.media-box.co.uk.

Who runs Mediabox?

The Department for Children, Schools and Families funds Mediabox (formerly the Youth Media Fund) which is managed by a consortium consisting of First Light Movies, Media Trust, Skillset and the UK Film Council.

The vision for Mediabox

- To enable the voices of young people to be heard in ways which bring positive changes to their lives and to the lives of their peers and communities.
- To achieve this by supporting innovative and high-quality community-based media projects that target disadvantaged young people and empower them to shape the nature of their activities.

What will Mediabox fund?

Mediabox funds projects made in England where young people (aged 13 to 19 years) take a lead role in all aspects of the production process.

Mediabox will support creative projects that result in a media 'product' that can be exhibited, published, distributed and reproduced. Applications must meet Mediabox outcomes and demonstrate experience of working with hard to reach young people on media projects. Mediabox funding should clearly provide an enhancement of your current activity; add value to your organisation and its work and have a positive impact of the lives of young people. The most important aspect of Mediabox is that it gives young people their own voice.

About Big Mediabox Contract

Big Mediabox Contract is a large grant that will support organisations to manage and deliver a **regional bursary project** for disadvantaged young people aged 13-19. The project will enable organizations to distribute funding, of £500-£1000, to individual young people (or young people working in small groups) across the English regions. The funding that the young people receive must be used to take part in and/or develop creative media projects/products. **Young people should be encouraged to access funds through a suitable application process devised by the applicant.** The successful organizations will be responsible for encouraging and developing applications from young people, managing the project, controlling payments, supporting young people and evaluating and monitoring individual projects.

Big Mediabox Contract is one of our largest grants, designed for lead organisations which are Not for Profit Youth, Statutory and Non Statutory Youth Organisations and whose main business is to work with and support disadvantaged young people, such as Pupil Referral Units, Youth Offending Institutions, Charities and Community Organisations (this is not an exhaustive list). Organisations must be able to evidence ability and capacity to effectively access and support disadvantaged young people. Partnerships with creative media organisations are encouraged.

Where can I get support in completing my application?

There are Mediabox Coordinators based in each region of England and part of their role is to provide advice and pre-application support to potential applicants. If you are considering making an application to Mediabox we strongly advise you to take advantage of your local Mediabox Coordinators expertise. Contact details can be found in the box below.

Regional Screen Agency	Region	Telephone
Northwest Vision + Media	North West	07702 373 022
Northern Film & Media	North East	0191 275 5930
Screen Yorkshire	Yorkshire & the Humber	0113 294 4410
Screen WM	West Midlands	0121 265 7120
Screen South	South	01303 259 777
South West Screen	South West	0117 952 9977
Screen East	East	01603 776 923
EM Media	East Midlands	0115 934 9008
Film London	London	020 7613 7697

Big Mediabox Contract eligibility criteria

If you can answer 'yes' to the following questions, you can apply to Big Mediabox Contract:

- Does your organisation have a Child Protection Policy?
- Does your organisation have legal status?
- Does your organisation have a dedicated bank account in the name of the organisation with two signatories?
- Do you or any of your partners have a track record of working on large scale media projects with disadvantaged 13-19 year olds?
- Do you have the capacity to effectively deliver, monitor and evaluate a bursary scheme?
- Do you or your partner have experience of high end media production with young people?
- Does your organisation have the capacity to reach/develop partnerships across the region to ensure that as many disadvantaged young people as possible have the opportunity to access the bursary?
- Does your organisation or your partner have some experience of managing a bursary scheme and have adequate financial procedures in place to deliver this project?

Organisations with a legal status only can apply to Big Mediabox Contract. You must be a Limited Company (registered with Companies House); a Local Authority; a school, college or university; or a co-operative. The lead applicant needs to be legally constituted at the time of application, as we will require your company number.

What type of media project will Big Mediabox Contract fund?

Big Mediabox Contract is a bursary scheme which will enable funded organisations to assess and award small grants (£500-£1000) to disadvantaged young people to carry out a range of media projects, a full list, for your guidance, is provided below. For examples of projects funded by Mediabox in the past please visit our website: www.media-box.co.uk.

Interactive Media & Games

- Development of interactive games for any platform
- Interactive CD Roms or DVDs
- Issue based multimedia catalogues
- Digital media with some integral web based elements*

Radio

- Making speech-based programmes or podcasts in all genres including drama, documentary, news and features
- Advertising campaigns
- Setting up an RSL or online community station to showcase work

Digital Media

- Creative photography
- Digital imagery
- Advertising campaigns

Print

- Magazines
- Comics
- Illustrated books
- Newspapers (journalism, features, etc.)
- Photojournalism
- Advertising campaigns

Film & Television

- Short films up to 10 minutes in length (any genre, documentary, live action, drama, animation)
- TV programmes
- Feature films (any genre, documentary, live action, drama, animation) up to 90 minutes
- Advertising campaigns
- Music videos (music must be issues based and made by young people)

*** Please note Mediabox will not fund projects that are solely for website development or design.**

Big Mediabox Contract doesn't fund:

- Media projects where young people do not take a lead role in all aspects of the production process;
- Solely distribution projects (see Mid Mediabox if you have this type of project)
- Purely promotional work about an organisation and its functions for marketing purposes (including websites, flyers, advertising materials, video etc.);
- Writing or publishing novels;
- Projects where the sole media project is the creation of a website;
- Straight recordings of live performance (including plays, music, dance etc.);
- Training videos;
- Music projects (including music videos, demos, albums, singles, lyric writing, concerts, music workshops etc);
- Projects as part of the National Curriculum or as part of a College/University course;
- Anyone living outside of England (i.e. Wales, Scotland, Ireland).
- Sole traders.
- Projects taking place outside of England

How much can I apply for?

Big Mediabox Contract accepts applications for grants up to £40,000. **Partnership funding is not required** for Big Mediabox Contract, but may strengthen your application.

IMPORTANT – Mediabox grants cannot be matched against funding from First Light Movies or any other member of the Mediabox consortium

How long will I have to complete my project?

Organisations that make a successful application to Big Mediabox Contract will have 9 months to complete their project from the funded announcement date (see below).

How to apply for a Big Mediabox Contract grant

There is a **1 stage application process** for Big Mediabox Contract. All applicants must submit their application online and send 1 hard copy of all application materials via post. Email applications will not be accepted.

The following table provides **the deadline** and **announcement dates** for Big Mediabox Contract.

Round No.	Open for Applications	Application Deadline	Application Decisions Announced
1	25 November 2009	31 March 2010	05 May 2010

Big Mediabox Contract Application Process

You read the guidelines

Check that your organisation is eligible to apply, we can fund what you want to do and you can complete a project within the given timescales.



You speak to your Mediabox Coordinator

A Mediabox Coordinator is locally based in each of the nine English regions to help support you in making an application. They can answer any queries you have about the process and can discuss your project proposal to help ensure that it meets the Mediabox aims. Regional contact numbers are listed on page 3.



You complete a one stage application form

The application deadline is 31 March 2010 so as soon as you have spoken to your Mediabox Coordinator you can complete your application. Further help on completing the form starts on page 8.



We assess your application

Once the deadline has passed we will assess your application. If your application form is not complete, it will be considered incomplete and we may reject it.



We tell you our decision

All applicants will be informed of the outcome of their application by post on 5th May 2010.

NEW APPLICATION PROCESS FOR 2009/10

Since it began in 2006, Mediabox has been a very popular fund and has consistently been over-subscribed. We want to ensure all applicants receive a fair assessment, get the support they need and stand a good chance of being successful, and so we are introducing a new way to apply for money through Big Mediabox Contract.

Each funding round will have a deadline date by which you must submit your proposal online. Each funding round will also have a MAXIMUM number of applications we can accept in that round. This change means that you should submit your application in plenty of time BEFORE the deadline, as when we reach the published maximum number we will be UNABLE to accept any more applications.

The cut off point for accepting applications will EITHER be the deadline date OR when the maximum number of applications are reached - WHICHEVER IS SOONER.

When you log on to the online grant application form you will see an application counter, indicating how many applications have been already submitted and how many more we are able to accept in that round.

Round No.	Open for Applications	Applications accepted
1	25 November 2009	50

We have made these changes for the following reasons:

- Applicants will have a much greater chance of success.
- Applicants will have better access to support to develop their applications.
- Applicants are encouraged not to submit a last-minute, low quality application.

Submitting an Application

Once you have completed all the questions online, you should hit 'Submit'. A completeness check will happen automatically and you will be notified if there is a problem with your application.

If the application is complete, hitting 'Submit' sends your application to Mediabox. You will receive a confirmation email to say we have received the application to the email address you used to register as a user on the Mediabox website. The confirmation email will give you your unique reference number, outline what will happen next and let you know when you will receive a decision from Mediabox.

Technical difficulties

Allow yourself plenty of time to submit your application – do not to leave it until the last minute. On the deadline day the website is very busy which will cause technical difficulties and your application may crash. If you do experience problems you MUST report them to Mediabox immediately by emailing info@media-box.co.uk

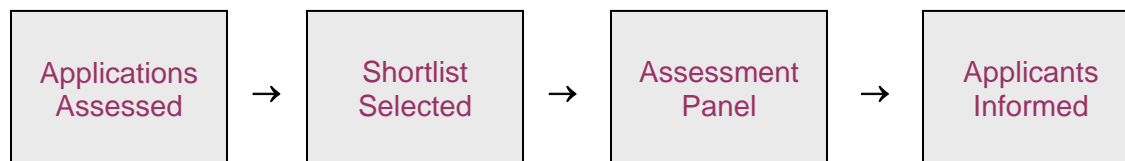
Online submissions will **close at 2pm** prompt on the deadline day and we will not be able to accept applications after this time, so do not leave it until the last minute to complete your online application. **If you leave it late you may not be able to submit your application.**

What happens to the application once submitted?

We will check that your application is complete and send you an acknowledgement letter within 10 working days of the deadline.

Eligible applications will then go forward for assessment. The Mediabox assessment procedure aims to be transparent, impartial and accountable. All applications are assessed by external assessors against our assessment criteria (see below) and decisions on funding are made by an assessment panel which will consist of a minimum of five young people and three industry representatives. This panel will make a final decision on all applications.

The assessment procedure is as follows:



How your application will be assessed

All Big Mediabox Contract applications are assessed internally against the assessment criteria using the following scale:

1. Very poor- only meets the criteria in a limited way and is weak
2. Poor- project has some strength but only meets the criteria in a limited way
3. Average- has some strengths and partially meets the criteria
4. Good- meets the criteria fully
5. Strong- meets the criteria extremely well
6. Outstanding- is excellent against this criteria with key strengths

This section takes you through all the questions that we will ask you on the **online** form. You can cut and paste answers from a Word document, but please remember that in order to keep the applications to a maximum length, your responses should not be longer than 10 pages. You can save your work at any time and return to it later. To do this you need to have made a note of your user name and password to sign back into your application form.

To begin making an application for a Big Mediabox Contract grant please visit the funding section of our website www.media-box.co.uk and follow the instructions.

Big Mediabox Contract Assessment Criteria

The key criteria are:

1. The project
2. Meeting the outcomes of Mediabox and Every Child Matters
3. Reaching and engaging disadvantaged young people
4. Access and Opportunity
5. Empowering young people to lead all aspects of the project
6. Distribution and exhibition
7. Project management
8. Running the Bursary
9. Monitoring and Evaluation
10. Legacy
11. Value for money

1. The Project

Project Summary

You must describe your project in this separate section. This information will be given to the funding panel members - including young people. The young people will make up the majority of the panel, so this section is **ESSENTIAL** to the successful outcome of your application. Please avoid jargon, acronyms and abbreviations and be as succinct as possible.

You **MUST** include the following information in your Project Summary:

- Describe your project – How will young people, across the region, be supported through the scheme, from recruitment and application process to production and final project delivery?
- How much are you applying for and how will you ensure that young people have access to the bursary?
- How much will your project cost, how much do you intend to allocate to the bursary funding and how many young people do you think this will support?
- What are the young people's backgrounds? How many of them will be disadvantaged?
- How old will the young people be? How will you target a wide range of young people?
- How have young people been involved in the project to date?
- How will young people be supported by the project if you get the money? What support will they receive after the scheme?
- How will you manage and monitor the bursary scheme? What procedures will you put in place to run the project?
- How will you ensure that all the projects are compliant and delivered in full and on time?
- How will you ensure that they young people are fully aware of the delivery requirements for their project?
- What procedures will you put in place to safely allocate funding to young people, particularly if they do not have a bank account and have limited money management experience?

All projects must address or be inspired by real **issues** and personal stories that young people have identified. We know that these themes may change slightly once you start working with the

young people; however we need to see that your organisation has an understanding of the issues that young people feel are important to them. Word limit- **400 words**.

2. Meeting the outcomes of Mediabox and Every Child Matters

For us to consider your grant proposal you must demonstrate how you will meet all three of the compulsory Mediabox outcomes. In addition, you should also provide evidence that you can meet at least 1 of the Every Child Matters outcomes. **There is no requirement for you to formulate your own outcomes in response to these outcomes.**

Mediabox Outcomes: Our programme outcomes are the changes that will happen as a result of our funding. Mediabox aims to achieve the following outcomes:

Outcome 1	Young people from disadvantaged backgrounds gain knowledge, lifelong skills and confidence, increasing their capability to identify, plan, participate in and lead creative media projects.
Outcome 2	Increase the level of young peoples' positive images and voices through the media and help to dispel negative stereotypes for a diverse audience.
Outcome 3	Through project activity and the media produced, young people have increased opportunities to engage with diverse members of their community, gain a better understanding of one another and so become better citizens.

Every Child Matters Outcomes: Mediabox was set up by the Department for Children, Schools & Families in support of the ambitions and targets set out in Every Child Matters – of which the five proposed outcomes are for young people to:

- Be safe
- Be healthy
- Enjoy and achieve
- Make a positive contribution
- Achieve economic well being

3. Reaching and engaging disadvantaged young people

Mediabox funds projects that target disadvantaged young people to improve their life chances and choices. You will need to describe how **disadvantaged young people have been involved in this project so far**.

How many young people will be working on the project?

You must explain how the young people will be recruited, including how they will be supported to apply for funding, who you will work with to reach the young people, how you intend to retain them on the project and what your contingency plans are if any of the young people do not complete their project.

We are looking for applications that can clearly demonstrate that they have already or will reach young people who do not have opportunities to engage with positive activities and who are disadvantaged. Please include details of any consultation that you have completed with young people to inform this proposal.

If you have used or plan to use marketing to reach young people, please provide samples if available and describe where this material was or will be distributed. How will young people who apply for funding be selected?

What is the evidence of need for this project in your region?

How will the young people be cared for, protected and supported throughout the project?

**Please note- you must attach a current copy of your organisation's child protection policy.*

4. Access and Opportunity

Please describe how you will encourage applications from young people.

- How do you propose to reach disaffected young people?
- What priorities do you have for tackling disadvantage and how will you ensure that this proposal promotes these priorities?
- How will you ensure that the professionals are appropriate mentors?
- How will the young people and professionals be matched?
- What payment processes will you set up for the young people?
- How will you ensure that all the projects are compliant and will meet the delivery criteria
- Will the contribution and achievements of the young people be accredited in any way?

5. Empowering young people to lead all aspects of the project

We are looking for a clear strategy to inspire and empower young people to devise their own ideas for the project and have the time and skills to develop them. Project management skills will be imperative for this to be effective. We need to be sure that the ideas originated from young people and will continue to be shaped under guidance from the adult professionals. All projects must be issue based and in an eligible media type (see page 5).

How will skills be transferred to the young people? We will look for evidence in the application that young people will learn the creative and technical skills they need to enable them to create their project. We will want to know how these skills will be transferred and how much time has been allocated to this aspect of the project.

How will the young people be involved in the project? You must provide evidence within your application that young people have been consulted about the project as a whole.

All work made through the scheme must *demonstrate significant and meaningful Youth-Leadership at all stages of the project*. Work must be devised and led by disadvantaged young people throughout. Young people that take part in a Mediabox project must lead on all technical and creative roles and be credited as such. Your approach to youth involvement, facilitation and creative processes must demonstrate this. Participation works and the National Youth Agency have resources available to help you ensure your organisation and projects can do this.

For further details please refer to: www.participationworks.org.uk
<http://hbr.nya.org.uk/>

We expect the young people to also learn project management skills and to be able to direct and shape the bursary. Young people should be involved in key decisions around budgeting, scheduling, evaluation as well as content.

Finally, Mediabox encourages organisations consider formally accrediting young people for their work. Will the young people on this project have the opportunity to receive an accreditation to recognise their achievement? If so, what will it be? How will this be managed?

**Please note-you must attach a copy of your standard contributor release form.*

6. Distribution & exhibition

In this section you are encouraged to consider how best to showcase the end products and work of the young people that you have funded, through this scheme. Please describe how the bursary will encourage young people to develop an audience for their work and how will they be supported to reach their audience? How will you ensure that young people consider the potential audience for their work and are actively involved in exhibition and distribution? What exhibition and distribution support can your organisation provide? What are your exhibition and distribution plans for the completed work? What impact is this project likely to have on the audience?

Who will be the likely audience for the completed work? How will you ensure that there will be a wide audience for this work?

Mediabox advises all of its projects to comply with Ofcom's codes of practice – please make sure you are familiar with their codes: <http://www.ofcom.org.uk/tv/ifi/codes/bcode/>

Young people should be making informed choices about content. We will require evidence in the application that you will ensure the young people are made aware of this code and how you will ensure they comply with it. Any creative decision should be taken by the young people with full knowledge of the codes and the potential effect on exhibition opportunities that there could be in not complying.

It will be mandatory to get all necessary permissions and licences to ensure the material produced is legally compliant. **Young people must not use uncleared music and you must ensure all young people involved in the scheme sign release forms.** We will request all paperwork relating to this important area at the end of the project and we will withhold final payment and your project will be signed off as incomplete if any information is missing.

7. Project management

What similar work has your organisation (or your partner) undertaken in the past two years? We are looking for evidence that your organisation (or your partner) has successfully managed media and bursary projects of a comparable scale and has engaged disadvantaged young people in media activities. Please also provide details about your ability and capacity to deliver this project. **Outline your last two relevant projects and include the project budgets, funders and partners.** We are looking to see if your organisation or your partner(s) have managed bursary and or media projects with a similar budget in the past and have engaged disadvantaged young people. You should send RELEVANT examples of previous work to illustrate your track record. DVDs should be no longer than 10 minutes. Please do not state that

showreels can be found on websites as our resources and software may not allow us to retrieve them in time for your application to be included within the assessment procedure. Applications that refer to showreels on websites will be declined.

Please outline the management structure for the project and indicates roles and responsibilities. If you are working with any partners how will the relationship be monitored and managed and what will your partners specifically bring to the project? We will require a letter of support from your partner(s).

Mediabox will need a CV for ALL creative adults working on the project AND for the key project manager. CV's must be relevant to this project and be concise (no more than two sides of A4). How do you propose to schedule the project? The timetable should include all planning, development, production, evaluation, project management sessions, along with the date, time and venue of each session and who will lead it.

**Please note- you need to provide the following documents:*

- *a two-page, relevant CV for each adult working on the project.*
- *a letter (on headed paper) of support from each of your project partners.*
- *maximum of two examples of previous media work with young people (this will not be returned so make sure it is not your last copy).*
- *a detailed project timetable.*

8. Running the Bursary

Please describe how you will operate the bursary scheme:

- what previous experience you have of grant giving?
- how the young people will gain access to the funds?
- how you will reach the most disadvantaged young people?
- how you will prioritise requests from the young people?
- what criteria you will use to select the young people to fund?
- how will it be advertised and targeted?
- how the young people will be supported throughout the process (from application stage to final delivery)

You will need to provide details about:

- when you plan to run the bursary scheme (include it in your schedule)
- how will you track the projects it supports
- how you will support the young people receiving bursaries
- what payment processes you will put in place (particularly if the young people do not have bank accounts)
- how will you distribute the cash awards to the young people and how will you ensure that they use the bursaries responsibly and deliver what they have proposed?
- How young people will be involved in the direction and selection of the scheme?
- How is this proposal additional to your current activities or how will it complement them?

9. Monitoring and Evaluation

Please describe how and when you will monitor and evaluate the project. Explain how you will assess its achievement and measure its success – including how you will track the targets you have set. How will you monitor and evaluate the individual projects and the final delivery of the

overall project? How will you ensure that the participants understand what they need to deliver and how this will be assessed/evaluated at the end of the project? If funded you will need to report to Mediabox on your progress – Mediabox will provide guidance on this.

Mediabox will expect you to evaluate your project against the outcomes you have stated for your project. Please refer to the Mediabox Evaluation Toolkit on the Mediabox website for practical advice:

http://www.media-box.co.uk/files/pdf/Self_evaluation_toolkit.pdf

How will you evaluate this project against the outcomes? We are looking for a strong evaluation plan that involves the young people and will lead to demonstrable outcomes and impacts for the project.

Your proposal must demonstrate effective plans to help young people learn more about the media. Subsequently, part of this fund can be allocated to pay for the reasonable and relevant provision of guidance sessions.

10. Legacy

Once the project is finished, what benefits will it/ they have given the young people? You should outline your targets for issues such as skills acquisition, careers advice, educational opportunities, work placements, employment etc. What will the project have done to change and improve the circumstances of your organisation and those groups and organisations with which you work most closely? How will this proposal benefit the local community and aid community cohesion?

Ladders of opportunity - Big Mediabox Contract proposals should have a lasting effect on the skills development of young people. How will you ensure young people who have an interest in continuing to develop their media skills are given the information, advice and guidance they need?

11. Value for money

In this section we will ask you how much you are applying for and the estimated total cost of your project. The total cost of the project is the amount you are asking for from Mediabox and any aspects that may be funded by another source.

You should provide details of the funding that you have secured if appropriate.

If you require capital costs for equipment from Mediabox, a maximum of 10% of the Mediabox grant can be spent on this. Although this is not a capital project, lead applicants can apply for up to 10% of Mediabox funding towards capital items. However, due to the small size of grants available through this bursary scheme we would encourage young people to investigate equipment leasing options and partner's current infrastructures. If you need additional funds for equipment you could contact your local authority concerning the Youth Capital Fund, which provides funding to young people to make capital purchases.

An important indicator for value for money is your track record in delivering projects with similar budgets. Therefore, please ensure that you detail these budgets in the 'project management' section.

You may need to pay VAT on purchases made as part of your project and we can pay for this within our grant.

Mediabox is committed to the principle of **full cost recovery** as we understand that it could contribute to the sustainability of the sector. Full cost recovery means securing funding for or 'recovering' all your organisation's costs, including the direct costs of your project and your overheads. The full cost of your project will therefore be the costs directly relating to the project, plus the project's share of your overheads. More information can be found at <http://www.fullcostrecovery.org.uk/main/index.php?content=home>

Mediabox will not fund retrospective costs. Therefore your project should not begin before you have received confirmation that your application has been successful.

We would like to see applications that include a formal accreditation to recognise the work of the young people where relevant/appropriate. Applicants are therefore encouraged to consider accreditation and subsequently part of this fund can be allocated to pay for the completion of an accreditation advisor course, plus the final accreditation of the young people.

It is important to note that Mediabox reserves the right to decline applications that fail to meet the match funding eligibility criteria or that exceed the maximum capital allowance.

Please supply your most recent set of audited accounts AND your most recent management accounts (or a recent statement of income and expenditure for the current financial year). If you are a new organisation that does not have any annual accounts as yet, you must supply management accounts and a cashflow projection to the end of the current financial year.

We will be checking that your organisation appears to be in good financial health – you may want to explain any deficit on your accounts.

**Please note- you must attach your audited annual accounts and a recent set of management accounts relating to the current financial year.*

Project Schedule

The schedule should demonstrate how you will prepare for and produce the work included in your proposal and should include time allocated for consultation with the young people. You should give careful consideration to the delivery period of your Big Mediabox Contract. All projects must be completed and delivered to Mediabox before the end of February 2011 including all evaluation, exhibition and distribution. Mediabox is a time limited scheme and this timeframe is not negotiable.

As there is no template schedule for the project plan, please use the following headings as a guide and include information on all sessions, including where young people are engaged in learning creative and technical skills, as well as actually carrying out the activity – please

include as much info as possible as this is where the assessor will expect to see the clear process of development that the young people will go through:

- Recruitment and young peoples application process
- Sourcing and matching of professional support for young people
- Activity and/or skills transfer
- Production of individual projects
- Monitoring and evaluation of individual projects and overall success of the scheme
- Final delivery of all materials
- Anticipated outcome for young people and exit strategies/potential legacy

If you are a school please note that all activities as part of this proposal cannot be undertaken as part of the curriculum or in school time.

One copy of the schedule will need to be sent as part of your hard copy submission. If you are unable to paste them into the online form then don't worry – just send them in with your hard copy submission and write 'sent separately' in the box.

Budget and Cashflow

You should provide a detailed budget for the whole proposal including any management fees you will charge. In a commentary to the budget explain how any management fee is calculated and why it is reasonable. You can include the costs of staff who you are hiring specifically for the project. All existing staff working on the project that are already salaried by your organisation should be included as part of your management fee. Include as much detail as possible in your budget – be very clear on the staff costs. This is not a capital project, however up to 10% of the Mediabox funding applied for can be used to purchase capital items, the amount and items must be justified in the budget. Due to the small size of grants available through this bursary scheme we would encourage the young people to investigate equipment leasing options and partner's current infrastructures.

If your proposal budget includes income from sources other than Mediabox, provide a note as to the source of this income, its status (i.e. is it guaranteed, still to be applied for etc) and any requirements/ specifications associated with this funding. You will also need to provide a cashflow for the whole proposal showing when you would like to draw down the Big Mediabox Contract grant. If we do fund you, your payment schedule may be based on this cashflow.

You should note that if you are awarded a Big Mediabox Contract that up to 20% of the grant amount may be held back as final payment, which will be due upon the delivery of all requirements at the end of your project as specified in your service level agreement.

You are not allowed to use funding from First Light Movies or any other member of the Mediabox consortium as match funding for Big Mediabox Contract.

One copy of the budget and cashflow will need to be sent as part of your hard copy submission. If you are unable to paste them into the online form then don't worry – just send them in with your hard copy submission and write 'sent separately' in the box.

Project dates

Please state your anticipated project start and end date. **It is recommended that you start your project 4 weeks after the decision date 5 May 2010.**

If successful in receiving funding you will enter into a Funding Agreement with First Light Movies. You must be confident that you can deliver your proposal within the published deadlines. You will be in breach of your funding agreement if you fail to do so. This will put your grant at risk and may effect any future applications your organisation or partners make to Mediabox or First Light Movies.

It takes between 2-4 weeks from when funding decisions are announced to you receiving your first grant payment – dependant on how quickly and accurately you respond to the requested terms and conditions. Similarly, your project end date should not exceed the final delivery dates for each round listed on page 6 of these guidance notes. Your application will be declined as ineligible if you fail to meet the required scheme dates. Your project end date should not exceed the **final delivery dates** for each scheme listed below:

Round	Big Mediabox Contract final delivery date
Round 1	23 February 2011

How much will Mediabox allocate in 2009-11?

Mediabox is a highly competitive grants scheme. It is very difficult to predict how likely your application is to be funded (providing it meets all of our criteria). In 2008 the funding programme was over-subscribed and the success rate overall was around 9%. As a guide we will be able to support approximately 9 Big Mediabox Contract projects during 2009-11.

Funding Priorities

Mediabox encourages applications working in all media listed on page 5 of these guidance notes. However, we would like to support a wider range of media projects and will therefore prioritise proposals that feature radio, print, games or interactive elements, digital media, photography, graphic novels or mixed media and advertising campaigns.

We would also like to encourage applications from areas of England that were under-represented in 2008. These were: **North East, East of England and Yorkshire and Humberside**. Applications from these regions will not score higher during the assessment process. Regional priorities may however, be taken into consideration at final decision stage by the funding panel.

Big Mediabox Contract and Child Protection

Your organisation must have a detailed child protection policy that is appropriate and fit for purpose to be eligible to apply. If successful your organisation must use all reasonable endeavours to ensure the safeguarding of all children and young people involved with the project.

You will need to ensure that any adults working with young people are suitable in all respects to work with young people and have been vetted using criminal record checks, identity checks and reference checks. Reasonable working practices with young people must be observed and internal security measures taken to prevent any risk to the young people.

If your application to Mediabox is successful your organisation will be required to provide a Disclosure Statement (formerly referred to as CRB/police checks) for each of the adults working with young people on the project.

Will your project be compliant?

To allow young peoples' voices to be heard across a variety of media platforms, it is essential that projects respect copyright and intellectual property, broadcast standards and compliance ('rights issues'), so that the finished project can be broadcast, exhibited or published legally and responsibly. Your application must demonstrate that you understand these requirements and can explain and interpret them to the young people with whom you work. Delivering a compliant project will be a condition of funding if you are successful in receiving a grant. Good quality finished projects will be given extra support to get national profile and distribution. We recommend your project complies with OfCom's codes (<http://www.ofcom.org.uk/tv/ifi/codes/bcode/>), but the Mediabox website is a good starting place for information about rights issues.

If you would like further information about compliance, marketing or PR please contact Media Trust on 020 7217 3702 or email them at guidelines@media-box.co.uk.

Compulsory Project Delivery Training Day

All successful applicants will be required to attend a **project delivery training day** to strengthen your project through targeted support and advice. Additional guidance will also be provided focusing on compliance, project delivery forms, monitoring and evaluation and exhibition and distribution. The day will also offer the chance to further discuss their project idea with Mediabox staff.

The **training days will take place** in your region and are likely to last half a day, **dates for each region are listed below.**

Regional Screen Agency	Big Contract Mediabox
Screen Yorkshire	11 May 2010
Film London	11 May 2010
Screen East	11 May 2010
South West Screen	12 May 2010
Northwest Vision + Media	12 May 2010
Screen South	12 May 2010
Screen WM	12 May 2010
Northern Film & Media	13 May 2010
EM Media	13 May 2010

Application checklist

Once you have submitted your application online, you need to print off one copy and sign (first signature should be the main contact and the second should be a senior member of staff or board member) to post to Mediabox along with the supporting information listed here:

1 copy of your signed application form to include your 'Proposal Plan Template' (maximum length 10 pages)	
1 copy of a project timetable	
1 copy of a detailed budget	
1 copy of a project cashflow	
1 copy of relevant CV's for each of the key adult facilitators and one for the project manager (CV's should be no longer than two-pages)	
1 copy of your child protection policy and procedures	
1 copy of a letter of support from each of your project partners	
1 copy of your standard contributor release form.	
1 copy supporting letter from each of the partner organisations referenced in your application	
1 copy of your showreel or portfolio of recent youth media work that your organisation (or partner) has produced. DVDs should be no longer than 10 minutes	
1 copy of the governing document for your organisation (this should be your memorandum and articles of association or rules that show what your organisations aims and objectives are) *	
1 copy Your most recent set of audited accounts*	
1 copy of your most recent management accounts for the current financial year*	
*Not required if you are a school or a local authority. If you are a new organisation and do not have audited accounts please provide up to date management accounts and a cash flow forecast for the forthcoming year.	

Remember to keep a copy of these guidance notes and your completed application form for your own records.

You are required to make a full submission for each application you make to Mediabox including all of the requirements listed in the Application Checklist (see below). Please do not state that you have in the past, submitted certain documents to Mediabox or its partners as these items may be in archive and unreachable.

Faxed and e-mailed applications will not be accepted. Please ensure that your organisation and project name appears on each page of any supplementary documents that you supply as part of

your application. Please do not bind, staple or double side your documents, if you need to secure your papers please use removable clips.

Ensure that your proposal plan is no longer than **10 pages** in length (minimum font size: 11 point). The budget, cashflow, project timetable, CVs, child protection policy and other supporting documents can be in addition to these 10 pages.

Once you have submitted your online application form please send your hard copy and supporting information to the following address by the published deadline: **Mediabox, c/o First Light, Studio 28, Fazeley Studios, 191 Fazeley Street, Birmingham. B5 5SE**

What happens if my application is successful?

Mediabox will send you a funding agreement. The funding agreement will specify the terms and conditions of your award, which will include a payment schedule, details of the reporting and evaluation we require, what you need to deliver and any other requirements which are part of your grant. At this point we will ask you for:

- Evidence of insurance – public and employers liability
- Disclosure statements for the adults working with the young people

You should allow up to four weeks from receiving notification of your grant to the completion of the funding agreement and first payment.

What happens if my application is not successful?

We will contact you by letter which will explain why we have rejected your application. Unfortunately, no further feedback will be provided.

Appeals

You can make an appeal if you think we have failed to follow the assessment procedures for our decision making process. A copy of the Appeals Procedure is available on request. You cannot use the appeals procedure to appeal against our decision on giving a grant, if we have followed our decision making process correctly.

Complaints

If you feel you have not received a high level of service from Mediabox staff, you may make a complaint. You can make a complaint if you feel:

- 'maladministration' has taken place (for example, if we have delayed, made mistakes in or failed to follow the procedures in our application process);
- we have failed to give you access to information or have given you incorrect advice or information;
- we have not treated you politely; or
- we have discriminated against you or not treated you fairly.

You should make a complaint using our Complaints Procedure which is available on request.

FAQs

Eligibility/applying

Can I apply if I am involved in another Mediabox project?

You can only make one application to Mediabox at any one time regardless of the strand (i.e. Mix Mediabox, Mini Mediabox, Mid Mediabox or Big Mediabox), and you can only have one Mediabox project running at any time as a lead organisation.

Can I apply for First Light Movies and Mediabox funding at the same time?

You can apply for a Mediabox and First Light grant at the same time. However, we will assess your capacity to deliver both projects successfully.

I have been funded by Mediabox and another organisation has asked me to act as a delivery partner on their application, is this allowed?

Applicants can be involved as a delivery partner in other applications led by another organisation, but we will assess your organisation's capacity to deliver the proposed activity, should both projects go ahead.

Can I apply if I have been funded before?

Yes, however due to the highly competitive nature of the scheme we will take into consideration whether the project was delivered on time, to the required specification, i.e. signed off as complete and if the final payment was released.

Can I apply to Mediabox if I've had a previous application rejected?

Previous applicants to Mediabox (whether successful or unsuccessful), can re-apply, but only with a new idea or a significantly re-worked proposal.

Can I submit more than one application?

No. Organisations can only be in receipt of one funding grant at any time.

Can I apply if I'm not a registered company?

Yes, but you can apply to Mini, Mid or Mix Mediabox only.

Can a national organisation with regional "teams" apply more than once?

Branches or divisions of larger organisations can apply as long as they have their own bank account, legal status, governing document, financial systems and management structure.

Can schools apply?

Schools are eligible to apply for Mid, Mix and Big Mediabox only. You must demonstrate that you will be working with a media professional on the project who must have appropriate skills and experience to work with disadvantaged young people. You should also include in-kind costs of support from teaching staff in your budget. Mediabox cannot fund projects that in any way contribute to the delivery of curricular activity. Applications from schools must demonstrate that their proposed project will fall outside of the curriculum.

How soon will Mediabox let me know about the outcome of my application?

Funding decisions will be announced within 12 weeks of the Stage 1 deadline for Mid, Big and Mix. Decisions for Mini Mediabox will be announced within 8-12 weeks from when you submit

your application. All applicants will be informed in writing. A full list of all Mediabox deadlines and announcement dates can be found within the guidelines for each scheme.

I have submitted my Mid/Big/Mix Mediabox Stage 1 application form online; do I need to send in a hard copy?

No, all Stage 1 Mediabox applications are made online only.

My organisation would like to apply to Mediabox, but we have little or no experience of participatory media projects with young people. Is Big Mediabox right for us?

If you have no track record of working on media projects with young people then you might want to consider the Mini Mediabox, go to www.media-box.co.uk to download the guidelines.

I've read the guidelines and FAQs, but I still have some questions?

You should contact your local **Mediabox Co-ordinator** based at your Regional Screen Agency if you need help with any aspect of the application process. Visit for a full list of details go to www.media-box.co.uk

Where can I get more information or inspiration?

Go to our website www.media-box.co.uk to access a selection of work made by young people and funded by Mediabox.

Match funding

For Mini Mediabox the match income is limited to 25%, does this include in-kind contributions?

Match funding is not compulsory for Mini Mediabox. If you are able to bring match funding, in cash or in-kind, we would not normally expect this to exceed 25% of the total project costs. However, if you have managed to secure more than this amount, your application will still be considered for assessment. You will need to provide an explanation of where the money has come from and what the costs will be spent on in Section 3 of the online form.

Capital

Can I include the purchase of a camera, editing equipment, software etc. in my application to Mini/Mid/Mix/Big Mediabox?

Yes, a maximum of 10% of your Mediabox grant can be spent on buying equipment.

Timescales

When would my Mediabox project have to be completed by?

Depends on the strand you are applying to. Please refer the relevant page within scheme guidelines. As a general guide Big Mediabox projects - 9 months; Mid Mediabox - 6 months, Mix Mediabox - 6 months, Mini Mediabox - 4 months

Value for money

Can the value for money figure be calculated relating only to the MB money (rather than the MB plus the match funding)?

Your value for money calculation should only be based on the grant you are seeking from Mediabox.

What is Full Cost Recovery?

You are able to include relevant overhead costs in your budget breakdown. The guidelines issued by HM Treasury in May 2006 state that it is legitimate for third sector organisations to recover the appropriate level of overhead costs associated with the delivery of a project. Mediabox is committed to the principle of full cost recovery, as we understand that it could contribute to the sustainability of the sector. Full cost recovery means securing funding for or 'recovering' all your organisation's costs, including the direct costs of your project and your overheads. The full cost of your project will therefore be the costs directly relating to the project, plus the project's share of your overheads. We will assess whether you have allocated relevant and reasonable overhead costs and ensure these costs are only included once. Your management costs should be clearly defined within your budget in the Overheads section. More information can be found on <http://www.fullcostrecovery.org.uk/main/index.php?content=home>

Location of project

My organisation is based in the Eastern region but the young people the project engages with are in the West Midlands. Which Regional Coordinator/training meeting should I attend/contact?

You can go the training meeting which is nearest to you, but you should contact and ask for support and advice from the Coordinator who is based in the region your project is going to take place.

Location of project

Our project takes place over several areas. Which area should I identify as the main one?

You just have to stipulate one main area; pick any one of them if delivery is in equal proportions.

Exhibition and distribution

How long should the completed films be?

Short films are up to 10 minutes in length (any genre, documentary, live action, drama, animation). Feature films (any genre, documentary, live action, drama, animation), up to 90 minutes.

Do I need to arrange a screening, celebratory or launch event?

Yes, you should consider how the young people will develop an understanding of marketing, audience and exhibition. You will need to demonstrate your exhibition and distribution plans including a detailed project schedule.

Can we use any music from the bands young people listen to for our project?

We would advise you to not use commercial music due to the copyright/clearance minefield that you will come across. Also, popular music will be expensive to clear. Instead try pre-cleared library music (e.g. <http://www.licensemusic.com>; <http://www.21newmedia.com>) or why not as part of the project get the young people to compose an original piece.

Accreditation

**Is it better to seek accreditation for all beneficiaries or safer to only go for a percentage?
Would Mediabox withdraw funds if target is not reached?**

This would be your decision as you know the needs/abilities of your respective client group. If your application is successful, Mediabox will expect you to meet the outcomes in your proposal, demonstrating adequate project management strategies to mitigate issues that could cause deviation from the proposed activity. Any decision around the potential withholding of grant payments would take all this into consideration.

Beneficiaries

Some of the young people I want to work with are 20, can I still apply?

All participants in Mediabox projects should be aged between 13 and 19 years old. There are opportunities for organisations working with young people with learning difficulties and/or disabilities to increase the age range up to 25.

Are all young people deemed beneficiaries, even if they are only contributing to part of the project?

Yes.

Disadvantage categories

Can more than 2 disadvantaged priorities be ticked in the monitoring section?

Each young person can only be entered into a maximum of two categories to avoid double/multiple counting of the data we collect.

Evaluation toolkit

How can I get the toolkit?

It is available as a PDF on the Mediabox website.

http://www.media-box.co.uk/items/documents/mediabox_self_evaluation_toolkit.pdf

Payment Schedule

If I were to be funded when are payments made and what is the percentage split?

There are 3 payments and they are split 50%, 30% and 20%. You get the first when Mediabox receives your contract back signed; the second when you submit your mid point report and the final payment is released last when Mediabox has all the documents and media you have been contractually obliged to supply. The cashflow you submit will dictate the mid-point of the project.

Online formatting

My text has gone all strange it looks like it is “bleeding” from one page to another or double-printed over itself. It is no longer looking like how I had originally typed it as a word document!

The bleeding of text is not an online problem but rather a formatting issue with the computer you may be using and is a common problem, particularly when applications are made on Apple Macs. We suggest you try switching to another PC terminal. When we receive your online submission, the text should read properly but if you have an ongoing problem when you come to print the hard copy of your application to send in, call the Mediabox office.