



EDUCATION FUNDING
GUIDELINES 2018

INTRODUCTION

Ffilm Cymru Wales continues to support and facilitate projects that develop watching, learning about and understanding film. The successful practise of film education leads to practical application through making or generating user content for different platforms including digital platforms. Over the financial year, we will support projects with a particular focus on areas that are considered to be in cultural poverty. This includes those in rural/social isolation who are in need of economic regeneration as well as those who are unable to access cultural facilities or opportunities due to social exclusion.

There are two funding strands available for applications in 2017/2018, Project Funding and Collaboration Funding. These guidelines will provide information about the purpose of each strand, who is eligible to apply for funding and how to apply.

AIMS

Ffilm Cymru Wales' specific aims for Film Education are as follows:

- To support the development of practical resources that can be used across the curriculum targeted to each of the Key Stages and in partnership with the BFI's 5–19 education offer through Into Film.
- Support projects that enhance digital learning platforms including games workshops for young people, using film and animation skills to support App development and through film resources for teacher training and curriculum delivery.
- Support accessible opportunities for film education in areas of Wales where there is little or no arts or cinema provision, or those areas recognised as being in cultural poverty.
- Support projects that help young people to participate effectively and responsibly in education and training, contributing to the life of their communities.
- To close the gap between advantaged and disadvantaged areas of Wales, so that otherwise disengaged and culturally deprived communities can experience and take part in film culture, in a way that is relevant and supports further learning.
- Support projects, resources and/or skills that can be maintained after the period of investment, with the potential for long term impact with communities in most need (both economically and in terms of cultural provision, lifelong learning and skills development).
- Support Life Long Learning and community participation opportunities that include supportive pathways into accredited learning and further education.

OBJECTIVES

Ffilm Cymru Wales aims to extend our investment beyond the delivery of film literacy, to a wider media literacy and digital skills portfolio, where further opportunities can be identified for cross and digital platforms. To achieve this, our funding will support the following objectives:

- Extend our funding priorities and fund projects that run beyond the 5 – 19 years offer, to include Life Long Learning, community engagement and participation programmes and post 16 education activity aimed particularly at those not in employment, education or training.
- Offer strategic guidance and funding provision to support and develop the work of the Film Education Network.
- Improving the stability of film education companies and supporting them to increase collaborative working and fundraising, especially for larger funds where longer term impact can be identified.
- Provide advice, information and tailored funding programmes to film education practitioners across Wales, with particular focus on rural and isolated areas or areas of Wales.
- Support practitioners to work in partnership with other digital platform developers, such as games artists, animators, App creators and designers to develop an integrated response to film and media education opportunities.
- Increase the availability of film/media teaching and learning resources suitable for the different curriculum settings and Key Stages on various media platforms informed by research from the education sector.
- Support practitioners to work collaboratively to leverage additional funds through applying to larger Trusts and Foundations for partnership bids that can work across the whole of Wales in a sustainable way.
- Support Film and Media education companies that evidence best practice and the potential to scale up specific areas of work including resources, training the trainers and research on the impact of film education on curriculum engagement.
- Develop consistent data tracking methods for every education project that evidences the role of film in learning development, community regeneration and social cohesion and in particular the contribution it makes to support literacy development across the Key Stages.

FUNDING AVAILABLE

Project Funding and Collaboration Funding is available to applications that fit our strategic aims and objectives as listed above.

PROJECT FUNDING

£32,500 is available for ffilm education project funding. Applications will be accepted twice yearly, through two funding rounds for formal and informal education initiatives (curriculum or non-curriculum based). Projects may work with children and young people up to 19 years, or offer community participation activities and lifelong learning. This may include working with people with physical or learning disabilities, older people or young people not in education, employment or training. Projects may work across a range of delivery platforms, including exhibition venues, schools, at special events and within communities; as well as via on-line, event streaming, DVD, games, App development or other digital platforms.

COLLABORATION FUNDING

In 2018/2019, Ffilm Cymru Wales is offering a total of £10,000 for partnership bids based on the educational themes of an identified feature film on the Ffilm Cymru production slate. Ffilm Cymru Wales will announce the title of feature film during the finance year 2018/2019, along with a bespoke set of project objectives which will make the basis for each application. These objectives will be set by Ffilm Cymru Wales and will be drawn from identified themes of the film which will inform the scope of the education work.

As before, each application needs to identify a list of partner organisations that will work together to achieve the shared objectives of the project. The type of partner organisations might include:

- Independent film education practitioners
- Education institutions
- Charities or other third sector organisations
- National education bodies
- Exhibition venues
- Youth workers/Support Services

As this is a collaboration fund, each application will have to have a clear breakdown of roles of each partner organisation and have an ambition to share skills which will further embed film education into the sector. Bids to this fund must evidence shared delivery, new methods of working together and a skills exchange of film education delivery. Eligible organisations will have a significant track record in both film and media education and community participation delivery, particularly working in rural or deprived areas.

ADVICE & SUPPORT

Where possible, Ffilm Cymru Wales will offer project specific advice to organisations prior to application. Where the proposal is at an early stage, but addresses or is likely to address Ffilm Cymru Wales' Aims and Objectives, we will offer advice and assistance to help increase its chances of receiving funding. Please note that due to capacity we may not be able to offer this service at all times, but where possible we will give guidance on your application and we will provide feedback once the applications have been assessed for funding.

ELIGIBILITY

The film education funds will provide financial support to formal and informal education initiatives for deliverers of film and media education, which might include:

- Exhibition venues
- Film societies
- Education establishments
- Pop up Cinema Events (with a relevant education programme that meets our funding aims i.e. resource pack / workshop programme / schools event)
- Community groups
- Education organisations (such as WJEC or the Workers Education Authority)
- Education practitioners (Youth workers / E3 leaders / Community and Adult Education leaders)
- Youth Clubs, Life Long Learning Centres, Care homes, Community Arts programmes and other community engagement programmes
- Film Festivals

ESSENTIAL CRITERIA

All projects must be active in Wales and have the potential to support the development of Welsh film audiences. All projects must contribute to the furtherance of film and media literacy for participants in Wales.

Applicants working in rural, isolated or deprived areas, or with socially isolated groups are particularly encouraged to apply. Where a cinema, film society, film festival or other entity wishes to apply but does not have an education officer in post, we will encourage and advise collaborations with third party practitioners to help deliver the project. Ffilm Cymru Wales recognises the pressures on staff capacity and therefore encourages applicants to make provision for a Project Manager or additional personnel to facilitate delivery as part of the proposed budget.

Eligible costs also include the production and duplication of materials, travel and subsistence, marketing and analysis. Purchase costs of materials or rental costs for equipment can be represented as part of a wider project; however, Ffilm Cymru Wales is unable to fund capital requests for new film equipment. Such applications will not be considered for funding.

Ffilm Cymru Wales has a specific focus on the medium of film and encourage exhibitor involvement so that films are shown in a cinema or a theatrical environment (such as a community centre / school screening or a pop up cinema) wherever possible. Equally, we want to encourage a broader understanding of audio visual literacy and applications where film literacy can also be stimulated and addressed through digital platforms. We also encourage the involvement of film industry practitioners and representatives wherever possible to stimulate interest and convey direct experience.

ASSESSMENT FRAMEWORK

When selecting projects the following criteria will be considered with both project applications:

- The potential to enhance film and media literacy and stimulate the appetite for specialist film within the target group;
- Clear and measurable objectives that meet Ffilm Cymru Wales' guidelines for film and media education;
- A clear case that the applicant is making a strategic contribution to the development of film and media literacy across Wales;
- Accurate data collection (both qualitative and quantitative);
- The viability of the project in terms of budget and timescale;
- The incorporation of collaborative relationships in delivering the project, where applicable, and where 'added value' can be gained;
- Good practice regarding equal opportunities and access;
- All company paper work has been included, where appropriate

CHILD PROTECTION & VULNERABLE ADULT POLICY

On application for Film Education Project funding you must:

- Supply Ffilm Cymru Wales with copies of an appropriate child protection or vulnerable adult's policy (dependant on proposed beneficiaries)
- Demonstrate you have a rigorous recruitment and selection process for paid staff, freelancers and for volunteers who will be working with and/or supervising children or vulnerable adults. This should include Disclosure and Barring
- Include planned staffing for the project indicating the numbers of children per supervisor;
- DBS checks should be carried out as a matter of good practice where project staff or volunteers' normal duties include caring for, training, supervising or being in sole charge of children and/or involve unsupervised contact with children;
- Evidence of these checks, where required, and information pertaining to selection of those supervising children or vulnerable adults should be supplied prior to commencement of the project and prior to draw down of funding.

For further information: <https://www.disclosureservices.com/our-services/criminal-records-bureau-check.asp>

SUSTAINABILITY

Ffilm Cymru Wales is committed to sustainability in all its forms. Our definition extends beyond environmental sustainability, but also encompasses the commitment to developing a sustainable ecosystem of companies within the Welsh film industry.

In terms of the environment, we advocate and support all methods to reduce the impact on the environment while developing and producing features including, but not limited to, seeking ways to minimise all forms of waste, carbon emissions and other activities that impact on the planet's resources.

We also work to create sustainable Welsh companies in the film sector by supporting their growth and creation and helping them to foster networks within the industry from which they can learn and develop mutually beneficial opportunities. We encourage all applicants to take sustainability across social, environmental and economic factors into consideration.

EQUALITY, DIVERSITY & INCLUSIVITY MONITORING

Ffilm Cymru is committed to advancing a sustainable film sector and film culture that works for everyone across Wales. We believe that equality, diversity and inclusion are essential for powerful storytelling and sustainable creative business. This belief is backed by a growing body of evidence, which demonstrates that companies that embrace EDI are more successful creatively and economically, generating original and innovative content and broadening their audiences and customer bases. We take seriously our central role as an investor, development agency and advocate for Welsh or Wales-based individuals and companies engaged in or aspiring to be in the film sector, and we recognise that there are barriers to an equal, diverse and inclusive film industry.

For this reason, we have introduced an Equality, Diversity and Inclusion Action Plan, to guide both our own activities and those in receipt of our funding. The plan demonstrates our commitment to transparency and reflects our belief in the value of sharing data, knowledge and networks.

Our EDI Action Plan is in line with our Strategic Plan for 2018-2022, as well as our Welsh Language Plan and our Code of Conduct all of which can be found on our website.

To comply with our EDI action plan, you will be asked to submit information via an online questionnaire which will capture equality and monitor diversity data after you submit an application form. Please note, your application will not be considered complete until you have submitted the survey however this data will not inform any funding decisions.

By capturing this data, we will be able to understand more about your organisation. It will help us to comply with the law, ensure that our policies and practices are fair and effective, and improve them where we can. The information provided will be treated anonymously and in strictest confidence and processed in accordance with the Data Protection Act 1998 and the new GDPR standards as of 25th May 2018.

MAGNIFIER

Ffilm Cymru Wales is committed to making the most of good ideas and so have launched a new systematic approach called 'Magnifier' which will apply across the organisation.

The aim of this approach is to encourage a more inclusive workforce (across film development, production, education and exhibition) producing content that is relevant and appealing to a diverse range of audiences. This might include games, publications, apps, events, stage and broadcast adaptations and education materials.

From time to time, Ffilm Cymru Wales may call upon members of the Film Education Network to attend shared learning exercises, panel discussions and networking groups. These Magnifier events will be created with the intention to develop connections between Welsh film makers with Wales' Film Education Practitioners early on in their film making process.

See our website for more information.

APPLICATION PROCEDURE

Ffilm Cymru Wales will accept applications for Project Funding in two rounds throughout the financial year, and applications for Collaboration Funding will be submitted in one round. Deadlines for both funds will be announced in year via our website.

Applicants will be asked to complete and submit an application form for both Project & Collaboration Funding which can be downloaded from the website and submitted as a digital Word document.

Completed applications must be sent via email to education@ffilmcymruwales.com, applications sent to any alternative email address will not be accepted or considered for funding.

You can contact Ffilm Cymru Wales if you would prefer a hard copy of this application form to be sent to you, likewise you can arrange to have your application submitted via post if you have limited access to the internet. Please contact Ffilm Cymru Wales to make these arrangements with the Audience, Education & Regeneration team.

Applications must be submitted ahead of the deadline for each funding round with at least six weeks before the proposed start date. Applications submitted less than six weeks in advance cannot be considered.

Deadline dates will be made available on Ffilm Cymru Wales' website.

FUNDING DECISIONS

Applications will be considered by the Chief Executive (with the Chairman and Vice-Chairman called upon where appropriate) and the Audience, Education & Regeneration Manager with assistance from the Audience, Education and Regeneration Coordinator.

Decisions will normally be made and communicated with in writing within one month of the panel meeting. Ffilm Cymru Wales may offer the project less than the amount stated on the funding application; however this reduction will be capped at no less than 75% of the asking award.

FEEDBACK

Ffilm Cymru Wales will ordinarily aim to respond to your application within 15 working days (3-weeks). If you do not hear from us within this time, please contact us to ensure that we have received your application. It is the organiser's responsibility to ensure that their application reaches us on time. Ffilm Cymru Wales cannot be held responsible for applications which fail to arrive.

Funding will be allocated at the discretion of Ffilm Cymru Wales in accordance with these guidelines, and applicants should not assume that they will be offered funding. If your application is successful, we will send out confirmation of our offer by email within 15 working days of receipt of a valid application. Ffilm Cymru Wales reserves the right to refuse an application if it does not meet the criteria. If you are not offered funding we will inform you as soon as possible. In the first instance, contact will be made by email so please ensure that the email address you supply is correct and that your inbox is checked regularly.

If your application is successful and an award is offered, we will make the payment in two instalments. In most cases, this will be 75% upon signature of the contract and 25% on delivery of the project and submission of a satisfactory completion report. If your application is successful, you must actively acknowledge Ffilm Cymru Wales' support in all publicity (including brochures, website and press releases), prior to and coinciding with the start of the project, as well as in person. A member of the Audience, Education and Regeneration Team should also be invited to observe the project in situ. Further terms & conditions will be provided within the funding agreement.

AWARDS AND CONDITIONS

Funding will be provided up to 75% of the overall total cost of any given project. All projects will need at least 25% match funding which can be support given in-kind where there is a cost value, such as free venue space. Ffilm Cymru Wales will not accept funding applications for amounts above £15,000 per project, with a ceiling of £20,000 to any one provider in any given year. Further awards may be provided at the discretion of Ffilm Cymru Wales.

Organisations applying for collaboration funding are still eligible to apply for project funding within the two rounds. The award will take the form of non-repayable grant in aid.

Applicants and providers working with children and young people or vulnerable adults must provide evidence of a company Child Protection Policy (CPP) or Vulnerable Adult Policy (VAP) and Disclosure and Barring Service checks (DBS) compliance, prior to any funds being released.

Copies of all education materials developed for any given project are to be submitted to Ffilm Cymru Wales to be held on a centralised database for use by future education providers as appropriate.

Ffilm Cymru Wales requires essential project data – number and demographic of participants, interest groups – to be collected and submitted as applicable. Ffilm Cymru Wales will need to approve all funding arrangements and significant changes to the project. It may withdraw or reduce funding in the light of such changes.

REPORTING

As part of your contract with Ffilm Cymru Wales, you will be required to submit a short completion report, format of which will be provided by Ffilm Cymru Wales.

Here is the standard reporting and evaluation template for education projects, Ffilm Cymru Wales may adjust this template for more bespoke projects if needed:

- Education project evaluation form including;
 - A post project narrative detailing the impact, both during and after, of the objectives upon those participants.
 - Numbers of people participating in the project including their age
 - Number of hours spent on educational activity for participants, both as individuals and collectively.
 - Details pertaining to any education activities supported by Ffilm Cymru Wales' grant-in-aid spend.
 - Press report (summary of press coverage gained)
 - Details pertaining to any education activities supported by Ffilm Cymru Wales' grant-in-aid spend.
- A case study report using the template provided by Ffilm Cymru Wales
- A detailed income and expenditure budget.
- Collated Equality, Diversity & Inclusivity Data from team members and participants
- Selected images of your project with rights cleared for use on website, newsletter, company reports etc.
- Copies of all films produced with permission granted such that Ffilm Cymru Wales can use them on their website and for future educational purposes.
- Copies of any film education resources created, along with any workshop materials to Ffilm Cymru Wales.
- Copies of any research undertaken on users and outcomes resulting from Ffilm Cymru Wales funded activity.

Final payment of your award will only be released when Ffilm Cymru Wales has received the above information as detailed in your funding agreement.

CONTACT DETAILS

If you have any queries, or if you would like to discuss any aspect of your project prior to application, please contact the team:

Natasha Wilson (Audience, Education & Regeneration Coordinator)
on 02921 679 369 or via email Natasha@ffilmcymruwales.com

Nicola Munday (Audience, Education & Regeneration Manager)
on 02920 766 931 or nicola@ffilmcymruwales.com.

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