

Making an application to the  
**YOUNG AUDIENCES  
CONTENT FUND**  
FOR DEVELOPMENT FUNDING

October 2019



Department for  
Digital, Culture,  
Media & Sport

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# INTRODUCTION

Thank you for your interest in development funding from the Young Audiences Content Fund, which is administered by the BFI, and welcome to our guidelines. Please read them carefully before applying.

This is a pilot fund intended to stimulate the provision and plurality of programming for children and young audiences up to, and including, the age of 18, in both live-action and animation, and across all genres including entertainment, education, comedy, drama, arts and culture, factual and religion. It will also support the sustainability and growth of UK production companies and the children's public service broadcasting landscape.

Development funding from the BFI for the Young Audiences Content Fund, covered by these guidelines, is intended for the development of original programming that is intended for a broadcaster to make the programme available on a free-to-access, Ofcom<sup>1</sup> regulated service to a UK-wide audience. We do not require a 'letter of intent' from a broadcaster for development funding but you should have some idea of which platform or channel you are developing your content for and have a clear ambition to be ready to approach broadcasters at the end of the development process. Up to 5% of the Young Audiences Content Fund will be allocated for development funding.

We are looking to provide funding to support the development of ideas that will entertain, inform and excite young audiences and have a clear view of the target audiences' tastes and preferences, including the service that they would access it on. Provided that the conditions of funding are adhered to, the awards are non-recoupable and can provide **up to a maximum of 100%** of the development budget depending on the stage of development and purpose. Types of cost that can be covered by this funding include the development of treatments, pitch documents, series bibles, formats, scripts, pilots, animation tests and other materials required for pitching to broadcasters and securing their commitment.

1. Or equivalent EU regulator

The Young Audiences Content Fund is intended for the development of productions with public service broadcast characteristics.

Content that will:

- Inform our understanding of the world – to inform ourselves and others and to increase our understanding of the world through news, information and analysis of current events and ideas.
- Stimulate knowledge and learning – to stimulate our interest in and knowledge of arts, science, history and other topics, through content that is accessible and can encourage informal learning.
- Reflect UK cultural identity – to reflect and strengthen our cultural identity through original programming at UK, national and regional level; on occasion, bringing audiences together for shared experiences.
- Represent diversity and alternative viewpoints – to make us aware of different cultures and alternative viewpoints, through programmes that reflect the lives of other people and other communities, both within the UK and elsewhere.

The content of projects submitted to us for funding will be expected to reflect one or more of the above values. We will assess applications against the Fund priorities below which reference public service broadcast values.

## **FUND PRIORITIES**

- **QUALITY:** Productions must aspire to meet the high quality purposes and characteristics that are expected from public service broadcast content and be accessible, engaging, informative, entertaining and exciting to the target audiences.
- **INNOVATION:** The Fund will support content that introduces new ideas, and innovative approaches, to public service programming, both in terms of content and production methods, and distribution, discoverability and engagement plans.
- **ADDITIONALITY:** Priority will be given to applications that fulfil the Fund priorities but are unlikely to be fully financed by the marketplace, being deemed as a commercial risk or too challenging to produce. We will expect applications to make it clear how the content differs from a broadcaster's usual programming.

- **NATIONS AND REGIONS REPRESENTATION:** Merit will be given to productions that are representative, and reflective of the cultural identity, of the UK nations and regions, both on screen and off screen. We are keen to see applications for content in UK indigenous languages.
- **DIVERSITY:** Applications to the Fund will be expected to achieve the BFI Diversity Standards<sup>2</sup> which encourage equal opportunity in the screen industries and tackle under-representation as to disability, gender, ethnicity, age, sexual orientation, socio-economic status and geographical location.
- **NEW VOICES:** Merit will be given to applications that introduce fresh voices and new ideas to the public service landscape and enable content from production companies who fall within the micro or SME category to compete in the broadcasting landscape.
- **PLURALITY:** One of the purposes of the Fund is to encourage growth and plurality in the production of public service programming for young audiences, an area in which the BBC is currently dominant. A project's impact on the marketplace, and the importance placed on the production of content across a range of other services, will be considered when assessing the application for funding.
- **AUDIENCE REACH:** All content supported by the Fund will need to be first shown exclusively on a free-to-access, Ofcom<sup>3</sup> regulated service with a significant UK-wide audience. We will take into account the smaller, more targeted audiences for UK indigenous language content when assessing applications.

The period of exclusivity referred to above will be decided on a case by case basis and will depend on the amount of support from the Fund.

<sup>2</sup> BFI Diversity Standards  
<sup>3</sup> Or equivalent EU regulator

# CAN I APPLY?

We accept applications from production companies on a rolling basis. Please note that this is a competitive fund and we will be unable to support every application.

The application must be made by the production company's executive producer or producer. Public Service Broadcaster subsidiary production companies and SPVs are eligible to apply. We are unable to support development for projects that do not have a producer attached.

Projects applying to the BFI for development funding from the Young Audiences Content Fund must be developed with the intention of the completed production being made available on a free-to-access, Ofcom regulated service with a significant UK-wide audience reach. Potential eligible broadcasters could include but are not limited to: STV, S4C, ITV, CITV, Channel 5, Channel 4, E4 and BBC Alba.

Please note that this is a competitive fund that aims to stimulate the plurality and additionality of content for young audiences, where the BBC is often the dominant buyer and broadcaster. Therefore we are unlikely to prioritise applications that have the BBC as a financier. However, the Fund aims to be as inclusive as possible and all applications will be assessed on a case by case basis against the Fund's priorities to ensure a fair and competitive assessment process.

If your development project has been co-funded by, or has the intention of obtaining funding from, an advertiser or brand it will not be eligible for this fund.

You will be eligible to apply to the BFI for production funding from the Young Audiences Content Fund in the future if you have previously applied for development funding (whether your application is successful or not).

To be eligible to apply to the BFI for development funding from the Young Audiences Content Fund, you must be able to tick all of the following statements before submitting an application for funding.

**MY PROJECT IS TARGETED AT AUDIENCES AGED 18 OR UNDER AND IS SUITABLE FOR PRE-WATERSHED VIEWING (UNLESS THE CONTENT IS FOR YOUNG ADULTS).**

**MY PROJECT IS INTENDED FOR A BROADCASTER TO MAKE AVAILABLE ON A FREE-TO-ACCESS, OFCOM REGULATED SERVICE WITH A SIGNIFICANT UK-WIDE AUDIENCE REACH (TAKING INTO ACCOUNT THE SMALLER, MORE TARGETED AUDIENCES FOR UK INDIGENOUS LANGUAGE CONTENT).**

**I AM THE EXECUTIVE PRODUCER/PRODUCER OF THE PROJECT AND HAVE A DEMONSTRABLE ABILITY TO DRIVE A PROJECT THROUGH PRODUCTION TO DELIVERY.**

**MY TEAM (PRODUCER/S, WRITER/S AND DIRECTOR/S, WHERE APPLICABLE) ARE ALL 18 YEARS OF AGE OR OVER.**

**MY APPLICATION IS BEING MADE BY OR ON BEHALF OF A LIMITED COMPANY INCORPORATED AND REGISTERED IN THE UK OR INCORPORATED IN ANOTHER MEMBER STATE OF THE EUROPEAN UNION OR EUROPEAN ECONOMIC AREA WITH A REGISTERED BRANCH IN THE UK.**

**MY PROJECT IS CAPABLE OF QUALIFYING FOR CERTIFICATION AS BRITISH BY PASSING EITHER THE:**

- ANIMATION CULTURAL TEST;
- CHILDREN'S TELEVISION CULTURAL TEST<sup>4</sup>
- HIGH-END TELEVISION CULTURAL TEST;

**OR**

**MY PROJECT QUALIFIES AS AN OFFICIAL CO-PRODUCTION (WITH TREATY PARTNERS THAT ALLOW FOR TELEVISION<sup>5</sup>).**

**I HAVE SECURED, OR CAN SECURE, THE RIGHTS, OR LICENCES FOR THE RIGHTS, IN THE IDEA PROPOSED AND WILL BE ABLE TO PROVIDE PROOF OF THIS AT A LATER STAGE.**

**MY PROJECT IS NOT ADVERTISER-FUNDED OR FUNDED BY BRANDED CONTENT.**

**MY PROJECT WILL ADHERE TO CHILD SAFEGUARDING<sup>6</sup>**

**I AM CONFIDENT THAT MY FINISHED PRODUCTION WILL BE ALBERT CERTIFIED AND I CONFIRM THAT I WILL COMPLETE AND SUBMIT A CARBON CALCULATOR AT THE END OF THE PRODUCTION.**

**I HAVE CONSIDERED HOW MY PROJECT WILL MEET THE BFI DIVERSITY STANDARDS.**

If you have read these guidelines thoroughly and are still unsure if you are eligible to apply, please email us [YACF@bfi.org.uk](mailto:YACF@bfi.org.uk).

4. Please note that the Children's Television Tax Relief is only for programmes where the primary target audience is under 15. However, your programme should still be capable of passing all other elements of the Cultural Test to be eligible for the Young Audiences Content Fund.

5. Not all co-production treaties allow for television so please [check here](#) to ensure your programme is eligible under this criteria.

6. [ofcom.gov.uk/\\_data/assets/pdf\\_file/0023/45833/updated-code-guidance.pdf](https://www.ofcom.gov.uk/_data/assets/pdf_file/0023/45833/updated-code-guidance.pdf)

# WHAT CAN I APPLY FOR?

The Fund is for development of all genres with target audiences up to 18 years old. In your application you will be asked to give us an indication of your development budget. We are keen to ensure that new voices and smaller production companies are able to produce pitch materials of the necessary quality to compete with larger and more established production companies and may award up to 100% of your development budget if we feel it is justified.

You should make your development intentions and purpose clear and we would expect all costs to be reasonable and commensurate with the development activities and the expected budget for the completed programme. You can apply for funding to cover any reasonable development activities, which could include:

- Concept or format development
- Option rights – to adapt pre-existing published, or soon to be published, works or formats for the screen
- Script fees – writers and editors
- Visual development including design, animation tests
- Research costs associated with the project, including educational advisors
- Legal costs

For later stage development work, we may require justification as to why this activity is necessary. Development funding can be applied for in stages. You are able to re-apply for further funding for additional materials should this be proven necessary following initial paper development and broadcaster feedback.

All awards made will be inclusive of VAT.



## **NUMBER OF APPLICATIONS**

There are no restrictions on the number of applications a production company can make for different projects.

Please note that if we have another project already in active development with the same writer or director attached, this may have a bearing on our decision. If we do decide to award funding, it may be held back or staggered until the other project is nearing the end of its award or development.

## **SPECULATIVE SUBMISSIONS**

We can only consider funding projects that have been submitted to us through the formal application process. This means that we cannot accept, or read, informal submissions such as scripts or application materials submitted by any means other than via the online application portal.

# HOW DO I MAKE AN APPLICATION?

Applications can be made at any time, and further details on the timeline of assessment can be found later in these guidelines. To apply for funding you will need to complete an application [online](#).

When first using the online application tool you will need to create an account which will allow your applications to be saved and reviewed before submission. You will be able to access all of your past online applications and in-progress applications at any point by logging into your [account](#).

If you need additional support using the application form please contact us at [YACF@bfi.org.uk](mailto:YACF@bfi.org.uk).

## CONTENT OF THE APPLICATION

The application form consists of a series of questions regarding your company, team and the project itself. You will be asked to include links to relevant samples of your previous work along with any other visual materials you think might be relevant.

Please remember that we will review a considerable number of applications and have to turn down many more applications for funding than we are able to support, so it is important to make an impact with your application. There are limited funds available and we would like to benefit as many projects as possible (incorporating a wide spread of genres, and different techniques for all age groups up to the age of 18) so if we feel that there are other potential avenues of funding available to your project, we may decline your application or ask you to explore other funding options and resubmit the application to us applying for a lower percentage of the budget than you originally requested.

Please note that it is mandatory for all productions funded by the BFI under the Young Audiences Content Fund to adhere strictly to Child Protection regulations<sup>7</sup>. We would expect you to be mindful of this during the development phase of your project.

Your application should address the Fund priorities including public service broadcast values, and provide the following detail:

7. [https://www.ofcom.org.uk/data/assets/pdf\\_file/0023/45833/updated-code-guidance.pdf](https://www.ofcom.org.uk/data/assets/pdf_file/0023/45833/updated-code-guidance.pdf)

## CREATIVE

- The format of the programme and/or synopsis, story and themes
- Biographies and key examples of your previous work which are most relevant to your project
- The reasons for wanting to make the project and why you think your target audience will want to watch it
- Preliminary casting ideas and how you are planning to approach potential cast and/or presenters and/or directors
- Where and when you are hoping to go into production, although we appreciate that this may only be speculative at this stage

## STRATEGIC

- Your potential or actual financial partners and any expenditure incurred to date
- Anticipated Schedule for development work
- The budget you anticipate needing in order to develop the project and the amount you are requesting from the BFI
- An estimate of the anticipated total production budget
- Any unusual or challenging technical or budgetary requirements that you foresee

## A. Schedule

Please attach a schedule of anticipated activities, preferably in a traditional/standard format.

We understand that your development activities may not have a schedule in a traditional sense (like a Production would), but you will still need to attach a document that outlines when you anticipate the work involved will occur and how long for. If you are unable at application stage to detail start and end dates for the development work in question, please at a minimum detail how long you anticipate will be needed overall, for example:

*‘the development phase and work involved is expected to require 10 weeks’ worth of time total across the various activities but this will occur over a 6 month period’*

OR

*‘the development phase and work involved is expected to take 4 weeks and this will start <DATE> and end <DATE>’*

If the schedule attachment is not present and the reason for it being absent is not expressed somewhere within your application, the application will be returned to you and you will be asked to revise relevant documents accordingly before we proceed with assessing your application.

## B. Outcomes

You must clearly list in your application what outcomes you expect from the development phase you are requesting funding for – for example:

- 1 x 11 minute script
- 1 x mood board
- 2 x character designs (worked up to 3D model level)
- 1 x 20 second teaser
- 1 x writer’s workshop

The application form will ask ‘What development activity would this be to cover?’ and you should detail the above information in this field.

## C. Budget

As part of the application you will be asked to provide an outline of your indicative development budget, stating the stage of development you are currently at (e.g. drafting a format, treatment, first draft, second draft, finance packaging, pre-production) and including proposed writer fees, any option payment (if applicable) and any other costs you anticipate. We can only support projects that are produced in accordance with all applicable UK law and the requirements of the applicable PACT agreements (or equivalent) with unions and guilds.

Please note that advertiser-funded programming (AFP) and branded content is not eligible for this fund.

Below is a checklist for what your budget should contain and adhere to in order to be considered for funding. We will return any applications that fail to meet this checklist unless you have expressed the reason why somewhere within the application.

**Please note, all awards made will be inclusive of VAT.**

## BUDGET REQUIREMENTS CHECKLIST

NO.	REQUIREMENT	DETAIL
1	Lines in budget must be reasonable	All line items in the budget must be reasonable. As you are applying for public funding we will not cover costs of first class travel or equivalent accommodation
2	Reasonable writer/director fees	We will talk to you about what we think is reasonable in terms of writer or director fees depending on experience. If you have overestimated these costs we may ask you to reduce them as a condition to offering our funding
3	Development budget proportionate to production budget (if produced)	If you intend to make a very low budget project, you need to ensure that the overall development costs are not disproportionate to the production budget of the project
4	Length of option	We will normally contribute towards the costs of obtaining an option if it is in relation to an existing, separately exploitable work i.e. an underlying 'pre-existing' work such as a novel, stage play or poem. We will also contribute to the optioning of an unpublished idea from a 3rd party such as a format. The option period should be a minimum of 18 months or for 12 months with a built-in extension of 12 months
5	Central concept within scripts bought out or is there a provision to buy out when full funding is in place	Subject to industry standard turnaround & buy-back provisions, the producer is expected to obtain an assignment of all rights in all drafts of the project's scripts as a pre-condition to our funding. We will allow an exception to this if a writer has written the initial script without any fees and the funding requested from the BFI does not include writer fees (e.g. if the application relates solely to late stage development or the creation of a pilot or animation test) in which case an option may be sufficient but please discuss this with us first
6	Co-developing justification	Sometimes we are asked to co-develop alongside other funders. This does not mean that costs can be increased or doubled, particularly in relation to capped line items as we are likely to only fund a proportion of the capped costs where there is co-finance

7	Other co-developing funding justification	You should let us know if you have applied or are applying for other development funding (e.g. co-finance from other territories, MEDIA funding, co-development from UK broadcasters) for the same project
8	Budget detail	<p>All budget attachments should detail the following:</p> <p><b>Rate</b> – what rate has the budget line in question been calculated at</p> <p><b>Unit</b> – i.e. ‘Day’, ‘Week’, ‘Month’, *‘Allow’ <b>(we may ask for more detail if the unit detailed is ‘Allow’)</b></p> <p>If a line in your budget relates to an activity (e.g. ‘1 x 20 second Teaser’ or ‘1 x 2 minute Animatic’), you must detail who (in terms of roles e.g. ‘Assistant Producer’, ‘Editor’, ‘Storyboard Artist’) will be responsible for creating that work and what rate/unit has been used to calculate the cost for those activities and roles.</p>
9	Rates	<p>The Young Audience Content Fund requires rates to adhere to the following minimums as standard:</p> <p><b>National minimum wage across all roles</b> Please visit <a href="http://gov.uk/national-minimum-wage-rates">gov.uk/national-minimum-wage-rates</a> for more information</p> <p><b>Equity minimums where applicable</b> Please email <a href="mailto:cblake@equity.org.uk">cblake@equity.org.uk</a> or <a href="mailto:kmeade@equity.org.uk">kmeade@equity.org.uk</a> for more information</p> <p><b>Writers Guild of Great Britain minimums where applicable</b> Please visit <a href="http://writersguild.org.uk/rates-agreements/">writersguild.org.uk/rates-agreements/</a> for more information</p> <p><b>BECTU minimums where applicable</b> Please visit <a href="http://bectu.org.uk/advice-resources/rates">bectu.org.uk/advice-resources/rates</a> for more information</p>

**Please note that if any of the above requirements are not addressed, your application may be delayed and/or returned to you.**

## DISTRIBUTION, DISCOVERABILITY & ENGAGEMENT PLAN

Whilst there is a shortage of available content that fulfils public service broadcast values, there is not a shortage of available content per se, so we are keen to see innovative plans to show that your project will not only be discoverable but actively sought out and recommended by young people. Your plans should include:

- Demographics of your target audience detailing why they would watch the programme
- Details of any secured commitment, or written indication of interest, from a distributor
- Details of how you intend to make the programme available to UK audiences and which channels/platforms would be used; both in the first instance and future
- Marketing and outreach plans

At an early stage of development we do not expect you to be able to fully answer all of these questions, but require you to show us that you are thinking ahead and can envision your route to production and distribution.

## BFI DIVERSITY STANDARDS

As part of your application, you must complete a BFI Diversity Standards form so we can understand your intentions around diversity for your project(s). You should use this in line with the [BFI Diversity Standards](#), detailing how you will address industry under-representation in relation to disability, gender, race, age, sexual orientation, religion, socio-economic status and geographical location.

Please read the [guidance](#) on how to complete the Diversity Standards section of your application form. If you still have questions or would like to discuss approaches to meeting the criteria, or submitting individuals' data anonymously contact the BFI certification Unit on 020 7173 3273.

If your plans are not fully developed at the point of application, then please state the stage you are currently at and explain how you will turn your aims into actions. If we are interested in supporting your project we may ask you to further develop your ideas before we can make a funding decision.

If your team or the company has a long-standing commitment to diversity, enabling the project to meet the BFI Diversity Standards by continuing its current commitment, your application should outline how you will build on past achievements and demonstrate leadership in diversity to the wider industry.

We recognise that, particularly in the earlier phases of development, many elements of your project will remain to be decided, or be subject to revision. Your Diversity Standards form should outline your current plans, indicating where you have a definite strategy to develop an area further.

If you are awarded funding, you will be expected to build on your initial plans as your project progresses, and you should articulate the advancements you make in any future applications to the BFI for the project.

Successful applicants will be required to submit a 'final' BFI Diversity Standards form and an Equality Monitoring Report before final payment. This will detail the BFI Diversity Standards criteria that the completed project meets and will request information on the contributors to your project. We strongly advise that you send out anonymised equality monitoring forms when contracting people so that you have the information to hand when completing your final report. The information will be used to measure achievement against the BFI Diversity Standards. Projects achieving a high level of good practice will be able to display the Diversity Standards logo in its end credits by way of advertising to the industry and audiences the contribution that their project has made to sector diversity.

Please note that the information provided by applicants within both their Diversity Standards and Equality Monitoring forms will be anonymised and used to help inform future funding decisions, research and strategy.

## ENVIRONMENTAL SUSTAINABILITY

We do not ask you to detail environmental sustainability at the development stage of a project but you should be aware, before you apply, that it is a requirement of our production funding so it's something you should be mindful of during the development of your project.

The BAFTA albert certification scheme and carbon calculator introduces greener ways of working for television productions, allowing teams to measure their efforts in mitigating productions' impact on the environment.

Star ratings, determined by the range and effectiveness of green initiatives implemented, are awarded to productions for their sustainable production techniques and achieving carbon reduction.

Starting at the pre-production stage, teams can work through a range of ideas and suggestions from a bespoke checklist, decide which aspects work for them, and then put them into practice.

Productions should follow these core principles:

- Seek to reduce the negative environmental impact of production wherever possible
- Share and embed sustainable values and behaviour with cast, crew and their supply chain
- Promote sustainable production to colleagues within the production and across the wider industry



All productions in receipt of BFI funding are required to be albert certified and have completed and submitted a carbon calculator at the end of the production:

[calc.wearealbert.org/uk/](http://calc.wearealbert.org/uk/).

To help you achieve this, BAFTA albert delivers free carbon literacy training to understand climate change, the environmental impacts of television production, how to calculate the carbon footprint of your project, and understand what actions can be taken to create a more sustainable production. We encourage that at least one person from your team attends one of these sessions. Please check [here](#) for upcoming training dates.

## **SUPPORTING MATERIALS**

We ask you to submit supporting materials<sup>8</sup> at application stage. We may decide not to review all of these before making a decision. If we decline your application, all supporting materials will be deleted from the application submitted in line with our record retention policy.

8. We will accept materials in UK indigenous languages but may request additional time to assess these as we will need to have them translated into English.

# WHAT HAPPENS TO MY APPLICATION?

Your application will go through the following steps:

- Confirmation of Receipt
- Eligibility Check
- If eligible: assessment against funding priorities
- Funding recommendation by the BFI Young Audiences Content Awards Committee
- If recommended for funding, final approval by the BFI Grant Finance Committee
- Offer Letter

## A. CONFIRMATION OF RECEIPT

You will receive a unique ID number and an automated confirmation of receipt. If you do not receive this, please email us on [YACF@bfi.org.uk](mailto:YACF@bfi.org.uk) to let us know.

**You will receive the automated confirmation of receipt immediately upon submission of your application.**

## B. ELIGIBILITY CHECK

We will check that your application is eligible for funding, against the eligibility checklist set out in these guidelines.

Incomplete applications will be ineligible and rejected, so please make sure you complete all sections on the application form with the information requested. If we notify you that your application is ineligible, we may at this stage allow you to rectify an error on your application if that is the sole reason for its ineligibility.

If your application is eligible, it will progress to the assessment stage.

**We will let you know if your application is ineligible or progressing to assessment within 10 working days.**

## C. ASSESSMENT

If your project is eligible, we will assess your application against the following:

- A.** Does the project fulfil one or more of the defined values of Public Service Broadcasting?
- B.** Does the application respond to one or more of our funding priorities?
- C.** How compelling and feasible are the Creative and Strategic Proposals and the Distribution, Discoverability & Engagement Plan?
- D.** Has the application demonstrated understanding of, and commitment to, the BFI Diversity Standards?
- E.** Are the aspirations of the project achievable within the skillset and practical experience of the team involved in delivering it?
- F.** Does the application make a compelling argument for support from the Fund?

This is a competitive fund and therefore it is in the applicants' interests to satisfy as many of the PSB values and Fund priorities as possible. The assessment process will also take into account how you have managed any previous BFI funding you have received.

Please note that we may use external readers to provide us with coverage of scripts.

You may be invited to a meeting to discuss the project further. It is important to understand that having a meeting does not mean that we have made a commitment to funding your project. The meeting is an opportunity for us to discuss the project with you in more detail. You may need to supply further information after the meeting and we will need to review that before we can make a final decision.

Please note that applicants who are invited to a meeting with the BFI who need assistance with the financial costs of travel or childcare in order to attend the meeting, may apply for a bursary. More details can be found [here](#).

**If we have requested further materials or work from you and have not received that after six months of requesting it, your application will automatically be marked as 'withdrawn' although you will be able to reapply after this if you wish.**

Projects which are not progressing to the BFI Young Audiences Content Awards Committee will be declined by email stating that the application has been reviewed, that we are not considering it further and that the application is closed.

**We will let you know if your application has been declined and is not progressing to the BFI Young Audiences Content Awards Committee within 30 working days of your application submission.**

#### **D. BFI YOUNG AUDIENCES CONTENT AWARDS COMMITTEE AND BFI GRANT FINANCE COMMITTEE**

The BFI Young Audiences Content Awards Committee is made up of team members who all have experience and expertise in content for young audiences. They will meet weekly and look at all projects recommended for funding against the published funding priorities along with a sample selection of ineligible and declined applications.

All projects which are being recommended by the BFI Young Audiences Content Awards Committee will then be submitted to the weekly BFI Grant Finance Committee for final approval. This committee is made up of BFI Executive and staff members who make funding decisions in line with the BFI Grant Funding Policies & Procedures handbook.

**We will let you know if your application has been declined or approved within 40 working days of your application submission, taking into account any delivery time taken for further materials.**

## **E. OFFER LETTER**

If approved by the BFI Grant Finance Committee, we will issue an expression of interest in funding your project ('Offer Letter'). If you do not accept the offer of funding within three weeks, the proposed funding will lapse and your application will be marked as 'withdrawn'.

Once accepted, a development agreement will be sent to you which must be executed within three months of the date on the Offer Letter, or the offer will lapse and your application will be marked as 'withdrawn'.

We have not made any expression of interest to fund your project if you have not received an Offer Letter from the BFI.

Owing to the amount of time and resources needed to agree documents with other financiers ahead of development, if we are unable to reach agreement for whatever reason, at least three weeks prior to the start of development activities, we may withdraw our Offer Letter. We may also be able to extend the term of the Offer Letter in extenuating circumstances.

Our decision on whether we wish to support your project is final.

# FEEDBACK

We aim to make the application process as fair and transparent as possible.

Due to the high volume of applications we receive, please note that we do not have the resources to provide detailed feedback on projects where we have not requested further material or a meeting. In those circumstances, we will send you a rejection email and record that the application for your project has been declined. We will hold the email and related documentation on file.

If we have met with you to discuss your project and then declined it, we will try to provide some feedback, if requested, and if we have some constructive advice to provide following the meeting.

We are only able to support a very small percentage of the applications we receive so have to say 'no' far more often than we are able to say 'yes'. Applications may be declined for a number of reasons including, but not limited to, the following examples:

- The project was not eligible for funding
- The content did not strongly fulfil the values of public service broadcasting
- The project did not align with our funding priorities set out in these guidelines
- The material was too ambitious for the budget
- The project was not sufficiently prepared to move towards production
- The project should be financeable by other means and therefore didn't need support from the Fund
- There was insufficient engagement with the BFI Diversity Standards

We welcome constructive feedback from you on our application process, so we can continue to improve.

# RESUBMISSION

No resubmissions can be made to the BFI for projects that it declines, unless there is a substantial and significant change in elements.

We will allow an application to be resubmitted when:

- we have directly recommended further development of the project; or
- an application has been withdrawn by the applicant.

If the application meets the above-mentioned criteria and a new application is submitted for the same project, please ensure that you clearly identify the revised elements of the project in that new application.

# SUCCESSFUL APPLICATIONS

If your application is successful, you will be made a **conditional offer of funding** as set out below. We would also ask that you strongly promote the support of the Young Audiences Content Fund and the BFI in any publicity and marketing for the production.

## DELIVERY DATES

The offer of funding will include delivery dates for the stage of development being funded. It is your responsibility to ensure these dates are met. This is particularly important where you have been granted an option over underlying work as you need to ensure that the development work is completed within the option period. You should not assume that the BFI will provide additional funding to cover the costs of option renewals, particularly where there has been late delivery. Ensuring that the project remains 'within option' is your responsibility (failure to do so will place you in breach of contract with the BFI) and your commitment to fund any option renewals is evidence of your continuing faith in the project.

When the award is paid out (except for any underspend retained by us) you should have a discussion with the BFI Young Audiences Content Fund team regarding the next steps for the project. This could include identifying:

- i) That the project is ready to approach broadcasters. You may be able to raise finance independently or may want to submit an application for production funding to us, once you have a guarantee from a broadcaster to make your project available to audiences. If following your application we decide not to provide production funding, the BFI will not be able to consider making any further awards of development funding unless and until there is a material change to the project, allowing you to meet the conditions for resubmission as set out above.
- ii) The need for further development. In this case you will be invited to submit an application for additional funding: please then bear in mind the principles set out above and ensure that you do not incur expenditure in relation to a new stage of development without first having received an additional offer of funding from us.
- iii) That the BFI does not wish to provide further development funding towards the project.



## AGREEMENT WITH THE BFI

You will be required to enter into an agreement with the BFI that sets out the Terms and Conditions of our development funding. These conditions will include the following:

- 1** The BFI will pay the funding to a limited company incorporated and registered in the UK or incorporated in another member state of the European Union or European Economic Area with a registered branch in the UK.
- 2** The BFI funding will be not be recoupable by the BFI. However, if the subsequent production based on the development work is not first shown exclusively on a free-to-access Ofcom regulated service as required under the Fund Priorities, we will require the full award to be repaid to the BFI.
- 3** You will be required to include the BFI's Young Audiences Content Fund logo and credits in the closing credits of the programme.
- 4** You will need to establish the rights ownership of your project and you will be obliged to disclose all chain of title or clearance documents, and sources and amounts of other funding. You must also disclose all documentation already in place in relation to the project and all historical costs incurred to date.
- 5** You will need to complete the development work by specified dates or the funding will have to be repaid.
- 6** Development funding may be paid in stages (cashflowed), with payments subject to delivery of specified items (such as drafts, revisions, budget and schedule). Any underspend on the award will be retained by, or reimbursed to, BFI.
- 7** Additional funding: all awards will be offered to cover specified stages. We may fund several stages of a project's development, making a new award each time. Generally, all such further awards will be provided on the same terms and conditions as the initial award.
- 8** You will be required to deliver an Equality Monitoring Report (which helps us to measure against the BFI Diversity Standards form that you submitted). Failure to deliver against the undertakings you made in your BFI Diversity Standards form without good cause may affect your ability to receive future project funding from BFI.
- 9** The agreement will include standard termination provisions with funding repayable on the occurrence of an event of default.

# BFI FUNDING GENERAL CONDITIONS

- 1** The information in these guidelines can change. The law and Government regulations on distributing the funds may also change. The BFI therefore reserves the right to review this funding scheme and/or change its policies, procedures and assessment criteria.
- 2** The application form does not necessarily cover all the information the BFI uses to decide which applications to fund. The BFI can ask applicants for extra information.
- 3** All applications are made at the applicant's own risk. The BFI will not be liable for loss, damage or costs arising directly or indirectly from:
  - the application process;
  - the BFI's decision not to provide an award to an applicant; or
  - dealing with the application.
- 4** Please check your application form carefully. The BFI will not process applications which are incomplete or which do not comply with these guidelines.
- 5** The BFI's decisions on applications are final.
- 6** The BFI will not pay any funding until it has received a fully executed copy of the funding agreement and any conditions precedent to that agreement have been satisfied or waived by the BFI.
- 7** The BFI will publicise information on the number of applications it receives and the awards made. This information will include the name of the successful applicant, award amount, project name and project details.
- 8** The Freedom of Information Act 2000 gives members of the public the right to request certain information held by the BFI. This includes information held in relation to applications to the BFI's funding programmes or schemes. Therefore if you choose to apply to the BFI you should be aware that the information you supply, either in whole or in part, may be disclosed under the Freedom of Information Act.
- 9** Sometimes the BFI's Governors or members of staff may be involved in some way with applicants. This interest has to be declared in applications from such applicants. The relevant Governor or staff member will not be involved in assessing the application or the decision to make an award. Applicants are advised not to try to influence the success of their application by approaching a Governor or staff member.

**10** It is important that applicants carefully check the information given in the application form. The BFI standard terms and conditions entitle it to withhold or reclaim an award in the following circumstances:

- if the application was filled in dishonestly or with incorrect or misleading information about the organisation or the project whether deliberately or accidentally; and
- if the award recipient acts dishonestly or negligently to the disadvantage of the project.

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

**11** The BFI requires that any measures taken by applicants to address underrepresentation are fully in compliance with the Equality Act 2010 – see more at [www.equalityhumanrights.com](http://www.equalityhumanrights.com).

## **12 Complaints and Appeals**

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