



Digital Film Archive Fund

Supplement to EM Media Investment Application Guidelines

Please use this supplement in addition to the EM Media Investment
Application Guidelines when applying for investment from the
Digital Film Archive Fund



Introduction

The Digital Film Archive Fund is an allocation of National Lottery finance delegated by the UK Film Council to the nine English Regional Screen Agencies. In the East Midlands, £138,000 per year for two years is available for EM Media to invest in projects that support **increased** access to screen heritage.

Screen heritage encompasses moving image media, from traditional film and television to artist's film & video; animation (both traditional and digital) and digital material distributed via the Web, together with contextual material including scripts, designs, marketing and publicity material and documents relating to production, distribution and consumption.

Examples of projects include:

- Television broadcasting
- Screenings in cinemas or other venues and public spaces
- Sales and distribution of screen heritage content
- Online access to screen heritage content
- Education projects
- Repurposing of screen heritage content

For investments over £50,000 and for projects lasting more than one year, you should have plans in place for moving towards sustainability, or an exit strategy, once the Digital Film Archive Fund comes to an end.

You can apply to the Digital Film Archive Fund any time between 1 September 2008 and 31 March 2010. Applications are made by completing an EM Media Investment Application Form and will be assessed according to the criteria set out in the EM Media Investment Application Guidelines.

What will be considered in the assessment?

You are required to describe how your project will deliver against the aim, both objectives and all the outcomes of the Digital Film Archive Fund, as set out below. You should address these points when providing information for question D8 in the EM Media Investment Application Form. Question C8 focuses on the short-term and long-term impacts of the project and relates to Criterion 2 in the EM Media Investment Application Guidelines.

Aim

- To support innovative projects ensuring wider access to the UK's Screen Heritage.

The Digital Film Archive Fund aligns with the vision of the Strategy for UK Screen Heritage: *“the public is entitled to access, learn about and enjoy its rich screen heritage wherever they live and wherever the materials are held”*.

Objectives

- To support widespread public access to screen heritage
- To create widespread Public Value from access to screen heritage and provide evidence to support it.

The UK Film Council public value indicators are provided in this supplement as a guide. You will be required to record how your project has helped develop understanding about the public demand for screen heritage and the impact of your project in terms of public benefits generated. A Monitoring and Evaluation Toolkit has been developed for the UK Film Council and the Regional Screen Agencies by Olsberg SPI and BOP Consulting. We will use this Toolkit with you at the inception of your project to agree the most suitable method for monitoring progress and assessing outcomes and to establish a timetable for the delivery of the required information.

Outcomes

- **Outcome 1:** Contribution towards the delivery of the Strategy for UK Screen Heritage.

The Strategy for UK Screen Heritage can be downloaded at the bfi website
www.bfi.org.uk/about/news/pdf/uk-screen-heritage-strategy.pdf

- **Outcome 2:** Access to and increased awareness of screen heritage for the widest possible geographic and demographic spread.
- **Outcome 3:** Qualitative and quantitative evidence showing public value impacts and demand for screen heritage content.
- **Outcome 4:** Support for skills and workforce development.

The Skills Strategy for Archives is being led by Skillset and can be downloaded at
www.skillset.org/article_6640_1.asp

Your application will be assessed with the following typical questions in mind. Please consider these when completing your application.

- How does your project align with and contribute to the effective delivery of the Strategy for UK Screen Heritage?
- How many people will directly participate or benefit from your project?
- How will you reach as many people as possible and target communities who have little or no previous access to screen heritage?
- How are you curating screen heritage content to best engage with your target audience?
- What key strategic partnerships have you established and how will these offer maximum delivery?
- How are you demonstrating an understanding of public value and the ways you could measure it?
- How does your project show a commitment to skills development and align with the Skills Strategy for Archive?

UK Film Council Public Value Indicators for Screen Heritage

Public value indicator	UKFC summary	Examples relating to Screen Heritage
1. Market Development Value	The contribution to the UK economy in terms of employment, skills, exports, inward investment and tourism	Supports the creative economy, cultural tastes, lifestyle choices and patterns of consumption often influenced by film and TV. Support for the specialist skills of film archivists.
2. Company Development Value	The contribution to the development of companies within film and related sectors	Opportunity for commercial exploitation (e.g. publishing books/DVD's to generate long tail effect for income streams) and economic value of collections through earnings generated by rights ownership. Support for the development of film archives and their resources.
3. Cultural Value for the individual	Providing pleasure and stimulation from film in all its variety, and thus enriching the life of the nation's individual citizens through film	Promoting cultural identity and understanding of the nation's history through film. Profiling film and film makers from the past and the history and development of the industry.
4. Educational Value	Improving, increasing and deepening understanding of the world and its diversity and its history for citizens of all ages	Archive in the curriculum, and as a record of the history of moving image and the significant changes in ways of life over the last 100 years. Moving image is widely accessible and a popular way of engaging/learning. Media Literacy values – both informal and formal settings educating a literate society.
5. Social Value – communities	Improving understanding within and between communities, encouraging participation by all and enriching the life of those communities across the UK	Meeting growing demand and interest in learning about local history, helping to create a feeling of 'belonging' and sense of community. Keeping memories alive.
6. Global Value	Positively representing UK culture around the world, and building partnerships with other countries	Representing the image of the UK abroad, refining images of UK culture and history (knock on effects i.e. Tourism). Opportunities for European projects and partnership development.

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