



Application guide for organisations: apprenticeship engagement fund

[Introduction](#)

[Who can apply?](#)

[How much can I apply for?](#)

[The application process](#)

[What to include in your expression of interest](#)

[Using the online application form](#)

[What to include in your application](#)

[How we assess your application](#)

[Key information](#)

[Contact us](#)

[Appendix 1: definition of organisations](#)

[Appendix 2: Eligible project co-investment and expenditure](#)

[Appendix 3: Diversity and inclusion](#)

[Appendix 4: Criteria for funding](#)

[Appendix 5: Conditions of receiving ScreenSkills co-investment](#)

[Appendix 6: How to work with us during your project](#)

[Appendix 7: Appeals procedure for funding](#)

Introduction

As part of the BFI Future Film Skills Project (using National Lottery funds awarded by the British Film Institute). ScreenSkills is offering funding of up to £7500 for projects that will increase the uptake of apprenticeships in the screen industries. The funding is aimed at employers, training providers and professional bodies who are:

- currently working with apprentices,
- and/or wishing to start an apprenticeship programme,
- and/or actively promoting the use of apprenticeships in the screen industries.

The funded project will result in new apprenticeship starts in the screen industries by the end of September 2020. This funding aims to address the skills and development needs of the UK screen

industry through utilising government funded apprenticeship provision. Our aim is to increase the use of apprenticeship standards to support:

- roles where there are skills gaps.
- a strong skills pipeline for screen.
- the UK screen industry to draw from a more diverse talent pool to create a more inclusive workforce.

Who can apply?

This opportunity is aimed at employers, training providers and professional bodies. You must be an **organisation** to apply for ScreenSkills apprenticeship engagement funding (please see appendix 1). ScreenSkills encourage applications from all sectors of the UK screen industry: animation, film, games, TV and VFX and organisations from across the UK.

How much can I apply for?

We are looking for applications of up to but not exceeding £7,500. The amount you request should be no more than you need to deliver the funded project efficiently and effectively. We pay close attention to value for money, as do our funders, so applications that demonstrate additional partnerships for match funding, cash or in-kind contributions (see Appendix 2) to maximise the budget will be welcome.

The application process

The application process is in two stages. In the first stage organisations are asked to submit an expression of interest by the 21st February 2020, outlining their project proposal and the amount of funding they are aiming to secure.

Successful first stage applicants will be informed on the 28th February 2020 and asked to complete an application form with full costings and a project plan by 6th March 2020. Please note that applicants who are successful at stage one of the process are not guaranteed funding. Applications will be assessed by a minimum of three assessors and decisions will be made and applicants notified on 16th March 2020.

What to include in your expression of interest

Using the expression of interest form provided, please outline your proposed project and how you will deliver on the aims of the funding. Your project proposal should include information on:

- The purpose of the apprenticeship engagement project with clearly defined and deliverable outcomes.
- How the funded project will lead to increased awareness of the benefits of apprenticeships in the screen industries
- How the funded project will support:
 - areas of skills shortage (where standards are available).
 - a more diverse workforce.
 - professional development.
- Outline activities that will lead to apprenticeship starts by September 2020
- How the project and/or your organisation will support areas of:
 - recruitment
 - retention
 - achievement
 where relevant to the proposed project and its main purpose.

- Detail strong active links with relevant screen industry bodies and/or professionals.

Using the online application form

If ScreenSkills decide to progress your application upon review of the submitted expression of interest form, full applications then need to be made, using a link to an online application form which will be sent to you. You can begin an application, save your work and return at any time by clicking on the 'Save and Finish Later' button in the application form.

- You will need to enter a name and email address to set up your **ScreenSkills Application Account**. Your account also allows you to look at your previous online applications if you apply for co-investment in the future. ScreenSkills staff will not have access to your account.
- The application form will ask questions about the project you want to deliver, including information about your company, your experience in delivering apprenticeships and/or activities to promote apprenticeships, your intended marketing approach to ensure a diverse range of participants and how you intend to evaluate and communicate your impact. These may vary depending on the fund to which you are applying. See the next section to read more about what your application should include.
- Complete the application form and attach the required documents, including details of costs and project plans.
- When ready press the **submit** button. Until you do this, your application has not been sent to ScreenSkills to be assessed.

What to include in your application

Your application must demonstrate how your project will deliver on the aims of the apprenticeship engagement fund as outlined above.

Your application should also show how you will embed the following values in your project's delivery. If you need advice on how to embed these delivery values into your application please contact the project coordinator.

Industry-led initiatives

- The projects in which we co-invest are led by industry, innovative and provides value for money.
- Your application should demonstrate input from established industry professionals into the project to ensure that the project supports the screen industries in building apprenticeship provision.
- Applicants must have a proven track record/experience of working within the creative industries.

Diversity

- ScreenSkills is committed to significantly improving the diversity of the Screen Industries' workforce to better reflect the UK's diverse population. Your programme should include how you will consider diversity in the delivery of your project.
- Your application should demonstrate a commitment to meet the targets we have set as detailed in Appendix 3 and describe the strategy you will use to recruit diverse participants and to encourage participation from the widest possible range of socio-economic backgrounds.

- Apprenticeship opportunities must be accessible for participants this should include active policies to ensure accessibility, such as access provisions for disabled applicants and financial provisions such as childcare subsidies.

Evaluation and tracking

It is essential that we are able to demonstrate the benefits of funding apprenticeship engagement projects and the impact of our investment to support the uptake of apprentices in the screen industries.

- Evaluation of your apprenticeship engagement project should be embedded throughout its delivery so that opportunities and participation in apprenticeships can be improved upon during its lifetime. You must also plan for a dedicated evaluation phase upon completion of the funded project.
- Participant tracking: all organisations who run apprenticeship engagement activities funded by ScreenSkills must ensure participants complete a ScreenSkills profile to enable ScreenSkills to track participants and beneficiaries for 24 months from the end of the programmes. To enable this, organisations must provide ScreenSkills with the names of participants and beneficiaries. This tracking includes feedback on the value of the apprenticeship engagement activities from participants and beneficiaries at the point of completion, followed by contact once every six months. The questions will be consistent across all elements of the overall FFS project.

Sustainability

- ScreenSkills is committed to environmental and economic sustainability and we work with our partners to raise standards and awareness across the UK's Screen Industries. Your application should demonstrate how you have considered environmental and economic sustainability in the development of your apprenticeship engagement project, where appropriate.

Marketing and Communications

- ScreenSkills expect you to actively market your project to its intended audience. We would like you to demonstrate how you will communicate your project and its outcomes, e.g. the opportunities and successes it brings, and how you will extend your project's impact and outcomes both during and after its delivery.

Completing your supporting documents

- You must attach a brief project plan and breakdown of projected costs with your application.
- We pay close attention to value for money over all our co-investment. The amount you ask for should be what you need to deliver your project efficiently and effectively. If there is a fixed maximum amount of co-investment we will award, this will be shown in the specific funding guidelines.
- Please note that eligible and ineligible expenditure will vary according to the origin of our co-investment; for instance, whether it is partially derived from public funding. Please see appendix 4.

How we assess your application

The assessment process

- Our assessment process takes place in two stages:

- Stage 1: We review all expressions of interest and assess them against the programme's criteria. Successful applicants will be contacted to proceed with the application process.
- Stage 2: Applications will be assessed by a minimum of three assessors, who will assess the viability of the project plan and scrutinise financial viability. When necessary, external industry assessors will also be engaged.
- If there are any delays in the processing of your application we will let you know in writing. Similarly, if you have a problem meeting any deadlines we set for you during the application process, please email us.
- We assess applications based on the information we receive when the application is submitted. On rare occasions we may contact you during the assessment process to request that you supply additional information within a certain timescale. Please tell us at the time of our request if you do not think your deadline is achievable, as your application may be rejected if you do not supply this information before the agreed time and date.

Assessment criteria

- ScreenSkills assesses an application based on the following criteria and on how far it successfully responds to what we are looking to support as outlined in the call for applications for funding and:
 - The application was made by an eligible organisation, as appendix 1;
 - The application is for a specific activity that delivers what we are looking to support; and
 - The application can meet the dates for project delivery requested in the specific funding guidelines.
- We apply the following questions when assessing the extent to which an application successfully responds to what we are looking to support:
 - Do you successfully address what we have asked you to include in your application?
 - Does the project address the issues of under-represented groups and/or skills gaps in the UK Screen Industries?
 - Does the project have the support of relevant sector/industry bodies?
 - How would our funding add value to your project? e.g. by supporting new projects or improving the quality, accessibility or number of existing ones.
 - Do the people and partners involved have the right levels of skills and experience to be able to enable new apprenticeship starts in the screen industries by September 2020?
 - How strong are your links with UK screen industry, where relevant, internationally and how strong are your links with other industries who have skills required for those working in the screen industry e.g. business or leadership skills?
 - Can we see thorough and realistic planning?
 - Does the project represent value for money?

How much has been requested

We pay close attention to value for money over all our co-investment. A successful application's budget will demonstrate consideration of the amount needed to deliver your project efficiently and effectively.

- On occasion we will not always be able to support successful applications for the full amount requested. ScreenSkills reserves the right to offer co-investment subject to a reduction and resubmission of a project budget.

- We may also decide that an application would benefit from increased funding subject to the applicant being able to secure further project co-investment.

Managing a balanced portfolio

- There is a high demand for our co-investment and funds are limited. ScreenSkills reserves the right to apply a portfolio approach to ensure the fair distribution of co-investment across screen industry sectors, geographic location, under-represented group, skills gaps and shortages, subject to meeting the required quality threshold.
- Above all, we want to ensure that we award co-investment fairly, transparently, and that each industry is given equal access to support. As part of the assessment process we track allocation of co-investment in the following ways by considering the following:
 - Region / Nation
 - Sector
 - Size of co-investment funding awarded
 - What activity has been supported through other co-investment

Due diligence and financial assessments

- All applications will be required to undergo a due diligence check prior to an award being made. ScreenSkills reserves the right to carry out necessary checks at its discretion as part of due diligence to safeguard the investment of the co-investment that we manage.
- ScreenSkills conducts financial assessments on all organisations who apply for funding. This may include a financial viability assessment and web-based searches using information held by Companies House. By making your application to ScreenSkills you agree to such checks taking place.

If you are successful

- If your application is successful you will be informed by a member of the fund team by email. This co-investment funding offer email will outline the conditions of your offer and any budget amendments required before we issue your investment agreement (see appendix 5).
- This email will also introduce you to your main contacts in wider ScreenSkills teams and include important attachments which you should read in full. Please see appendix 6 for more information.

If you are unsuccessful

- If we are not able to support your application, we will provide feedback in writing and give you a contact name if you would like more detailed information. Any request for additional feedback has to be made within three months of receiving notification of the decision.
- You are very welcome to apply again at the future deadline. Before you do so, however, we strongly recommend that you first understand and take advice on why you were not successful this time around. For more information on unsuccessful applications and appeals process see appendix 7.

Key information

- Expressions of interest received by **17th February 2020**
- Interested parties informed on the next stage of the application process week commencing **24th February 2020**

- Applications received by **6th March 2020**
- Decisions will be made and notified during the **week commencing 16th March 2020**
- Offers need to be accepted by **23rd March 2020**
- Apprentices must have started by **30th September 2020**

Contact us

For more information or queries about apprenticeships or the content of your application, please contact:

Chiaka Okadigbo

Project Coordinator

Email: apprenticeships@screenskills.com.

For more information or queries about the funding process, please contact:

Tanya Masih

Fund Manager

Email: apprenticeships@screenskills.com

Appendix 1: definition of organisations

Organisation type	Definition
Start-up company	A business or undertaking that has only recently begun operation
Sole trader	Operates as an individual; business finances cannot be separated from personal finances. Carries unlimited liability and is personally responsible for obligations incurred
Small company	Has an average number of employees of 50 or fewer and either: <ul style="list-style-type: none"> • An annual turnover of £5.6 million or less, or • A Statement of Financial Position (Balance Sheet) totalling £2.8m or less
Medium business	Has an average number of employees of 250 or fewer and either: <ul style="list-style-type: none"> • An annual turnover of £22.8 million or less, or • A Statement of Financial Position (Balance Sheet) totalling £11.4m or less
Large limited company	Employs over 250 people or has an annual turnover of over £22.8m
Local authority	County councils and district, borough and city councils in England, Wales, Scotland and Northern Ireland
Publicly funded body	An organisation in receipt of public funds used to run organisation
European company	A company registered outside the UK, located within the European Union or accession countries and governed by your own country's regulations

Appendix 2: Eligible project co-investment and expenditure

When planning your project budget, you will need to take into account the following as regards eligible cash and in-kind co-investment and budget expenditure. You will be asked to supply evidence if your grant is awarded. Please contact us if you have any questions about eligible expenditure or co-investment.

Project co-investment
<p>Co-investment eligible as 'cash' - can be included in your co-investment</p> <ul style="list-style-type: none"> • Direct cash co-investment from the applicant and/or partner organisations. This cash must not be accounted for in any other activity • Course fees paid by individuals • Labour costs - evidence of hourly rate should be provided by the relevant organisation/individual. This can include time spent by staff who are already on the payroll working on the project and therefore not on any work that is income generating or commercially valuable
<p>Co-investment eligible as 'in-kind' - can be included in your co-investment</p> <ul style="list-style-type: none"> • Research or professional activity (e.g. mentoring, consultancy) - evidence of hourly rate should be provided by the organisation/individual donating time • Donation of goods/services/resources: actual evidence of third parties donating goods or proof of value should be provided
<p>Not eligible as co-investment</p>

- Sources that equate to public funding e.g. British Film Institute, National Lottery funding
- Attendance at short one-off meetings or volunteer time

Project expenditure

Eligible – can be included in your project budget

- Personnel costs subject to compliance with State Aid and speakers (e.g. industry experts to lead courses)
- Recruitment and marketing costs or activities
- Travel, accommodation and access costs for participants
- Evaluation of activity funded by ScreenSkills and ongoing tracking for 24 months of beneficiaries

Not eligible as a project budget cost

- Retrospective investment and costs made prior to the contract/project start date
- Personnel costs including staff benefits (e.g. pension, holiday and sick pay, overtime and bonus payments) and staff overheads
- Recoverable VAT
- Contingencies
- Peripheral costs including entertainment and hospitality costs, gifts and donations, membership of professional bodies, legal costs, hire purchase interest and any associated service charges.
- Evaluation of activity not funded by ScreenSkills. Providers are required to pay for evaluation of their own activities outside of the ScreenSkills funding agreement and any external audit (where relevant)
- The value of existing assets such as Inward Processing Relief (IPR), data, software programmes and other exploitable assets that any of the collaborators contribute towards your project

Appendix 3: Diversity and inclusion

ScreenSkills diversity and inclusivity targets for the initiatives it supports are to achieve a participation rate of a minimum of two of the following targets:

- 50% participants who identify as women
- 20% black, Asian or minority ethnic (BAME) participants outside of London; and 40% in Greater London
- 10% participants who identify as lesbian, gay, bi and trans (LGBT)
- 8% participants who consider themselves to have a disability, impairment, learning difference or long-term condition
- 15% disadvantaged socio economic background
- 75% out of London and the south east region¹

ScreenSkills aims to go beyond legal requirements and considers additional measures of inclusivity, including. Therefore you may wish to consider one other of the following in addition to two targets from the list above:

- caring responsibilities and returnships (including parents and carers re-entering the industry)
- employment status

¹ South East Region comprises Berkshire, Buckinghamshire, Oxfordshire, Surrey, Hampshire and the Isle of Wight, East and West Sussex, Kent (Office for National Statistics)

Providing access to diverse crew and talent is at the heart of our delivery objectives. All trainers/companies/organisations delivering ScreenSkills funded programmes must meet the identified diversity requirements of the funded scheme. If a target is not met, providers will be expected to demonstrate robust evidence of best efforts and rationale as to why a target has not been met. We require all funded programme participants to be asked to provide diversity data. We ask all funded projects to ensure trainers, facilitators and those making the selection for recruitment complete diversity and inclusion training. See free ACAS online training courses, which include: bullying and harassment, disability discrimination and reasonable adjustments, equality and diversity, flexible working; managing people, mental health awareness for employers, pregnancy and maternity at work; recruitment and induction and religion or belief in the workplace.

If a funded project provider is struggling to meet their diversity and inclusion targets during recruitment, this must be communicated in writing in order to agree revised targets. Failure to do so will put the project at risk of loss of funding.

Appendix 4: criteria for funding

The **Future Film Skills Fund** and The **Film Skills Investment Fund** is a collective investment in the skills of the Screen Industries for the future.

Working in partnership with industry and informed by industry research, ScreenSkills directs this collective investment to create new and innovative training, learning and development opportunities in priority skills and in-demand roles to ensure industry growth.

What we **don't** invest in

- Activities that do not meet the criteria of what we are looking to support in a specific call for co-investment and those set out in this guide;
- Activities that do not directly benefit the UK's Screen Industries;
- Finance for TV or film production;
- Activities designed to benefit the sole interests of a single organisation rather than meeting the priorities of the wider industry;
- Activities that have already taken place or started;
- Applications to replace or subsidise statutory funds;
- Capital or building applications;
- Equipment purchases. If you can show that buying small items is essential to delivering your project we may consider this.² Equipment rental is allowable.
- We do not expect this money to fund apprentices wages but to support the logistics and infrastructure of developing apprenticeship schemes or supporting and growing existing apprenticeship schemes.

Eligible and ineligible co-investment and expenditure

- Please note that if you are applying for public funding from ScreenSkills and are in receipt of other public funding this may not be eligible as project co-investment for your project.
- If you have any other questions, please contact a member of the fund team for further information and any questions about completing your Project and Budget Report.
- Applications must be submitted with the following company financial information:
 - Full company name and address

- Company registration number (if applicable)
- Directors' name
- Depending on your organisation type, you may have to supply additional information:

Organisation type	Additional information to be supplied
Start-up companies	<ul style="list-style-type: none"> ● Directors' contact details ● Most recent management accounts ● Business plan
Sole traders	<ul style="list-style-type: none"> ● Audited company accounts from the last three years signed by an accountant (if requested by ScreenSkills) ● Management accounts (if requested by ScreenSkills)
Small company	
Medium business	
Large limited companies	
Local authorities	
Publicly funded bodies	
European companies	Audited accounts from the last three years signed by an accountant. These must be provided in English.

- Note that failure to provide the company financial information required may lead to your application being delayed or rejected.
- You will only need to submit your management accounts or audited/signed company accounts once per financial year. If you have already applied for co-investment and are applying in the same year, you will not have to submit them again. Please contact member of the fund team to discuss if you think this applies to your application.
- Your programme will detail any additional documents needed to support your application.

Multiple applications

- There may be a limit to the number of applications that you can submit. Please refer to the specific funding guidelines. If you can provide a range of apprenticeship engagement activities that responds to several calls for co-investment or funding programmes, please discuss this further with your sector manager before applying.
- When proposing a range of projects responding to several different funds, we require individual applications for each project. If you are applying for co-investment to deliver one project in various locations, this can be submitted in a single application with a full breakdown detailed in the budget and cashflow.
- If your application to ScreenSkills is successful, we will not usually allow another application for the same activity until your project has ended and we have had the chance to evaluate it.
- Submission of subsequent applications is subject to the focus of your project remaining a priority for the fund/s you are applying to, the focus of your project remaining a priority for the fund/s you are applying to.

Appendix 5: Conditions of receiving ScreenSkills co-investment

The length of a project

- The call for co-investment or funding programme will outline how long we expect projects to last in the delivery criteria and project dates stated in the specific funding guidelines.
- The duration of your co-investment funding will correspond with the life of your project as outlined in the project plan submitted with your application.
- Should a project overrun for reasons outside of your control, we will endeavour to adapt the payment schedule accordingly. Due to the restrictions of some of the co-investment sources we work with, this may not be possible in all cases, but we will always work with you to ensure that the requirements of the project are met as far as is possible.

Project and Budget Report

- For each claim, we will require an up-to-date cashflow, reflecting your actual spend against the forecasted spend you submitted with your application, and an up-to-date project plan, letting us know how the project is progressing.
- The claim form contains formula that should automatically calculate how much is owed to you based on the cashflow. You do not need to change this formula. If you think that the claim form is not right when you submit your claim, please let us know.
- An indicative schedule of claims will be included in your contract. If you are not able to comply with the dates listed in your contract, please contact us as soon as possible. We will work with you throughout your project's duration to suit your project needs.

VAT

- If you are registered for VAT, the figures in your Project and Budget Report should not include VAT that you can claim back. If you are not registered for VAT, your costs should include VAT. Funding offers we make are outside the scope of VAT (this means that they are not a business activity) and must be listed in your accounts as a grant.
- You should get financial advice from your own accountant or the relevant tax office if you are unsure about your VAT status.

Evidencing spend

- You must retain evidence of your project co-investment and project spend, which must be submitted with each claim that you submit. Typically we will request evidence in the following ways:
 - Funding awards of under £50,000 are required to retain evidence of all income and expenditure. Periodical drawdowns are subject to random sample requests of expenditure in line with periodical claims. We may schedule periodical monitoring visits to review progress.
- We may also ask you to submit full proof of expenditure on occasion to meet our internal audit requirements.

Administration

- Administrative records will be maintained for all applications irrespective of whether or not they were successful. These records will be held by ScreenSkills for 7 years.
- In order to ensure good administration, reasons for decisions about applications and claims will be recorded on file at all stages by ScreenSkills.
- If you have been awarded co-investment, you will be required to keep this record for 7 years.

Freedom of information

- ScreenSkills is subject to the Freedom of Information Act 2000 (FOI Act) and we will expect your cooperation and assistance in order to comply with the obligations under the FOI Act.
- Please be aware that information provided in confidence is likely to be exempt under the terms of section 41 of the FOI Act and that the operating department will respect its confidentiality.

State Aid

- Some of the funding awarded by ScreenSkills is subject to EU funding requirements as it is public money. Where relevant, we have registered funds under the Training Aid exemption in the General Block Exemption Regulation (the full text of which can be found via the following link: [\(EU\) N°651/2014 of 17 June 2014](#)).
- If you are awarded public funding from ScreenSkills, this will be outlined in your contract. Please contact us if you have any questions about State Aid and your funding.

Appendix 6: How to work with us during your project

If your application is successful, the funding offer email you receive from the Fund Team will introduce you to your main contacts who will support you over the life of your project.

The Fund Team

- Please ensure you update us with project dates as soon as possible if these change.
- When your application is approved, we will also provide you with template project evaluation forms as part of your funding offer. These templates may include:
 - **Interim progress reports** that tell us about the progress of the project being delivered;
 - **A final evaluation narrative report** at the end of the project that tells us about what went well and how it could be improved. The report should draw on feedback collected from apprentices, employers and/or people running the programme as well as any industry partners about their views on the organisation and delivery of the programme;
 - **Progression data** for each participant and/or beneficiary of the funding, this is submitted in your project and budget report;
- At the end of your project we may also ask you to attend an evaluation meeting with us.
- At the start of the project you will be required to request tracking information which will include beneficiaries' current roles and responsibilities. For 1 year after the end of the project you will contact the participants at 6 monthly intervals requesting the same information. This will be used to gauge the short and longer term impact of the initiative and the success in meeting its initial objectives to support apprenticeship provision and or an apprentices career development . You will be provided with a template to submit this information
- Successful applicants will be expected to report on the agreed outcomes of the funded project by 30th October 2020. For initiatives that complete before this deadline, a final reporting deadline will be one month from the agreed completion date.
- The information provided to ScreenSkills for the use of monitoring and evaluation will be held confidentiality, in line with the Data Protection Act 1998.

Marketing and Communications

- If your application is successful, you will receive our Branding and Marketing Guide alongside your funding offer email.

Appendix 7: Appeals procedure for funding

- ScreenSkills' decisions to award co-investment are made entirely at our discretion. There is an appeals mechanism you can use, but only if you believe we did not apply our assessment or decision-making procedures correctly.
- You cannot use the appeals procedure to appeal against our decision on awarding co-investment if we have followed our decision-making process correctly. If you would like a copy of our Appeals Procedures please contact the relevant a member of the fund team.
- If you would like to make an appeal please note that ScreenSkills must have been notified of your decision to appeal within three months of your receiving notification of the decision.

ScreenSkills' Customer Complaints Procedure

- ScreenSkills is committed to being open and accessible and we welcome all comments on our work and the services we provide. We strive to provide the very highest standards of professionalism and customer service. If you are dissatisfied with any aspect of the service you have received from ScreenSkills, we have a Customer Complaints Procedure you can use. A copy of this is available on our website at <https://www.screenskills.com/about-us/making-a-complaint/> and can also be provided by the relevant a member of the fund team.