

MEETING: 06/06/2013

ANNEX NUMBER: 5

ASSESSMENT CATEGORY - Exceptional Grants

Media Trust

Ref: 11697

Amount requested: £80,000

Adv: Clare Thomas

Amount recommended: £80,000

Base: Hammersmith & Fulham

Benefit: London-Wide

Purpose of grant request: For a final year's funding to provide media training to 110 young Londoners to tell London's stories to a wide national and regional audience.

Background

The Media Trust is the UK's leading communications charity. It provides multi-media channels including the Community Channel which enables charities large and small to get their message across albeit to a small but growing audience. It is highly respected for the quality of the communications and marketing work it provides to the third sector. Government and the private sector also commission the Media Trust for some of their external communications such as health campaigns in the case of Government and corporate responsibility in the case of business. The Media Trust is backed by and receives considerable in-kind support from many of the main TV, digital, film and print media organisations.

Funding History

The Trust's history with the Media Trust is a long and mutually-beneficial one. In 1997 and 2001, grants of £105,000 and £90,000 were awarded to support media training for London charities. In 2001 and 2004, the Trust also commissioned the Media Trust to provide PR training to small groups funded on your then Small Grants Programmes. More recently, Members will recall the very successful partnership project between City Bridge Trust and the Media Trust to produce a promotional video for CBT (which Jon Snow fronted) as well as DVDs for ten of your funded organisations – whose films were screened at an event at the Barbican in April 2011. The most recent grants were in December 2010 for £142,000 to launch the 'Young Reporters' programme, then a second grant of £142,277 was awarded in January 2012 after the initial grant had demonstrated its merit.

Current Application

This application is to fund a third and final year's training, to help enable 110 young Londoners to tell the stories of the Capital's communities. The Community Channel, run by the Media Trust, is the UK's foremost TV showcase for the voluntary and community sector. For the past 2 years

you have been supporting a hugely successful element of the Community Channel's output – "London 360". This is a major initiative with a number of inter-locking strands.

"Across London", a major theme, will be training 100 young people as 'community journalists' to act as the eyes and ears of their neighbourhood, identifying stories within their local area, developing these and feeding them into the Community Reporters. These Community Reporters will be placed in the Media Trust's offices, reporting on a range of London issues, which will be featured on the Community Channel. The remaining 100 young people will receive training and mentoring from media professionals. The most powerful stories will be distributed throughout a range of media via exclusive partnerships with BBC Radio London, The Voice, MTV, Westside Radio and LONDONLIVE. New partnerships are a work in progress.

Financial Observations

The Media Trust's deficit of £277,698 (£256,192 on unrestricted funds; £21,506 on restricted) at the financial year end 31st March 2012 represented 6% of turnover.

The trustees of the Media Trust set their level of free reserves required in "light of the material financial risks of the charity that cannot be managed in other ways". The trustees latest review of the required reserves level has set it at £500k, which equates to 1.5 months' worth of total expenditure (3.8 months' worth of unrestricted expenditure). Free unrestricted reserves at 31st March 2012 were ahead of this target at £723k.

The forecast outturn for the year ended 31st March 2013 shows an overall deficit of £696k (21% of turnover), which comprises a deficit on restricted funds of £349k and a deficit on unrestricted activity of £347k. The unrestricted deficit was the result of planned spending on investment in the charity's fundraising and marketing infrastructure, such as a new Client Relationship Management (CRM) database. This use of free unrestricted reserves has reduced them from £723k to £376k, which is 25% below the charity's reserves policy target to hold £500k. At 376k, free reserves equate to 1.2 months' worth of total expenditure (2.9 months' worth of unrestricted expenditure).

The 2013/14 budget anticipates total income of £3,895,000 and projects a small overall surplus of £18,000 on unrestricted funds. At the time of writing, secured grant income amounted to £512k (13% of total income), with income to be earned during the year from fees anticipated to be £1.6m (41% of total income).

Officer's Appraisal

This is an exceptional project in many respects. The opportunities afforded to the trainees are without parallel and the chance in the coming

year to help promote the work of CBT grant recipients is a welcome addition. The Chief Grants Officer contributed in 2011 to an end-of-year event at City Hall, at which a range of media luminaries spoke warmly about their involvement with the project and the professionalism of the whole programme. In 2012, the day the new BBC building in Portland Place was opened, the Chief Grants Officer was interviewed in the brand new studios on the work of the City Bridge Trust. The Chairman was the subject of a highly popular You-tube feature on CBT's website, entitled "The Chairman's Story".

This application seeks £80,000 for a third and final year's support for the work. In year 2, the project attracted further outside sponsorship, building on the real success of the initiative which you helped launch. The other sources of funding required, which have been secured, mean that if you approve this request for support to the Media Trust, £40,000 less is required than had been needed in previous years.

Recommendation

£80,000 for a final year's funding to provide media training to 110 young Londoners to tell London's stories to a wide national and regional audience.



The City Bridge Trust

Charity Registration Number: 1035628

Working with Londoners: Application for a grant

Please read the guidance notes before completing this form

Reference:
(office use only)

11697

Date Received:

13/03/2013

Programme
Area:

02

1. About your organisation

Name of organisation applying for grant: Media Trust	
If the organisation is part of a larger organisation, what is its name? N/A	
Address for correspondence: Block A, Centre House Wood Lane London	
Postcode: W12 7SB Is this your home address? No	
Contact person: Mrs. Phillippa Brown	Position: Head of Fundraising
Phone: 020 7871 5606	Fax: 020 7871 5601
E-mail: phillippab@mediatrust.org	
Website: http://www.mediatrust.org	
Legal status of organisation: Registered charity	
If registered, please give charity number: 1042733	
Date organisation established: 01/02/1994	

2. Request for funds

Under which of the Trust's themes are you applying (see our website or brochure for further details)? Exceptional grants programme
Purpose for which funds are requested: (25 words maximum) Enabling 110 young Londoners to tell the stories of the capital's communities - reaching a national audience through a dedicated tv show and media partnerships
How much funding is requested? Year 1: £80,000 Year 2: £0 Year 3: £0 Total: £80,000

3. Aims of your organisation

At Media Trust we believe in the power of media to change lives. We work with the media industry to empower charities and communities to have a voice and be heard.

Our aims and objectives are:

- To provide communications skills and resources for charities and communities
- To help charities and communities access audiences
- To harness talent, volunteers and pro bono support

4. Main activities of your organisation

Media Trust works in partnership with leading media and communications companies (e.g. Aegis, BBC, Channel 4, Google, Guardian Media Group, ITV, News International, Sky and WPP) to:

- provide communications skills and resources through expert-led training courses and events, free professional support, film production, free online resources -- more than 2,000 charity workers learnt communications skills at our training and events last year, 125 short films were made for charities and communities and on average 215 communications guides were downloaded every month;
- helping access audiences through Community Channel on TV and online, national news distribution and media partnerships -- last year 4.4 million television viewers watched Community Channel, 9,894 stories from communities and charities were distributed via our Community Newswire and an estimated 18,750,467 viewers watched Media Trust content thanks to distribution through our media partners;
- harnessing creative industry talent through media volunteers and media partnerships -- 6,683 charities, communities and young people were supported by 1,335 media professionals, who volunteered across the UK; Media Trust estimated its pro bono industry support at more than £3 million.

5. Number of staff

Full-time	Part-time	Management committee members	Active volunteers
39	10	10	2,000

6. How do you support your volunteers?

Advice, training, CRBs (where appropriate), print & on-line materials and a named manager to liaise with are provided for matched volunteers, mentors and speakers. Full-time volunteers receive a full office and procedures induction, line management supervision, reviews and training.

7. Property occupied by your organisation

Is the main property owned or leased/rented by your organisation?	If leased/rented, how long is the outstanding lease/rental agreement?
Leased	2 years

8. Finance

From your most recent audited or independently examined accounts, complete the following:

Financial year ended - **Month: March**

Year: 2012

Income received from:	£
Voluntary income	174,018
Activities for generating funds	0
Investment income	8,461
Income from charitable activities	4,319,672
Other sources	0
Total Income	4,502,151

Expenditure:	£
Charitable activities	4,691,250
Governance costs	54,121
Cost of generating funds	34,478
Other	0
Total Expenditure:	4,779,849
(Deficit)/surplus for the year:	(277,698)

Asset position at year end:	£
Fixed assets	21,978
Investments	0
Net current assets (liabilities)	1,049,572
Long-term liabilities	0
*Total A:	1,071,550

Reserves at year end:	£
Endowment funds	0
Restricted funds	348,780
Unrestricted funds	722,770
*Total B:	1,071,550

* Total A and Total B must be the same and should be taken from your balance sheet

9. Statutory funding

For the financial year above, what % of your income was from statutory sources?
20%

10. Material changes

Describe any material changes to the organisation's activities, structure or financial position since the date of the most recent accounts:

None

11. Previous applications to the Trust

Have you applied to the Trust before? If so, please give details:

Month/Year:	04/12	Ref:	10981	Grant received:	£142,000	OR application rejected?	No
Month/Year:	04/11	Ref:	10356	Grant received:	£142,000	OR application rejected?	No
Month/Year:	2008	Ref:	0	Grant received:	£60,900	OR application rejected?	No

12. Previous funding received

Funding received by your organisation from the following sources during the last **THREE** years:
(i) City of London (other than the City Bridge Trust) **(ii)** London boroughs **(iii)** London Councils (formerly ALG)
(iv) Health authorities **(v)** Central government departments **(vi)** Other statutory bodies (e.g. Housing Corporation, Arts Council) - List source, years and annual amounts:

	Year: 2010	Year: 2011	Year: 2012
(i)	0	0	0
(ii)	0	0	0
(iii)	0	0	0
(iv)	0	0	0
(v)	2,803,129	2,501,502	855,651
(vi)	18,125	2,880	0

13. Previous grants received

Grants received by your organisation from charitable trusts and foundations (other than the City Bridge Trust) during the last **TWO** years. List source, years and annual amounts:

	Year: 2011	Year: 2012
Nominet Trust		49,980
Open Society Foundations		100,000

14. What steps is your organisation taking to reduce its carbon footprint?

Media Trust has an environmental policy against which the organisation operates. We have a full waste recycling policy, low energy lighting in all offices and share electrical equipment where feasible. Lighting, heating and air-conditioning is turned off when not in use.

We have a policy of using on-line or PDF versions of marketing materials and aim to reduce printing and therefore the use of paper wherever possible. We have a company-wide policy whereby staff take public transport over taxis/ cars/ aeroplanes whenever possible; video and telephone conferencing is also promoted.

15. Purpose

Complete this section whatever the amount of grant requested. **In addition**, if the request is for £25,000 or more in total, a fuller proposal should be sent with this form. Also, if your application is for all or part of new or existing post(s), please enclose a copy of the relevant job description(s) including the salary level.

In order to provide the right information, please refer to guidance note 15 before completing this section.

We are applying for funding for London360, an initiative that will train 110 young people in community journalism, giving them a voice and enabling them to tell and distribute the stories of our capital's communities via flagship media partnerships unique to Media Trust.

We have been funded by The City Bridge Trust to deliver the project since April 2011 and have achieved considerable success with the initiative. In total we have developed the confidence, life skills, media skills and employability of 307 young people whilst enabling them to tell community stories that have reached an audience of over 10 million.

We want to continue to engage young people, enable them to tell community stories and develop their progression opportunities. Crucially we have already secured additional media partners to raise the profile of community stories in the capital including those of The City Bridge Trust's grant recipients. We will also focus on developing the sustainability of the project and as such have reduced our request for funding from The City Bridge Trust for this year of delivery.

110 Young Londoners will be engaged as volunteer community reporters and journalists. 10 will be community reporters, working on 5-month placements at Media Trust's offices reporting on a range of community-based campaigns and stories from across the capital. 100 of these young people will be engaged as community journalists. 50 of the 100 community journalists will receive training and mentoring from media professionals and the further 50 will have access to training, e-training and access to resources. The opportunity to engage with the project as a young reporter, journalist or community will be promoted to The City Bridge Trust grant recipients.

All of the content created will appear on Media Trust's Community Channel online and the best will appear on Community Channel's television platform. All of this content is branded London 360, a brand originally created and developed by the young people themselves. The most powerful stories from London 360 will then be distributed through a range of media, including our exclusive partnerships with BBC Radio London and The Voice, as well MTV, Westside Radio and LONDONLIVE. We are also in discussions with other media organisations regarding new partnerships.

The delivery of London360 with young people and communities across London has evidenced a strong need for young people and marginalised communities in the capital to have a voice and to be seen and heard. The recent cuts and current economic climate have adversely affected both groups with young people facing unprecedented levels of unemployment and communities losing funding and their ability to tell their story at a time when they need to most.

Objectives:

1. To provide 18-25 year olds work and media experience as well as training and mentoring to increase their skills and knowledge of community journalism.
2. To give London's communities a voice and the opportunity for their stories and campaigns to be heard through access to the community reporters, a dedicated programme on Community Channel and access to mainstream media platforms.

Outputs and outcomes: Engage and train 110 young people, increase their confidence and media skills. Increase the ability of the community reporters to secure employment. Distribute 750 community stories reaching an audience of more than 5 million.

We are applying to the exceptional grants programme because Media Trust is the only charity that can deliver this project and because the project's activity relates to a range of The City Bridge Trust's objectives. We are the only charity in the country to own a television channel, have exceptional partnerships with media companies and experience of supporting young people.

16. Explain how you will monitor and evaluate both your own outcomes and those of the programme under which you are applying.

A robust internal evaluation of the project will take place, based upon the outputs and outcomes defined above.

The monitoring and evaluation framework for the project includes qualitative and quantitative measurements of both output (e.g. number of activities/ participants), soft (e.g. behavioural) and hard (e.g. distribution of news stories).

Principal mechanisms for collecting information include:

1. Use of evaluation measures pre and post the training and production programmes
2. Use of outcome evaluation through questionnaires
3. Collection of training registers, mentoring registers etc. from training and mentoring programme completion
4. Collection of geographic, demographic and socio-economic monitoring information on young people
5. Collection of geographic, demographic and socio-economic monitoring information on communities
6. Feedback from communities on the impact of media coverage
7. Rating and web statistics for Community Channel, project website and third party platforms onto which the content is distributed.

17. Beneficiaries

In line with our anti-fraud policies, we may, in exceptional circumstances, require you to provide contact details of your beneficiaries (see Guidance Notes).

How many people will benefit from the grant per year?

110

What age group will benefit? Over 16 years, All

In which local authority is your organisation based?

Hammersmith & Fulham

Which borough(s) of Greater London will benefit from this grant?
(if more than one, please give % for each)

Young people will be engaged from across London's boroughs, communities from across the capital will have their stories told.

At what address will the activity be located?

Our offices in Hammersmith and Fulham. However community journalists will be based across London and communities from across the capital will have their stories told.

What will the ethnic grouping(s) of the beneficiaries be?

	%		%
White - British		Black - Caribbean	
White - Irish		Black - African	
White - Other (please describe)		Black - Other (please describe)	
Asian - Indian		Black - British	
Asian - Pakistani		Chinese	
Asian - Bangladeshi			
Asian - Other (please describe)		Other (please describe)	
Open to everyone			100

What proportion of the beneficiaries will be disabled people?

10%

18. Funding required for the project

What is the total cost of the proposed activity/project?

(List main expenditure headings and amounts)

Expenditure heading	Year 1 £	Year 2 £	Year 3 £	Total £
Executive Producer	45,600			45,600
Assistant Editor	6,542			6,542
Project Officer	26,220			26,220
Project Manager - mentoring	8,550			8,550
Overhead	58,500			58,500
Edit suite	6,540			6,540
Website: platform and hub	2,000			2,000
Graphics	0			0
Training and equipment	11,000			11,000
Mentor travel, CRBs, training	1,600			1,600
Travel and expenses	17,600			17,600
PR and marketing	4,000			4,000
TOTAL	188,152			188,152

What income has already been raised? (List amounts and main sources)

Source	Year 1 £	Year 2 £	Year 3 £	Total £
The Clothworkers' Foundation	10,000			10,000
Golden Bottle Trust	15,000			15,000
TOTAL	25,000			25,000

What other funders are currently considering the proposal?

Funder	£
Capital and Counties	25,000
TOTAL	25,000

19. Funding requested from the Trust

How much is requested from the Trust? (List main expenditure headings and amounts)

Expenditure heading	Year 1 £	Year 2 £	Year 3 £	Total £
Executive Producer	43,320			43,320
Project Officer	13,125			13,125
Overheads	19,500			19,500
Travel and expenses	4,055			4,055
TOTAL	80,000			80,000

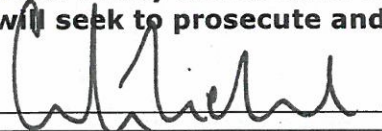
20. Funding requested from the Trust (continued)

When will the funding be required? 29/04/2013
Is the activity to continue beyond the period for which funding is requested? If so, how will it be resourced? We are looking to develop the sustainability of the project this year and have already secured some funding against three years of delivery. We are looking to develop a mixed funding model with support coming from Trusts and Foundations, corporates and earned income through the project.
If any planning or other statutory consents are required for the project to proceed, what stage have the applications reached? N/A

Declaration on behalf of applicant organisation

I, _____ (your name)
am an authorised representative of
_____ (your organisation)
within which I am _____ (your position)

To the best of my knowledge, all the information that I have provided in this application form is correct. I fully understand that the City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Signature  Date 18 March 2013

How your information will be used by the Trust
City Bridge Trust (which is administered as part of the Bridge House Estates by the City of London Corporation) processes personal data in compliance with the Data Protection Act 1998. The Trust obtains and uses information, including personal data, as part of the process of assessing grant applications and monitoring the use of grants. The information you provide on the application form may be made public as part of the assessment of this application. In addition, the Trust may share this information with third parties, including other funders, its external consultants and external auditors, police and regulatory bodies for the purpose of determining, preventing or detecting crime; or ensuring that no organisation is receiving duplicate funding; or the validation of contracts; or where this is otherwise required by law.

By signing and submitting your application form you give your explicit consent for us to use data relating to your application as set out above.

Our contact details for enquiries about how we process your information are:
The City Bridge Trust, City of London, PO Box 270, Guildhall, London EC2P 2EJ. Telephone: 020 7332 3710

Concerns over fraud and corruption
Should you, at any time, have concerns of fraud and corruption within your organisation relating to the grant, then please raise your concerns with us using our Whistle Blowing facilities. You may use our Audit team's 24 hour answer phone number, 020 7332 3663, to report the details or email raiseyourconcern@cityoflondon.gov.uk

Return the completed form to: The City Bridge Trust
City of London
PO Box 270
Guildhall
London EC2P 2EJ