

## GUIDANCE FOR APPLICANTS

### Stage One

**Application deadline: 23.59 Monday 31<sup>st</sup> March**

Welcome to the **Reel Impact** Guidance for Applicants. If you would like to apply for a Reel Impact award, please read the full guidance before applying.



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## How it works

Applicants can apply for:

Awards of up to £10,000 for individuals

Awards of up to £25,000 for organisations

## Who can apply

We welcome applications from individuals and Black and Global Majority owned or led\* production companies or organisations with significant experience of working behind the scenes in film, TV or cinema or in advancing race equity..

## Eligibility for Individuals applying for Personal Development - Theme 1a

- You identify as being of Black and Global Majority heritage
- You have at least five years' experience of working in the UK film, TV or cinema industry – you will need to demonstrate your experience in the application form
- You live and work in the UK. We particularly encourage applications from outside of London.
- The funding you are applying for will benefit your career progression.

## Eligibility criteria for organisations applying for Organisation Development - Theme 1b

- You are applying on behalf of a UK registered company or not for profit organisation\*
- You live and work in the UK. We particularly encourage applications from outside of London.
- Your leadership has at least five years' experience of working in the UK film, TV or cinema industry – you will need to demonstrate your experience in the application form
- Your organisation is Black and Global Majority owned or led and has at least 50% of leadership and governance roles occupied by people from Black and Global Majority.
- You can provide evidence of ownership or leadership of the organisation.
- The funding you are applying for will help grow or sustain your business
- If you are applying as a joint or co-applicant, the lead applicant must have worked in the UK film, TV or cinema industry for at least five years

## Eligibility criteria for organisations applying for an Advancing Race Equity Award - Theme 2

- You are applying on behalf of a UK registered company or not for profit organisation\*
- You live and work in the UK. We particularly encourage applications from outside of London.
- Your leadership has:
  - at least five years' experience of working in the UK film, TV or cinema industry
  - OR
  - at least five years' experience of driving race equity in the industry or another sector
- Your organisation is Black and Global Majority owned or led and has at least 50% of leadership and governance roles occupied by people from Black and Global Majority.
- You can provide evidence of ownership or leadership of the organisation
- The funding you are applying for will help drive change for Black and Global Majority people in the industry
- If you are applying as a joint or co-applicant, the lead applicant must have at least five years' experience working in UK film, TV or cinema and/or in race equity

## Eligible applicants

Please note that this is a competitive process and we anticipate receiving far more applications than we are able to fund. Therefore, meeting the eligibility criteria does not guarantee funding.

## How to apply

Applicants can apply using an online form or apply by video or audio (in specific sections).

Applying by Video or Audio

Please ensure that when recording the video or audio that you use the questions as prompts.

Videos or audios should be a maximum of 6 minutes - **anything over that time will not be considered**. Applicants should upload their video or audio link using a platform such as YouTube or Vimeo. **We do not accept videos by WeTransfer.**

Please do get in touch if you have any questions: [reelimpact@filmtvcharity.org.uk](mailto:reelimpact@filmtvcharity.org.uk)

## Award Themes

Applicants can only submit one application per round under one of the following themes:

- If you are an **individual** you can apply under Theme 1a: Personal Development.
  - If you are an **organisation** you can apply under Theme 1b: Business Development
- OR**
- Theme 2: Advancing Equity

### Theme 1a: Personal Development (for individuals)

Individuals can apply for an award of up to £10,000

We know that Black and Global Majority people in the industry can be held back by systemic racism. We are therefore encouraging applications from individuals who want to support their personal or career development to overcome these systemic barriers.

### Theme 1a: What can be considered for funding?

We are looking to offer resources to support your career development, not to fund the development or production of creative projects

The following activities are a guide to the sort of activities Reel Impact is keen to support but you will know what works best for you and your career:

- Leadership development training for you
- Purchasing equipment to increase your commercial viability
- Developing skills to enhance your capabilities
- Financial assistance to create a new business idea or opportunity
- Building your industry networks
- Building your personal brand
- Purchasing consultancy support which builds your capacity
- Revenue and income diversification
- Accessing professional coaching
- Something else?

## Theme 1b: Business Development (for organisations)

Organisations can apply for up to £25,000

We recognise that systemic racism and institutional bias can create barriers that hold back Black and Global Majority led organisations within the industry. As part of our commitment to equity and inclusion, we are actively working to create an environment that addresses these challenges. We encourage applications from organisations who want to develop their business and contribute to building a more inclusive and equitable industry.

### Theme 1b: What can be considered for funding?

We are looking to offer resources to support the development of your organisation, not to directly fund development or production of creative projects.

The following activities are a guide to the sort of activities Reel Impact is keen to support but you will know what works best for you and your business:

- Expanding staff resources to build your business
- Purchasing equipment to increase your commercial viability
- Building your business contacts in the industry
- Building your organisation's brand
- Purchasing consultancy support which builds your organisation's capacity
- Building leadership capacity in the organisation
- Revenue and income diversification for the organisation
- Building your business's organisational resilience
- Training staff which builds the organisation's capacity
- Maximising technology to increase your commercial viability
- Financial assistance to create a new business idea or opportunity
- Something else?

#### *Specific considerations:*

We welcome applications from joint applications. Organisations will be required to provide a Letter of Intent or Agreement in such circumstances

## Theme 2: Empowering organisations who want to advance race equity in film, TV and cinema

Organisations can apply for up to £25,000

We are acutely aware of the systemic challenges faced by Black and Global Majority led organisations, in film, TV and cinema and the wider economy. Research of the industry tells us that there is a lack of Black and Global Majority senior executives running major corporations, that there are serious issues with career progression within these corporations, that Black and Global Majority production companies are not getting an equitable share of contracts or commissions; and that there are multiple barriers facing Black and Global Majority led organisations becoming more sustainable and successful despite their expertise and talent. These systemic inequalities create racial trauma and mean that the expertise and value that Black and Global Majority professionals bring to the industry are not maximised or recognised. The diagram below further illustrates some of these barriers.

**Reel Impact** recognises the importance of ensuring diverse voices are heard and have the resources to influence meaningful change and progress in an industry that is experiencing barriers to success. Theme 2 is about investing in initiatives, especially new innovative approaches, which directly seek to drive equity and impact systemic racism in the industry.

Applications need to:

- Be clear about the systemic impact on racial equity rather than the impact on an organisation or individual.
- Demonstrate the benefit to Black and Global Majority people, organisations and the wider industry
- Clearly articulate the need for the project
- Provide innovative approaches to address racial equity in the industry – we do not want to fund established DEI approaches which have already been adopted or funded by the industry.

## Theme 2: What can be considered for funding

*Activities can include but are not restricted to:*

- Creating industry forums to address systemic racism
- Evaluating policies, practice and systems to identify and address inequalities
- Promoting understanding of the value of diversity
- Creating peer-to-peer spaces for storytelling and sharing experiences
- Impacting policy change and influence broadcaster and corporate behaviour
- Gathering evidence or undertaking research to make the case for equitable change
- Campaigning and lobbying for change
- Advocacy and raising voices to create lasting change
- DEI projects or initiatives which are developing innovative approaches to addressing racial inequity
- Something else?

*Specific considerations:*

- We welcome joint applications. Organisations will be required to provide a Letter of Intent or Agreement in such circumstances.
- We welcome new partnerships or organisations between experienced individuals who want to create new initiatives to address systemic challenges
- Applications can come from organisations outside of the film, TV and screen industry; however, you will need to demonstrate knowledge and expertise on how you will access and influence the industry and how your work centres Black and global majority people from the industry in your approach.

## What we can't fund

We want to provide enough flexibility for you to apply for what you think you need as an individual, an organisation or company or a partnership of organisations. However, we cannot fund the following **under any of the themes:**

- Costs relating to the development or production of creative projects or initiatives
- Projects that do not benefit Black and Global Majority people
- Moving image, animation made for non-entertainment purposes. This includes corporate videography, commercials, music videos, community/campaigning filmmaking, and education training
- Initiatives which promote political or religious activities
- Individual hardship – You may be eligible to apply [here](#)
- Legal costs
- Projects which benefit people outside the UK
- One-off events (unless linked to a longer-term outcome)
- Digital content creation for general consumption or entertainment e.g., music videos
- Development or early entrant schemes which support people below mid to senior level
- Mentoring schemes
- Academic studies that do not have an impact within 12 months.
- Front-of-camera roles, including presenters, actors and supporting artists

## What is the application process?

There are now two stages to the application process. Firstly, a **stage one application** which gathers information about you, your organisation and an outline of your project or initiative. Every eligible application will be reviewed by at least two members of the peer assessment panel, and these applications will then be shortlisted. Shortlisted applications will be invited to submit a **second stage application**, where we will ask you for more detailed information about your approach, how it will be delivered and your detailed budget. Applications will then go through a series of review.

This two-stage process is designed to reduce the burden on the majority of applicants given we can only fund a small amount of those who apply.

Following the closure of stage two, there will be a period of at least three months for the assessment of applications. Successful applicants will be informed around July/August 2025 if they have been given an award.

## Stage One (open for 4 weeks)

Applicants to provide:

- Individual: Name, contact details, diversity monitoring, industry sector, what they are applying for
- Organisation: As above, plus: Lead name, organisation name, registration number, date of registration, breakdown of organisation leadership.
- Details of social media handles, websites etc
- How much is being applied for?

Individuals:

- Why are you applying for funding for this project, and what are the intended outcomes? (400 words)
- Please tell us why you, and why now? (400 words)

Organisations:

- Why are you applying for funding? (up to 400 words)
- What you hope to achieve (up to 400 words)
- Why your organisation and why now? (up to 200 words)

## Reviewing applications and decision making

We expect to receive hundreds of applications, the majority of which sadly we will not be able to fund.

This means we need a clear and transparent decision-making process to select the applications which best meet the criteria for Reel Impact. To help ensure the process is more transparent and owned by those Reel Impact is seeking to support, we are recruiting Peer Assessors to help us decide who should be awarded. Peer assessors will be a diverse cohort of experienced Black African/Caribbean and Global Majority people from industry across the UK. These Peer Assessors will review applications against the award criteria and feed into the final decision-making process.

## How will the assessment panel prioritise and assess applications?

Every applicant will have different needs or focus and therefore each application will be assessed on its individual merit.

To help you understand how applications will be assessed we have developed the following scoring criteria. The peer assessors and assessment panel will use these to assess each stage of each application. Use these criteria to help ensure your application is as clear and focused as possible.

### General criteria:

The Assessment Panel will be looking for applications which:

- Present a strong case as to why an award is relevant and needed

- Have a clear vision and objectives
- Are clearly laid out, well-planned and presented



## Specific criteria:

Applications for this stage will be assessed and scored against specific criteria for the theme:

### Stage One - Theme 1a: Personal Development

- Is the individual experienced in the industry and at a mid to senior level in their career progression? (5)
- What is the individual's track record? (5)
- How well does the project meet the specific theme applied for? (25)
- How well does the project fit the long-term aims of the individual? (5)
- How well has need for the project been articulated? (5)
- How well placed is the individual to deliver the project? (5)

### Stage One - Theme 1b: Business Development

- Is the organisation experienced in industry and at a mid to senior level in its development? (5)
- What is organisation's track record? (5)
- How well does the project meet the specific theme applied for? (25)
- How well does the project fit the long-term aims of the organisation? (5)
- How well has need for the project been articulated? (5)
- How well placed is the organisation to deliver the project? (5)

### Stage One - Theme 2: Empowering organisations who want to advance race equity

- What is the organisation or partners' track records in addressing race equity? (5)
- How well does the project meet the specific theme applied for? (25)
- How well is the intended impact explained? (10)
- How innovative is the approach? (5)
- How well placed is the organisation/s to deliver the project? (5)

When reviewing the breadth of applications we will consider the following:

- Geographical location – we aim to target 50% of awards outside London
- The range of different types of activities applied for – we want to invest in a range of different approaches
- The diversity of sectors within the industry – we want to award funds to a range of different areas within the industry

## What happens if your application is unsuccessful at stage one?

Due to the volume of applications, we receive we will only be able to provide feedback to second stage applicants who do not receive an award.

We are in the process of developing a range of initiatives which will help support Black and Global Majority organisations as part of the second phase of Reel Impact. This will be open to all Black and Global organisations from the industry regardless of whether they have been successful in receiving a Reel Impact.

## What happens if your application is successful at stage one?

If successful in Stage One applicants will be informed within 4 to 6 weeks whether they have been shortlisted to Stage Two of the application process.

Here is a summary of what will be expected if your application progresses to stage two.

## Stage Two (open for 3 weeks)

At this stage we will want to find out more about the impact the project will make, what are the intended outcomes and how the applicant intends to deliver and manage the project.

Applicants will be asked to provide further detail about the projects: outcomes, outputs, sustainability, a detailed budget breakdown with relevant descriptions of costs, annual accounts (if an organisation), a detailed delivery plan, a description of any challenges, and how risks will be managed. The applicant will also need to provide evidence or experience of previous work.

Stage two applicants may be invited to attend an interview, and will be notified in advance,

## Key Timelines

### Stage One

Application – opens 09.00 Tuesday 4<sup>th</sup> March closes at 23.59 on 31<sup>st</sup> March  
Outcome of shortlisting – May 2025

### Stage Two

This is for shortlisted applicants from stage one only

Application open – 09.00 Tuesday 20<sup>th</sup> May and closes 23.59 on 2<sup>nd</sup> June  
Outcome of shortlisting – by July tbc  
Successful awardees notified – by August/September 2025

\*All dates are subject to change.

## What other support is available?

The Film and TV Charity provides a range of support beyond Reel Impact. For more information, please [click here](#).

[Sir Horace Ove Grant](#)

[Other financial support](#)

[Film and TV Charity Support Services](#)

If any access needs or additional support is required to complete the application, please email: [reelimpact@filmtvcharity.org.uk](mailto:reelimpact@filmtvcharity.org.uk) and we'll be happy to help.