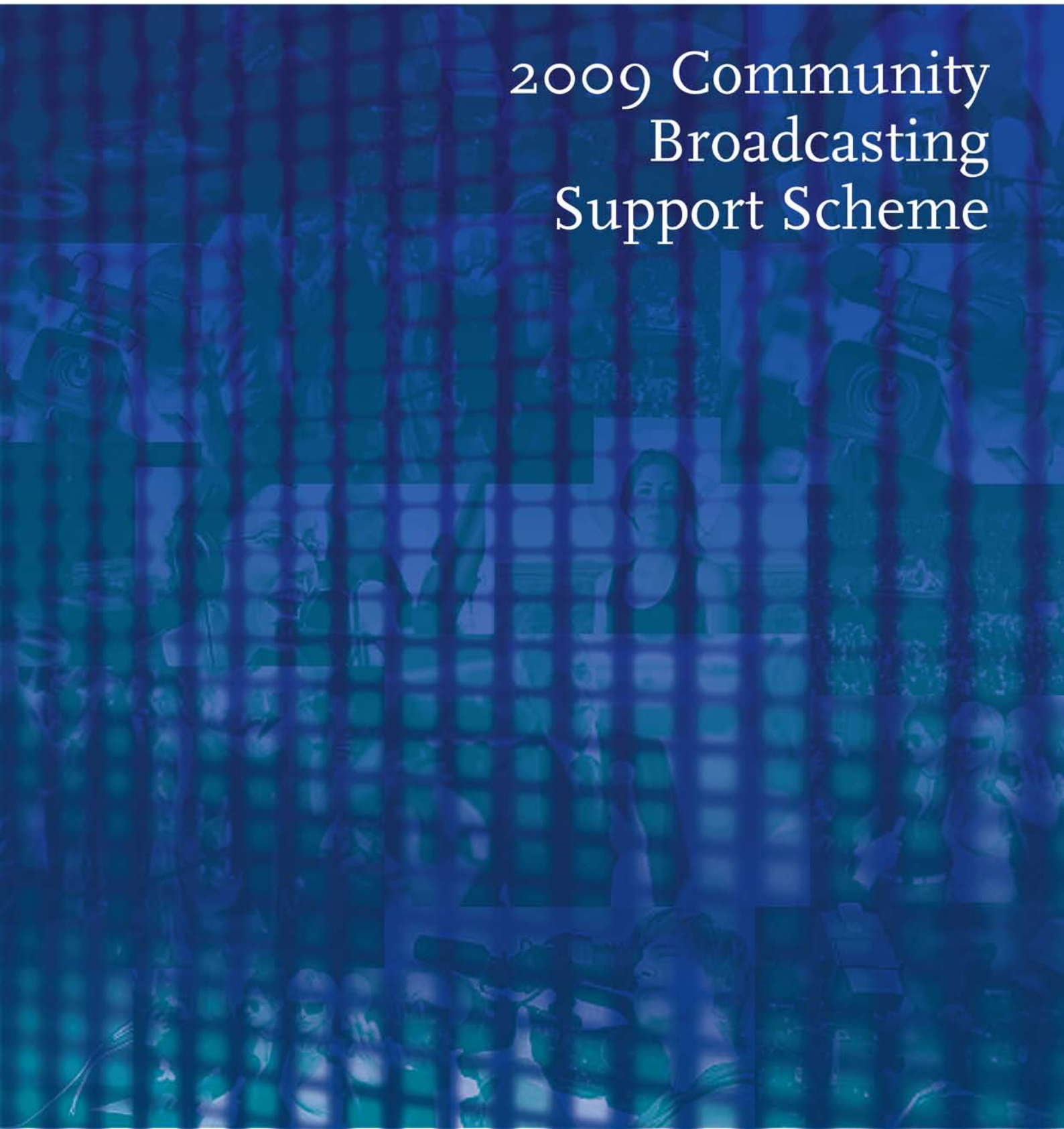




Broadcasting Commission of Ireland
Coimisiún Craolacháin na hÉireann

2009 Community Broadcasting Support Scheme



2009 Community Broadcasting Support Scheme

Since 1998, the Broadcasting Commission of Ireland (BCI) has provided funding to licensed community radio stations to undertake Internal and External Evaluations through the Community Radio Support Scheme. The Scheme provided funding for radio stations to carry out key review work to assist overall performance and build capacity.

This year, the Scheme has been extended to include applications from licensed community television stations to support their development. We are pleased therefore to invite applications for the **2009 Community Broadcasting Support Scheme** with a total fund allocation of **€65,000**.

Licensed community stations may apply for funding for one evaluation project to be completed by **5pm on Friday, 13th November 2009**¹. Applications must be reached by the BCI by **5pm on Wednesday, 1st April 2009**.

The Application Form is contained at the end of this brochure. Before completing your application, please read the guidance provided.

¹ If the 2009 Scheme is undersubscribed, a second call will be made to those stations that already applied this year, permitting them to submit an application for a second evaluation.

How Can a Station Benefit from an Evaluation?

The purpose of evaluation is to gather information about the station's activities and performance so that you can assess what's working and what's not working and decide what actions you should take. Evaluation is a useful tool at any stage of a station's development and can provide practical insights into ways of improving participation, communication and overall effectiveness. Some potential benefits of evaluation to a community station might be:

- Improved quality of activities;
- Improved ability to meet the needs of staff, volunteers and audience;
- Improved policies, procedures and supports;
- Improved training and development opportunities;
- Improved staff retention and staff morale;
- Improved volunteer participation.

Internal Evaluations

Internal Evaluations should seek to identify, explore and/or address key issues in the organisational development of a station targeting primarily managerial, operational and strategic concerns. Among the areas that may be considered are the following:

- The development and/or review of a mission statement or organisational vision;
- The development and/or review of a station's policies and procedures (e.g. funding policies, volunteer policies, administration and decision-making processes etc.);
- Management development;
- Communication, Team Building and Volunteer Involvement;
- Planning and Review work.

External Evaluations

External Evaluations enable a station to take a closer look at its relationship with the community it serves. The Scheme supports a number of methodologies which enable a station to interact with its audience, for example:

- Facilitated evaluation workshops. Workshops support a station's development by encouraging and challenging both individuals and representatives of the community to become involved and to take responsibility for the implementation of changes and development initiatives;
- Audience Evaluation. This enables stations to examine their listenership/viewership within their target community and/or their impact on the local community and voluntary sector.

Assessment and Funding

Criteria for Assessing Applications

Applications will be assessed by an adjudicating committee which will comprise two members of the BCI Executive, a representative from the community broadcasting sector and an independent representative from the community and voluntary sector. Applicants will be notified of decisions and will receive feedback from the adjudicating committee. The adjudicating committee will make decisions on funding allocations for each application principally on the criteria as set out below.

- *Quality and Clarity of the Application* i.e. a clear account of purpose of evaluation, approach to be taken, breakdown of costs, which facilitator will be engaged to undertake the work, who in the station is taking responsibility for the project;
- *Impact on the Station* i.e. how the evaluation will make a difference to the station;
- *Value for Money* i.e. demonstrating best use of resources;
- *Timescales* i.e. committing to realistic timelines within the Scheme’s deadlines;
- *Station’s Contribution* i.e. providing clear evidence of how the station will facilitate, contribute to and own the evaluation process.

Funding Schedule

Successful applicants will be notified of their award grant by the BCI following the adjudicating committee meeting. The disbursement of funding will take place as detailed in the funding schedule below.

REQUIREMENTS	ALLOCATION
1) The project has commenced i.e. an external facilitator has been engaged and the start date for the evaluation has been agreed;	70% of total grant allocation
2) The station provides BCI with current Tax Clearance Certificate.	
3) An evaluation has been completed;	30% of total grant allocation
4) The Final Report has been submitted within Scheme deadline.	

The Final Report

The Final Report is a key element of the **2009 Community Broadcasting Support Scheme**. The purpose of the Final Report is to give an account of what took place over the course of the project. It should relate back to the proposals set out in the Application Form and should give an overall picture of the entire evaluation process and its impact on the station and stakeholders. The Final Report must also contain accurate detail of how the funding was disbursed and must be signed off by (i) the Station Manager and (ii) an independent auditor.

At a minimum, it should provide the following:

- What the station set out to achieve and why;
- Who was involved in the project (details on station staff/management, volunteers and external facilitator/s);
- What took place (details on evaluation activities as well as promotional and support activities);
- What didn't take place or didn't go to plan (if applicable);
- Whether objectives were achieved;
- What impact the evaluation process has had on the station and how it will be used in the future;
- An audited cost statement.

Please remember that:

- Submitting a Final Report on the project is a condition of funding.
- The Final Report must be submitted to the BCI by the stated deadline.
- If you do not submit your Final Report by the Scheme deadline, you risk forfeiting your final payment.

The Application Process

Licensed community radio and television stations are invited to forward an application using the **2009 Community Broadcasting Support Scheme Application Form**. Applications must be submitted in both hard copy (signed by the Station Manager) and electronic copy to: pkelly@bci.ie.

Please note the following requirements of the Scheme:

- All sections of the Application Form must be completed;
 - Applications must be fully developed and costed and should reach the BCI by the stated deadline;
 - Evaluation activities must be facilitated by an external consultant. Details on the external consultant must be provided at the application stage;
 - Evaluation work must be completed within the Scheme's stated deadline;
 - Allocated funding must only be used towards costs as agreed by adjudicating committee at the funding phase. Guidance on costs is provided in the Scheme's Application Form;
 - Both a hard (signed) copy and an electronic copy of the application are to be submitted.
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- Printed submissions should be sent to:

2009 Community Broadcasting Support Scheme
Broadcasting Commission of Ireland
2 - 5 Warrington Place
Dublin 2
-
- Electronic versions of the submission should be sent to:

pkelly@bci.ie.

The final deadline for submitting applications is:
5pm on Wednesday, 1st April 2009.

The final deadline for submitting completed evaluations and the Final Report is:
5pm on Friday, 13th November 2009.

Frequently Asked Questions

Q: We have never applied before and would like some assistance. Is help available?

Help is definitely available! The BCI's Training and Development staff is available to answer questions on the Scheme (01-6441200). For additional support, interested community radio stations can contact CRAOL (087-1237017) and community television stations can contact CTA (086-8171669 or 046-9030111).

Q: How much information should we include in the Application Form?

There should be sufficient detail in your application to fully explain to the adjudicating committee the rationale for the proposed evaluation, how the station will achieve it and what the related costs will be. The application should also outline why the evaluation will benefit the station and staff and how the information gathered will be used. It is worth remembering that your proposal will be assessed on the application form alone so it is vital that you include any relevant information that supports your request. There are no defined funding limits in the Scheme so the onus is on each station to make a case for its funding. Poorly developed applications or lack of planning could hamper your chances so it is advisable to spend adequate time planning and costing the evaluation at the application stage.

Q: What happens if we cannot complete the evaluation by the final deadline?

The Scheme operates on an annual basis which means that all funding allocations must be completed within the year. You risk losing the final 30% of your funding if you do not meet the deadline.

Q: How can we avoid missing the deadline?

Spending sufficient time planning and committing to realistic timescales are the best ways of ensuring you meet the deadline. At the planning stage, factor in holidays, the availability of the external consultant, as well as station's capacity to engage in the process. Include a provision for some unforeseen delay and allow adequate time for the completion and sign-off of the final report. It is recommended that you include a deadline for the completion of the evaluation and final report when you enter into a contract with your selected external consultant.

*Q: How do we choose the right external consultant for the evaluation?
What advice or tips would you share?*

Be clear about what you would like to achieve from the evaluation process and then discuss your requirements and timeframes with a consultant. Once the consultant understands these requirements, he/she can suggest an approach and also indicate costs and timescales.

It is good practice to nominate a contact person within the station to work with the consultant and in this way you can ensure that the consultant is working to your brief and is kept informed of any new information or changes. You will need to create a contract with the consultant which should include a brief of the project and project deliverables as well as costs, additional expenses and agreed timescales.

Word-of-mouth is often a good referral method for consultants as many radio stations have undertaken evaluations in the past. The community radio sector has extensive experience of this scheme. CRAOL may be able to offer advice on consultants in this regard. If you do find yourself working with an unknown consultant, you should ask about work they have done in the past and request names of previous clients for recommendations.

If you have any other questions relating to the **2009 Community Broadcasting Support Scheme**, please contact the BCI's Training and Development office on 01-6441200.

Broadcasting Commission of Ireland
2-5 Warrington Place
Dublin 2

T. 01 - 644 1200
F. 01 - 676 0948
www.bci.ie

2009 Community Broadcasting Support Scheme

Application Form

To ensure you submit a valid application, please ensure the following:

- All sections of the application are completed
- An up-to-date Tax Clearance Certificate is provided with your application
- The Application must reach the BCI by 5.00pm on **Wednesday 1st April 2009**

Station Name and Address

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Main Contact Person and Details

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Type of Evaluation

Please state whether you are applying for an Internal or External Evaluation:

Internal	External
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Purpose of Evaluation

Please state the purpose of your evaluation providing detail on any issues or concerns you seek to address through the evaluation process.

Proposed Methodology

Please outline your approach for the evaluation, including any key deliverables or milestones in the project.

Proposed Outcomes and Impact

Please outline what you hope to achieve through the evaluation process including detail on proposed outcomes and what impact the evaluation will have on the station and those involved.

Follow – Through

Please outline how the station will use the outcomes that arise from the evaluation and who will be responsible for progressing this within the station.

Participation and Promotion

Please outline who will participate in the evaluation process. Please also outline any plans you have to promote the process and encourage participation.

Timescales

Please outline the proposed timescales for the evaluation.

Facilitator / Consultant Details

Please provide details about the person(s) you have chosen to work on this evaluation (as facilitator or external consultant) and why you have chosen them.

Final Report

Please indicate who will be responsible for writing the final report.

Funding Schedule

1st Drawdown	70%	On Station's acceptance of grant, Terms & Conditions and Funding Schedule
2nd Drawdown	30%	On BCI sign-off of Station's Final Report

Signed (Station Manager)	Date

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5pm on Wednesday, 1st April 2009

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