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BROADCASTING  
AUTHORITY  
OF IRELAND

# **Temporary Radio Services Support Scheme 2014**

## **Information Booklet**

February 2014

## Introduction

In 2014, the Broadcasting Authority of Ireland (“BAI”) invites applications to apply to the **Temporary Radio Services Support Scheme 2014**. The BAI will provide funding to support temporary licensed radio broadcasters for training, development and / or evaluation activities up to a maximum of €500 per licence.

## Sectoral Learning and Development

In 2012, the BAI published its [Sectoral Learning and Development Policy](#). The Policy provides the framework to enable the BAI to strategically plan, support, measure and evaluate the continued growth of the sector, through a variety of training and development activities and approaches within its statutory and strategic remit. The Policy reflects the key themes of Sectoral Learning and Development for 2012 and beyond and is underpinned by the Broadcasting Act 2009 and the BAI’s Strategy Statement 2014 - 2016.

The key themes capture the focus of Sectoral Learning and Development in five strategic themes which stem from the BAI’s legislative and strategic objectives and a consultation with broadcasters and industry networks. These are outlined as follows:

- Working in partnership with broadcasters and industry networks,
- Strategic planning for development on a long-term basis,
- Measurement and evaluation of development,
- Funding and other supports,
- Building capacity for the Broadcasting sector.

The BAI Sectoral Learning and Development Policy key themes are detailed in the Policy. In keeping with the key themes of the Policy, applicants are required to underpin their training, development and / or evaluation proposals with one or more of these themes.

## Who may apply for this Scheme?

The following contractors can apply for this Scheme:

1. New applicant for a temporary licence,
2. Contractor who currently holds a temporary licence,
3. Contractor who has held a temporary radio licence in the last 12 months.

## Who is eligible?

- Submission of one application per temporary licence per annum.
- Provide proof of broadcasting levy payment.
- Application Form must be completed in full.
- Submission of a final report and cost statement on completion of the BAI-funded activities.
- One or more of the key themes of the Sectoral Learning and Development Policy should be evidenced and underpin the application.

## What is eligible?

The Scheme aims to provide support for training, development and / or evaluation activities to temporary licensed radio broadcasters up to a maximum of €500 per licence. A contractor may apply for funding for activities that aim to support current training activities or the funding could be used to evaluate the station's current or previous training, development and / or evaluation activities.

Some potential training, development and / or evaluation activities are identified below. This list is not exhaustive.

- Membership to an established BAI-funded network (such as CRAOL, Learning Waves) to access training and development courses and workshops.
- Activities linked to identification of audience needs.
- Conduct a mini training needs analysis (e.g. surveys, research or focus groups).
- Develop and / or review of a strategy including the development of a mission statement or an organisational vision.

- Develop and / or review of a station's policies and procedures such as governance policies, funding policies, volunteer policies, compliance, administration and decision-making processes.
- Management, staff and volunteer training and development in 'hard or soft' skills such as staff team building, continuance of volunteer involvement and technical training.
- Cost of facilitator / trainer or researcher.

## What is ineligible?

The funding may not be used for the following;

- Capital expenditure
- Any activity that does not classify as training, development or evaluation
- Web costs
- Public relations for station.

## How to apply?

### 1. Application process

Temporary licensed radio broadcasters are invited to forward an application using the **Temporary Radio Services Support Scheme 2014 Application Form**.

Please note the following requirements of the Scheme:

- New applicants should apply for this Scheme when submitting their application for a Temporary Licence 2014.
- Contractors who already hold or have held a temporary radio broadcasting contract in the previous 12 months and have paid the BAI broadcasting levy.
- All sections of the Application Form must be completed.
- Clearly identify who will provide this training, development and / or evaluation activity.
- Training, development and / or evaluation work must have been or be completed in 2013 and / or 2014.
- Allocated funding must only be used towards costs as agreed by the BAI Executive Forum at the funding phase. Signed applications must be

submitted by email. Electronic versions must be submitted either in Word or pdf. formats. The application must be signed by the Temporary Licence holder.

- Temporary Services Scheme 2014 submissions must be emailed (along with the Licence application form) to [licencing@bai.ie](mailto:licencing@bai.ie). Contractors who already hold or have held a temporary radio broadcasting contract in the previous 12 months, please email the signed Temporary Radio Services Support Scheme Application Form to [licencing@bai.ie](mailto:licencing@bai.ie)

## 2. Assessment and funding criteria

Applications will be assessed by the BAI Executive Forum. The BAI Executive Forum consists of members of the BAI Executive who have the responsibility of assessing all temporary licence radio applications. Applicants will be notified of decisions and will receive reasons for the decision from the BAI Executive Forum.

The BAI Executive Forum will make decisions on funding for each application on the criteria as set out below.

### 1. Sectoral Learning and Development Policy

- Has the proposal sufficiently addressed one or more theme(s) in the BAI's Sectoral Learning and Development Policy?
- How is (are) the (these) theme(s) of importance or relevance to the temporary licensed radio broadcaster?

### 2. Quality and Clarity of the Application

- Whether a clear and concise account of the purpose of the training, development and / or evaluation activity is provided,
- Approach to be taken,
- Whether a detailed breakdown of costs (excluding VAT) is provided and whether they are reasonable,
- Whether the person responsible for the training, development and / or evaluation activity is appropriate.

### 3. Impact and Benefit on the Station

- Assessment of whether the training, development and / or evaluation activity will contribute to making a difference to the station or audience.
- Whether the objectives have been achieved and the realism of those objectives are outlined.

#### 4. Value for Money

- Does the applicant demonstrate a good use of resources?

#### 5. Station's Contribution

- Has clear evidence of how the station will facilitate, contribute to and own the training, development and / or evaluation activities been provided?

#### 6. Timescales

- Commit to realistic timelines within the Scheme's deadlines.

### 3. Funding Schedule

Successful applicants will be notified of the decision of the BAI Executive Forum as soon as possible.

The disbursement and allocation of funding is as follows:

- 100% grant disbursed on receipt of a cost statement, final report, receipt and invoice as appropriate (from trainer / facilitator / researcher).

## THE FINAL REPORT

The Final Report is a key element of the **Temporary Radio Services Support Scheme 2014**. The purpose of the Final Report is to give an account of what training, development and / or evaluation took place. It should relate back to the BAI approved proposals set out in the Application Form and should give an overall picture of the entire training, development and / or evaluation activity and its impact on the station and audience. It should demonstrate how the BAI Sectoral Learning and Development Policy underpinned the activity.

At a minimum, it should provide the following information:

- What the temporary radio broadcaster set out to achieve and why?
- Who was involved in the training?
- What activities took place? Provide details on the training, development and / or evaluation activities as well as promotional and support activities,
- The extent to which the BAI Sectoral Learning and Development Policy underpinned the activity,
- The extent to which all objectives were achieved,
- What impact the training, development and / or evaluation process has had on the station and how it will be used in the future?
- What learning has been documented for future activities?

The Final Report must also contain accurate details of all the costs incurred and how the funding was disbursed. This is submitted in the audit / cost statement together with a copy of the invoice and any appropriate receipts. This should be signed off by an appropriate authorised person.

**Please remember that:**

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

The BAI's Sectoral Learning and Development staff are available to answer any questions on the Scheme (01-6441200). Please contact Patricia Kelly at (01) 6441200 or [pkelly@bai.ie](mailto:pkelly@bai.ie) if you have any queries.

### Tips and Hints

- Be familiar with the BAI Sectoral Learning and Development Policy - choose a theme to underpin your project,
- Be clear about what the station wants to achieve,
- A clear and concise written description should be outlined in the application – less is more,
- Outline a detailed account breakdown of all tasks and associated costs,
- Ask for assistance, if required.

