



ÚDARÁS  
CRAOLACHÁIN  
NA hÉIREANN

BROADCASTING  
AUTHORITY  
OF IRELAND

## **Archiving Scheme 2**

### **Funding Scheme for the Archiving of Programme Material**

### **Guide for Applicants**

**Round 4:** Archiving of programme material which preserves a historic record of Irish culture, heritage and experience and, in particular, that which safeguards historic material that is threatened by fragile physical condition or soon to be obsolete formats.

*July 2018*



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## 1. Introduction

The purpose of this document (“the Guide”) is to provide applicants and potential applicants to the Funding Scheme for the Archiving of Programme Material (“Archiving Scheme 2”) with guidance on what Archiving Scheme 2 can fund, who can apply for funding and how to create and submit an application for funding.

All applicants should read this Guide before completing the Application Form as it details the information that must be provided as part of an application. The Application Form and the closing times and dates by which applications must be submitted for consideration are set out on the BAI website at [www.bai.ie](http://www.bai.ie).

The BAI reserves the right to correct or alter any part of the present document. In the event that this document is altered or revised, an updated version will be made available on the BAI’s website at [www.bai.ie](http://www.bai.ie) and identified by the month and year it was published. In line with Archiving Scheme 2, the relevant Guide for any funding round will be available at least 6 weeks before the closing date. Applicants are responsible for ensuring that they are using the current version of the Guide.

Please note that this is a guide for applicants who intend to apply for funding from Archiving Scheme 2. The BAI will be looking to support high quality archiving proposals of benefit to Irish broadcast heritage. The full Scheme document, ‘*Funding Scheme for the Archiving of Programme Material (June 2018)*’ is available at [www.bai.ie](http://www.bai.ie). The current funding round is for the archiving of programme material which preserves a historic record of Irish culture, heritage and experience and in particular, that which is at a high level risk of physical deterioration and/or obsolescence.

For all queries regarding this Guide, and/or making an application, please note that BAI staff are available to answer any of your questions. Contacts for this round are:

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## 2. The Aims of Archiving Scheme 2

Further to the provisions of the Broadcasting Act 2009 (“the Act”), the BAI has been assigned the responsibility of developing, managing and administering an Archiving Scheme<sup>1</sup> which is financed through a percentage of the annual Broadcasting Fund and will not exceed 20% of this fund. The Scheme has been developed to provide funding support for the development of an archiving culture in the Irish broadcasting sector which will contribute to the preservation of Ireland’s broadcasting heritage.

The first scheme was initiated in May 2012 and three funding rounds were implemented resulting in the award of over €5 million in funding to 14 successful applicants. An independent review of this first scheme was conducted and completed in 2017 the results of which have informed the parameters and requirements of this, the second scheme, which was launched in June 2018. The objectives of Archiving Scheme 2, set out below, are grounded in statutory provision and provide an overall context in which the BAI will manage and administer the Scheme. As such consideration of these objectives should be made when submitting applications to the Scheme.

### Objectives of Archiving Scheme 2

- I. The development of **an integrated approach** to the archiving of programme material including the promotion, development and safeguarding of Ireland’s broadcast heritage;
- II. The development of **suitable storage processes** and **formats** to encourage and assist bodies in the restoration and/or storage of material recorded on failing or soon to be obsolete formats;
- III. The provision of **access** to programme materials by interested parties and to raise public awareness in the preservation and use of broadcast archive materials.

## 3. Eligibility

Applications must meet the following minimum eligibility criteria in order to be considered for funding. In the event that any of these criteria are not met, applications will be disqualified. The BAI’s decision in this regard will be final.

### 3.1 Who Can Apply?

The following may apply to the Scheme:

- Broadcasters (public, commercial and community);
- Advertisers;
- Persons/institutions in possession of relevant material;
- Persons/institutions capable of carrying out work on archiving material considered to be of value to the State; and,
- Persons/institutions capable of furthering the objectives of Archiving Scheme 2.

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<sup>1</sup> Archiving Scheme 2 is set to expire on the 6th June 2022.



The Scheme is open to eligible applicants making individual submissions and also, to parties who wish to work in partnership, such as a content provider with a storage provider and / or an archiving specialist.

Individuals must be Irish or EU nationals/residents. Companies must be incorporated in Ireland or the EU.

The BAI must comply with the Ethics in Public Office Act (1995) and the Standards in Public Office Act (2001). In this regard, if, as an applicant, you become aware of circumstances which might give rise to a conflict of interest in the context of your application, you must promptly bring such circumstances to the attention of the BAI.

### 3.2 What Is Eligible For Funding?

- **Content Material**

- Programme material broadcast in whole or in part, or recorded for broadcast, on radio and / or television.
- Advertising and similar material broadcast in whole or in part, or recorded for broadcast, on radio and / or television.
- Stills produced from such material or in the context of the recording of such material.
- Photographs produced from such material or in the context of the recording of such material.

- **Themes & Genres**

Special consideration shall be given to the archiving of programme material which preserves a historical record of Irish culture, heritage and experience and assists in the development of an integrated approach to the archiving of programme material produced in the State, including the following:

<b>Themes</b>
Irish language
Irish culture & life
Irish music, drama and entertainment
News, current affairs or documentary
Any other category identified by the BAI
<b>Genres</b>
Documentaries
Speech programmes
Sports programmes
Music programmes
Children's programmes
Irish films



### 3.3 Exclusions / What Is Not Eligible For Funding?

The following programme material is deemed ineligible for funding:

- Material not related to broadcast e.g. cinema, billboard advertising, publications; and,
- Material not linked to Ireland's culture, heritage or experience.

## 4. Funding

4.1 The main aim of this round under the Scheme is the safeguarding of Ireland's broadcast heritage. The BAI is hereby calling for applications for archiving proposals that will further the aim of preserving audio and audiovisual culture and heritage. Accordingly, proposals that include plans for the preservation of such recordings threatened by fragile physical condition, or format obsolescence and/or the lack of playback equipment, would fall within the ambit of this current round.

Also funding is able to be awarded under the Scheme to support the development and establishment of infrastructure to increase the level of archiving programme material and for technological and system developments which enhance the availability of and access to such material.

### 4.2 Percentage of Funding Available

The BAI will allocate grants up to a **maximum of 80%** of the total budget submitted in an application. Applicants will be required to demonstrate availability, adequacy and source of other and/or matching funding. It is possible to combine aid awarded under this Scheme with the aid of other schemes, limiting the maximum amount of aid from schemes to 80% of the total budget.

## 5. Submitting an Application

Please read the following before completing and submitting an application.

### 5.1 Deadline, Required Format & Size Limit

- Complete applications must be submitted **by 12 noon** on the closing date of each funding round, unless otherwise stated. The closing times and dates are on [www.bai.ie](http://www.bai.ie). Applications not submitted on time and/or incomplete applications will be disqualified. The BAI's decision in this regard will be final. The BAI reserves the right to change these dates and times, if necessary. Any changes will be publicly communicated in a reasonable timeframe.
- Submit your application by **email** to [archiving@bai.ie](mailto:archiving@bai.ie) with the subject title "Archive application – Project Name". The Application Form is available to download from [www.bai.ie](http://www.bai.ie). Ensure all documentation in relation to the Application Form is in **one** document, in **PDF or MS Word format**, and **no greater than 8MB in size**.



- Do not submit multiple applications in one email; submit **one application per email**. Emails exceeding the capacity limit of **8MB in size** may not be received.
- Applicants should submit their application **ONCE ONLY** and should not make changes to their application once it has been submitted. In the case of receipt of duplicate applications, the BAI will accept the latest version submitted before the deadline; no other version will be considered.
- Applicants will receive a delivery receipt by e-mail from BAI to acknowledge receipt of their application. Applicants will not receive this acknowledgement if the application is received after the deadline or if the e-mail exceeds the size requirement or if it does not have an attachment.
- Applicants should not withdraw applications from the assessment process between the closing date and the announcement of decisions. Withdrawal of an application during the assessment process may affect an applicant's track record. Any request to withdraw an application must provide the reasons for the request.

## 5.2 Application Form

Complete the Application Form as instructed in this guide and within the form itself. It is the responsibility of the applicant to ensure that the application form is completed in full and that you read and understand the requirements of the Scheme. If you have any queries, BAI staff are available for consultation at [archiving@bai.ie](mailto:archiving@bai.ie). Applications which do not satisfactorily conform to the requirements will be disqualified. The BAI's decision in this regard is final.

## 5.3 Guidance Notes

In addition to the instruction provided in the Application Form please note the following when completing your application;

- **Additionality**

Programme material to be archived must be additional to the body of archived programme material already in existence or those that an applicant is required to provide further to existing legislation. An application must pass the 'additionality' criterion in order to be deemed to be eligible for further consideration under the Scheme.

Under this criterion, the evaluation of an application will have regard to whether an award based on the funding application would result in a greater aggregate amount of relevant content being archived and made accessible than would be the case without such an award and/or to whether the material to be archived would be additional to that which the Applicant is required to archive under existing legislation. In this context please demonstrate how the material to be archived is additional to the statutory requirement.



- **Archiving Experience**

An applicant is expected to display a thorough knowledge and understanding of the requirements of archiving and in this regard, a member of the proposed team (which could be a partnership with a relevant third party) should have the requisite archiving expertise. It is imperative that an applicant demonstrates this archiving expertise in its application. In this regard, the input and contribution from a professional archivist at the application stage is beneficial in determining best practice and the best approach to be taken.

- **Key Personnel**

When identifying the key personnel involved the applicant should also describe the respective roles each will undertake in the project. In addition the applicant should clearly explain whether guidance has been sought from a professional archivist, the level of consultation that took place and, if relevant, describe their proposed participation in the implementation of the project.

- **Partnerships**

The Scheme requires that the BAI take a strategic approach to the development of an archiving culture in Ireland. In effect, the Scheme encourages a common approach to archiving and applicants should consider partnerships with relevant third party/parties if it would better align a proposal with the aims of the Scheme.

It is the intention of Archiving Scheme 2 to foster wider engagement with it across the independent broadcasting and production sectors than there has been heretofore. The BAI recognizes that, while the nature of the Scheme is open competition, potential applicants lacking archiving capacity and/or expertise require advice on how to find potential archiving partners. To this end, the BAI has sourced and compiled a list of such potential partnerships and, with the approval of those listed, provide such list as guidance. The list is subject to alteration and is available on [www.bai.ie](http://www.bai.ie).

Applicants may collaborate or work in partnership with another broadcaster, institution or individual in possession of relevant material or capable of carrying out or furthering the objectives of Archiving Scheme 2. Applicants should submit a copy of the agreement.

- **Prioritisation**

If a significant amount of the broadcast material is listed for archiving in a proposal it is advisable that the applicant consider if all the broadcast material is of equal value and if not, the applicant should set out the level of priority for different categories / formats of the broadcast material.

While multiple applications are permitted, given the limited budget of the Scheme, if multiple applications are submitted, the applicant should assign a priority to each application submitted. The applicant should set out in each application, what it believes the level of priority for the respective content to be.





- **Objectives of the Scheme**

When submitting an application you must demonstrate how the proposed project will meet with the aims of the Scheme and deliver the best possible results. You should explain the planned practical activities and tasks of your project together with a schedule for such activities and tasks for delivery of the project.

- **Feasibility**

The BAI will expect the applicant to demonstrate in full the feasibility of the proposed project. In this regard the applicant should submit details of the risks to the delivery of the proposed project and how they will be managed. It is also important that you clearly articulate how you will maintain the outcomes of your project after the funding ends and meet any additional running costs.

- **Archiving Standards**

The review of the first Scheme highlighted a need for the provision of more detailed information to applicants on the technical standards required for the digitization of audio / audiovisual programme material. Guidelines have been developed for audio content and can be found on [www.bai.ie](http://www.bai.ie). Guidelines for audiovisual content are in process and will be published on the BAI website in September 2018. These guidelines are drafted having regard to international best practice and will be regularly updated accordingly.

- **Access**

Archiving Projects supported under the Scheme will be expected to provide fast and accurate access to programme material by interested parties, including the public and to raise public awareness for the preservation and use of broadcast archive materials. Applications will therefore be expected to set out commitments with respect to the provision of access for interested parties.

- Clearly state the level of access and the procedures that will be put in place to facilitate this access. If it is not possible to make all the content accessible please give the percentage that will be publicly accessible.

The exact mechanisms will be negotiated on a project by project basis to accommodate the different stages of development of the various archives. The assessment process will also take into account whether preservation is the main scope of the application, with a commitment to provide access within an agreed timeframe.

- **Copyright**

The applicant must set out all matters concerning the copyright of the programme material that is the subject of the project and how any copyright restrictions will impact access commitments. This should include a clear indication of what level of public access will be possible and the percentage of the content that will be accessible.



- **Budget**

Applicants should use the relevant BAI budget form for their archiving project(s) to provide a full breakdown of the project and relevant associated costs. The BAI will only accept applications for funding that use the relevant BAI budget form. Budget guidelines can be found in **Appendix One** of this document.

## **6. Assessment Process**

This section of the document sets out a brief overview of the assessment process undertaken in respect of applications received. The assessment process for an application is prescribed in **Appendix 2 of the Scheme**. Applicants should note that it is their responsibility to provide sufficient information for the BAI to assess the application in accordance with this process. There are 3 stages to the assessment process.

### **Stage 1 – Preliminary Evaluation**

The purpose of the preliminary evaluation is to ensure that an applicant is eligible for funding under the Scheme and has submitted all the required information requested in the application form and has met the minimum criteria. Any applications which do not pass the preliminary evaluation stage are disqualified and are not subject to further consideration.

When conducting a preliminary evaluation the executive will check the following;

- Is the applicant eligible to apply for funding under the Scheme?
- Has the applicant complied with all the guidelines, completed every section of the application form and submitted all the required information?
- Additionality: Is the programme material to be archived additional to the body of archived programme material already in existence or that which the applicant is required to provide further to existing legislation?

### **Stage 2 – Strategic Assessment**

Applications that pass the preliminary evaluation stage move on to the strategic stage of assessment. Applications are assessed by a panel comprising BAI staff and external assessors with relevant experience in the fields of broadcasting, archiving and, if required, advertising. The panel assesses the applications in the context of the Scheme objectives and the assessment criteria set out in Appendix 2 of the Scheme. Following their assessment the panel will decide whether the application should be recommended for funding to the Authority.



The assessment criteria for this stage broadly covers the areas set out below however each applicant must review all the specific criteria listed in Appendix 2 of the Scheme when making an application.

- Objectives of the Scheme.
- Realism of the proposal.
- Type of programme material proposed.
- Level of risk of deterioration of programme material.
- Is the project adequately resourced in terms of archiving expertise?
- Partnership approach (if a partnership agreement is in place).
- The approach to the proposal in the context of the Scheme.
- Restoration and / or storage processes proposed.
- Digitisation aspects and how material will be identified, classified and catalogued.
- Proposals for provision of access to the archive.
- Experience and track record of the applicant.
- Does the proposal represent value for money?
- Adequacy of resources allocated in terms of the budget, finance plan and personnel.
- Copyright status with respect to the programme material concerned.

### **Stage 3- Formal Ratification**

The final stage sees the Authority make final decisions on the package of recommendations compiled by the assessment panel. In doing so the Authority takes into account the recommendations of the assessment panel and appropriate staff at the BAI, the amount of funding available and any other relevant matters considered appropriate by the BAI. The BAI reserves the right not to award funding to any applicant and to attach one or more conditions to the award of funding.

### **Successful applications**

Where the BAI has approved an application for funding, the following steps apply:

- The BAI informs the applicant of the decision and provides the applicant with an assessment report. This report will also set out details of the funding offer and any condition(s) attaching to the offer.
- The BAI will make public a list of the funding offers ratified by the Authority.
- The successful applicant must confirm his/her acceptance of the offer of funding and any condition(s) attached thereto by the BAI.



A successful applicant is required to enter into a contractual agreement with the BAI, on terms to be specified by the BAI. Such terms include a schedule relating to the drawdown of funds by an applicant. Funds are administered by the BAI in accordance with the terms of the contractual agreement.

### **Unsuccessful applications**

Where an application has not been successful and the BAI has not awarded funding, the BAI informs the applicant of the decision and provides the applicant with an assessment report.

## **7. Contracting**

Archiving projects awarded funding will be monitored and evaluated by the BAI and a review of its operation, effectiveness and impact on broadcasting in general, and archiving practices and the recipients of funding specifically will take place.

### *The Contract*

As noted above the successful applicant (“the applicant”) is required to enter into a contractual agreement with the BAI. The award of funding is subject to the detailed terms of the schedules to the contract being agreed between the BAI and the successful applicant, and the applicant fulfilling any conditions attached by the BAI to the award of the contract. A template of this contract can be found on the BAI website, [www.bai.ie](http://www.bai.ie)

Following legal review this template contract is considered appropriate for a variety of entities, for example commercial companies, public service broadcasters and educational and other institutions. While the BAI will, and does take cognisance of nuances in a particular project, the general terms and conditions in the template contract will remain standard across the Scheme.

### *The Timeframe*

An offer of funding must be accepted within 30 days of the offer being made. Contracts for the funding must be signed within 12 months of the offer being accepted. The BAI reserves the right not to conclude a contract with the Applicant in the event agreement to the terms of an archiving contract is not achieved within the agreed timeframe.

### *The contracting process*

When contracting with the BAI a successful applicant will be required to provide certain deliverables. Some of these will be information already provided in the application. Outlined below is a non-exhaustive list of the documents required during the contracting process.

### Documentation required from all contractors:

1. Budget for the Project
2. Project Plan for the Project
3. Other Financing Contract(s) if applicable



4. Letter from the Contractor confirming that the Contractor has sufficient and irrevocable rights including in respect of copyright and trademarks to develop, produce and exploit the Archive and to discharge its obligations under this Contract
5. Electronic Funds Transfer (EFT) Form
6. Insurance
7. Up to date Tax Clearance Certificate for Contractor
8. No Set-off Letter for the Grant Account established for the project
9. If the amount of the Grant is €50,000 or more, board resolutions of Contractor confirming approval of the terms of this Contract
10. Any other documents or agreements which in the BAI's opinion are material to the financing, undertaking or exploitation of the Project

Additional documentation required from contractors that are companies:

11. Dated certified copy of the Certificate of Incorporation of the Contractor
12. Dated certified copy of the Memorandum of Association and Articles of Association of the Contractor
13. Secretary's Certificate of the Contractor in the form set out in Schedule 5

## 8. Disclaimer

The information supplied in this document is not an exhaustive account of the statutory requirements and legal obligations on applicants for funding under the Scheme. It should not be regarded as a complete or authoritative statement of the law.

Persons to whom the present document is made available must make their own independent assessment after taking their own professional advice and making such further investigations, as they deem necessary on all relevant matters. The BAI makes no representation or warranty, express or implied, with respect to the information contained in the present document or with respect to any oral or written information made or to be made available to any potential applicant or its professional advisers. Any liability therefore is expressly disclaimed.

## 9. Freedom of Information

The BAI undertakes to use its best endeavours to hold confidential any material provided in response to this tender, subject to the BAI's obligations under law, including the Freedom of Information Act 2014 ("FOI Act"). Applicants and Contractors are asked to consider if any of the information supplied to the BAI in an application or during subsequent contracting should **not** be disclosed because of its information content, to identify same and to specify reasons for its sensitivity. The BAI will consult with applicants about sensitive information before making a decision on any request received under the FOI Act. If applicants consider that none of the information supplied by them is sensitive, they should make a statement to that effect. Such information may be released in response to an FOI request.



## **10. Data Protection**

The Broadcasting Authority of Ireland shall comply with their obligations under the Data Protection Bill 2018 and any other applicable data privacy laws and regulations.



## Appendix One

### BAI Budget Guidelines

- *Use the Relevant BAI Budget Form*

Applicants should use the relevant BAI Budget Form for their archiving project(s) to provide a full breakdown of the project and relevant associated costs. Please note that in the case of all applications the BAI will only accept applications for funding which use the relevant BAI Budget Form.

Applicants may however attach a more detailed budget if desired in addition to the relevant BAI Budget Form. However, the categorization and breakdown specified in the appropriate relevant form must be used consistently.

- *Itemize Each Cost*

Applicants must itemize the cost of each budget item, and indicate fully how this figure has been calculated. Please add additional lines as required by you to give a complete breakdown of the elements associated with each line item. Please add additional lines to the budget form as required.

For each budget line item activity such as restoration, cataloguing and digitisation, ensure that an estimated hourly rate is included in an explanatory note for each relevant line item, clearly indicating how the overall cost for each activity was calculated. It is important that an applicant clearly demonstrates how the total for each line item was calculated and accordingly, please ensure such explanatory notes are included for all such line items.

- *Explanatory Budget Notes*

Please provide notes to your budget at the end of the budget form. Use this space to provide a rationale or further explanation of a particular cost(s), which may be helpful in understanding aspects of your application and will be useful in the overall assessment of it.

- *Use Appropriate Unit Rates*

In the case of staffing, a weekly rate must be provided. A daily rate should only be provided where less than a week is required. An hourly rate should only be provided where less than a day is required. Where the same person fulfills more than one role, this must be clearly identified, and, if different rates are proposed, this must be justified in the notes accompanying the budget.

- *Categories of Cost*

Applicants must include the relevant categories of cost such as staffing, equipment and materials, digitisation, and any professional fees relating to same.



- *Ensure the Budget Corresponds with the Archiving Schedule*

The budget must correspond with the schedule provided in the Official Application Form i.e. the number of days and weeks spent should be accounted for in the budget.

- *Currency*

The budget must be presented in the currency in which the majority of the archive project will be financed. Please clearly indicate the currency in the budget. If the project will not primarily be financed in Euro or Sterling, a Euro budget should also be provided.

- *Audit*

Provision must be made for the cost of an audit in an application's budget as European Commission rules require that an audit be completed on each project to ensure compliance with the Archiving Scheme 2 Document and EC Aid rules.

- *VAT*

A budget must be presented exclusive of VAT unless the applicant is **not registered** for VAT. In that instance, an applicant may include VAT as a cost in those line items where VAT is a non-deductible cost to the applicant. The BAI requires successful applicants to provide confirmation from the Revenue Commissioners at appropriate points that their VAT status has not changed.

- *Travel and Subsistence*

Travel and Subsistence costs should not exceed the Irish Civil Service Travel and Subsistence Rates.

- *Overheads*

Please note any provision for overheads in the budget should not exceed 5% of the total costs. The notes to the budget should summarize the items that have been included in the overhead costs. Where a provision is included for overheads, items that should be included under this provision e.g. phones, internet etc., should not appear elsewhere in the budget.