

Melt Application Guidelines

Please read these Melt Application Guidelines, and the Melt Guidance for Proposals thoroughly before making a proposal.

1 What is Melt?

New and emerging digital platforms are generating a phenomenal demand for innovative creative content. The question is where is this content going to come from?

Melt is a new funding programme which gives research and development (R&D) awards from £1,000 up to £50,000 to innovative content proposals from leading creative and technical talent. Melt provides the investment to support the R&D necessary to take selected proposals from concept to pilot or prototype stage. Melt also provides market intelligence, content commissioning connections and IP/Copyright advice and support signposting.

Melt is a programme of The Culture Company* working with the BBC, Channel 4 and PACT with funding from Yorkshire Forward, Objective 1 South Yorkshire and the Arts Council of England and operates in partnership with Screen Yorkshire.

* The Culture Company (<http://www.theculturecompany.co.uk>) is the Media Arts Agency that produced Photo 98 and that recently completed the award winning, popular, critically acclaimed Shooting Live Artists new media programming with the BBC.

2 What Melt is looking for and WILL fund

Melt is looking for and will fund proposals for R&D investment that lead to the production of content pilots or prototypes that:

- Uniquely exploit the creative possibilities of any of the following:
 - o Existing/emerging single platforms (e.g. 3G mobiles)
 - o Combinations of existing/emerging platforms (e.g. games consoles + iTV)
 - o Combinations of existing/emerging platforms with older established platforms (e.g. wearables + television)
- Have strong commercial and industrial market and audience potential.

3 What Melt will NOT fund

Melt will not fund R&D proposals to develop pilots or prototypes of conventional form and content solely for single older established platform (exploitation alone e.g. television or radio or cinema).

4 Who is Melt R& D funding for?

South Yorkshire Applicants

Melt is for South Yorkshire digital and creative companies/individuals who are passionate about developing creative content ideas for new, emerging and/or multiple platforms. You can apply alone or work in partnership with creative and/or technical partner(s). Partners can be based in South Yorkshire or could be based anywhere else in the world.

Applicants from outside South Yorkshire

Melt also encourages creative companies/individuals from outside South Yorkshire (e.g. media producers, film makers, visual artists, designers, writers, musicians) to find a South Yorkshire creative and/or technical partner to work with. Please note that the South Yorkshire partner must act as the lead applicant in this case.

How to find a Melt partner

The Melt website www.lovemelt.com has a 'dating' base of leading South Yorkshire based creative companies and individuals to help you find your ideal Melt Mate.

5 How much can you apply for?

Each year there is £250,000 in the R&D fund. There are three levels of R&D awards:

Level 1: £1,000– 15,000

Level 2: £15,000 – 35,000

Level 3: £35,000 – 50,000

Applicants need to bear in mind that the panel will wish to fund a number of different types and levels of R&D projects. Think carefully about the budget requirements for your R&D proposal e.g: a mobile phone game may have lower development costs and market return potential than an iTV programme with linked broadband application. (Further guidance on budgets is given in the Guidance for Proposals section).

6 How does Melt work?

- Melt has an annual open call, nationally, for creative content R&D proposals.
- Proposals are assessed against published assessment criteria (see section 7) and the selection will be made by an independent panel of broadcasters, content commissioners and media arts specialists.
- The selected proposals are given R&D awards of up to £50,000 and may be provided with a bespoke mentoring team from the panel who can provide industrial, creative, commissioning, technical and/or legal advice during the R&D programme.
- On completion of the R&D programme, which can be no later than the end of June 06, the resulting demonstration models, prototypes or pilots are re-presented to partners and content commissioners for potential full production commissioning and dissemination.
- R&D awards are given in the form of grants. You do not have to repay the grant, nor do you have to pay tax on the grant. You should see the grant as an equity stake in your proposed programming. If (and when) your research and development programming successfully realises its creative, market and audience potential, Melt takes a profit share which is re-invested in the Melt programme. The proportion of this profit share is negotiated equitably in line with industry standards at the point of giving the R&D award.
- Proposals do not need to have any match funding or investment. However, if you do have match funding or investment, this is welcome and should be clearly outlined in your proposal. If this match funding or investment involves third party claims on your rights or any special conditions, then you will need to clearly state what these are in your proposal.

7 How will your proposal be assessed?

You will receive an e-mail acknowledgement of your application within five working days of receipt.

Your application will be assessed by the selection panel against the following criteria;

- Your proposal must be to support the R&D of genuinely innovative, creatively original and authentic programming, pushing the boundaries and definitions of what new form and content for new platforms can be.
- Your proposal must uniquely exploit the creative possibilities of new platforms and/or combinations of new and emerging platforms or existing platforms (e.g. mobile phones or handheld devices, gaming consoles, broadband, iTV, net, wearable devices, music, radio and television).
- Your proposal must demonstrate strong commercial and industrial market and audience potential.
- Your proposal must be financially realistic and represent value for money.

- Your proposal must demonstrate your ability to manage the project effectively. Whilst a proven track record will help, it is not a requirement.

The proposals will be scored against these five criteria. Proposals with the highest scores will be funded.

The decision of the panel is final. If you have been unsuccessful and require further feedback you will be sent details of feedback surgeries which will be held in December each year. You can re-work and re-submit a proposal for the following year.

8 How to apply

Please see [Guidance for Proposals](#).

9 IP/Copyright

Melt actively supports the maintenance of independent producers and artists ownership of their Copyright and IP in negotiation with content commissioners. Content Commissioners who are on the selection panel have agreed to sign a Non Disclosure Agreement (NDA) to cover the process of selection of proposals and will identify in the panel meeting where an idea submitted is very close to something which they are aware is already in development. Should you be awarded a Melt grant you will maintain all Copyright and IP in your original programming. Whilst Melt can provide signposting to good sources of IP and Copyright information and expertise, it is your responsibility to register your copyright in your original programming at the earliest possible opportunity.

10 Help

We very warmly welcome discussion of proposals and will be running individual development advice sessions during the application period. If you would like to book a surgery place or have any other enquiries about the Melt programme please contact:

Lucy Wurstlin and Andi Stamp.
melt@theculturecompany.co.uk
0114 - 221 - 0593.
www.lovemelt.com

Guidance for Proposals

Please read the Melt guidelines and this Melt Guidance for Proposals carefully prior to presenting a proposal to Melt.

Your proposal should include:

1 A completed Melt application cover sheet. Please see downloadable file on the proposals area of the Melt site.

and

2 A full Melt proposal.

Full Melt proposal.

Your full proposal should be no longer than four sides of A4. Any text needs to be typed and legible (your proposal will be photocopied for distribution to the selection panel).

We recommend the following format for your full proposal. You may wish to change this format as appropriate to the content of your proposed R&D project:

- A synopsis (Max 300 words). A clear summary statement of what your programming idea is, what platforms, markets and audiences it's for and how Melt R&D funding will enable you to realise its potential. This synopsis should include a specific indication of what the end result of the research and development process will be (e.g. a demonstration model, prototype or pilot).

Applicants should see this section as the key 'pitch' for the proposal.

- A brief content treatment. Further expansion on the content and the way in which it will engage and/or interact with its target audience and market.
- A brief technical treatment. A clear explanation of what technologies you believe will be required to produce and deliver/distribute the content at its fully developed stage (you may not be able to fully identify all the technical requirements at this stage and the development of a full technical specification may be part of your research and development proposal)
- A summary budget. An itemisation of the finances required for the delivery of your research and development proposal under key headings such as; Fees, Expenses, Resources, Materials, Administration, Travel. All costs must be reasonable and justified and the budget should include an indication of how these figures have been calculated (e.g. 10 days of technical consultancy at a researched day rate). The purchase of capital equipment is only eligible if it is essential for the research and development programme and is not available from any other funding source. If you have match funding or investment please show this clearly within your budget. If this match funding or investment involves third party claims on your rights you need to clearly state what these are.
- An estimated schedule. A clear timetable which shows the key stages of your research and development process (this should be no longer than six months and all Melt 05 R& D programmes need to be complete by the end of June 06)
- Target market/audience. Your current assessment of the target industries, markets and audiences for your programming idea. (You may not be able to fully identify the complete market and audience potential at this stage, and market research may be part of your research and development process).
- Track record. Evidence of your, and /or your team's ability to manage and deliver the project.
- Creative/Technical Partners. Melt strongly encourages innovative partnerships between South Yorkshire based creative and digital companies/individuals and national/international creative and technical talent and enables you to pay for R&D partners outside your core team. The costs for this should be included in your budget.
- Mentoring Partners. Melt hopes to provide each selected R&D project with a bespoke mentoring team drawn from the industrial, legal, marketing and project management skills of the Melt panel and team of advisers. Please indicate what kind of mentoring support and skills you feel would be most useful to your project i.e. advice and steer on the formats supported or technical requirements of specific distribution platforms or commissioning editors support on factors considered when selecting proposals for full commissioning

Please post your signed Melt application cover sheet (including the equal opportunities monitoring form) together with your full Melt 05 proposal to:

Melt (The Culture Company)
The Workstation
Sheffield
S1 2BX



Melt Application Guidelines

melt@theculturecompany.co.uk
www.lovemelt.com
We ♡ SY.

Melt
The Workstation
Sheffield S1 2BX

By 5.00pm on Friday October 28th. Please note that in fairness to all applicants we cannot receive applications after this date/time. We'd recommend, for your own records, that you keep a copy of your proposal and send it by registered, recorded post or special delivery. If you have not received e-mail confirmation of receipt within five days please contact us.

Please do NOT present any additional materials at this stage. You are welcome to present more than one proposal.

Future deadlines.

Call for proposals will take place in June/July of each year with an October closing deadline.

You are welcome to re-present proposals that may not have been selected in one year to another year's deadlines.