

RSA Catalyst application form guidance

This document aims to guide Catalyst applicants through the completion of their application form.

If you would like more information about Catalyst the resources available, criteria and process please read the Catalyst brochure via at www.thersa.org/fellowship/catalyst-fund.

You are encouraged to complete your application form by using plain English that avoids jargon specific to your project's type of activity

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| Name of project | This column: Notes to explain what panel are looking for |
| <p><i>What is the name of your project? Briefly, describe what it is. (max. 30 words)</i></p> <p>The Media Bus - Inspiring young people to participate in Manchester's creative industries by converting a double-decker bus into a media production unit touring schools</p> | |
| Need | |
| <p><i>Tell us why society needs your specific project – what is the gap? Include what others are doing in this field. (max. 150 words)</i></p> <p>Greater Manchester has declared that a large part of its future will be around the creative industries. The prospective workers in these industries of tomorrow need to be inspired and engaged today. This brief is currently being addressed through commercial enterprises aimed at growing talent (e.g. the Sharp Project in N. Manchester, Media City in Salford Quays).</p> <p>The gap being addressed by this project is that of engaging and inspiring young people, particularly those that the education system fails. It will allow young people to explore their talents in creative media, raise awareness of potential skills and competencies that they could acquire, and almost as a by-product, be a production house for social reporting and collaboration using rich media.</p> | Explicitly identifies who will benefit from the project and... ...how it will help them |
| Your solution | |
| <p><i>Explain how your project will deliver against the above need. Mention the proposed outputs of the project and how you will measure your impact. (max. 150 words)</i></p> <p>MediaBus is a mobile media studio and production centre that can bring instant film production to any school, community, youth centre, etc. The capability travels to you rather than the opposite happening (as in the case of a "hub" approach).</p> <p>Through business contacts, I have already secured the offer of a bus and three-year service contract. We are keen to establish MediaBus as a social enterprise, most probably a co-operative (with advice and guidance on</p> | More on the practicalities of how the solution will tackle the problem outlined |

governance offered by Co-Operatives UK). Offers of support for equipping MediaBus are also emergent and we have identified local CIC Future Artists whose management is prepared to oversee the social enterprise that will eventually deploy the bus (with students from local universities as facilitators who themselves are trying to enter the industry). An ex-BBC employee with an understanding of social enterprises has agreed to take on the management of the project as one of her portfolios.

Catalyst funding will crystallise a development and operating plan that releases all of the offers of support. Impact will be measured by a survey of the participants in the programme; measuring how many new skills they picked up and changes in perceptions of creative industries as career path.

What will be achieved as a result of Catalyst resources?

Resources

Your group

Tell us a bit about the project leaders; why you have a passion for this project and what experience and/or existing partnerships you have to help make it a success. Please indicate what their roles will be and which individuals are RSA Fellows. (max.150 words)

Explains level of input of Fellows to date

Over the past few months this project has been socialised with the RSA NW Panel, and discussed at Manchester Network meetings. The project has gained real support from RSA Fellows, in particular Stephen Foreshaw and Alison Berry in addition to the NW Panel as a group. It has also been a case study by the Greater Manchester Entrepreneurs Boardroom, where it received strong support and offers of assistance once under way.

Demonstration of commitment to the RSA's goals

A Fellow of over fifteen years and, due to work and being closer to the West Pennines, an active member of the Manchester Fellows Network. I am also a BAFTA member, having helped establish the Interactive Entertainment Awards in 1998 with Lord Puttnam.

Mentions the position and organisations that are relevant, rather than 'I have worked in media'

In 1996 I led the trans-national business partnership that developed the concept of the "National Grid for Learning" and took it through politicians and civil servants helping it become a reality from 1997 onwards. The CyberSkills initiative, one of the first social enterprises connecting people and new technology was also led out from this team.

Fellowship/collaboration

What expertise – be it skill-, sector- or location-specific – might Fellows have (which might be accessed through the RSA Skills bank or through targeted write-outs) to increase the effectiveness of the project? Are there particular Fellows you want to engage? (max. 150 words)

Specific needs that Fellows can help develop

Fellows will be invited to help develop the business plan/scoping study, with advice and guidance from the NW Panel and Vivienne Long-Ferguson in particular being a key part of this process.

We are now confident that Fellows (and others) with specific expertise in creative media will assist directly with delivery where they are able to donate

time. Fellows could also leverage from the pathfinder project to set up MediaBus Co-operatives in their locality.

Amount required

How much money would you need for your project overall. How much are you seeking from Catalyst and please break down to the nearest £100 how you plan for this to be spent. How will you ensure the outputs offer lessons to others aspiring to tackle a similar social need? Please also use this section to set out a rough intended timeline and to mention any other funds/resources already in place. (max. 150 words)

£2000

The funds being applied to production of the governance model (including development and operating feasibility report), as well as trialling some low-cost technologies that may be deployed on board MediaBus.

This activity, a combination of workshops, steering groups and practical evaluations (of the technologies), whilst drawing on voluntary effort and CSR contributions from companies, will incur expenses that cannot be defrayed elsewhere and so some financial support is being sought.

Outputs will be disseminated through the RSA North Social Network, Fellowship Newsletter, together with non-Fellowship platforms (e.g. Innovation Boardroom, Channel M).

Scalability

How will the project grow beyond Catalyst? and with what resources/income? Do you think the project could be replicated elsewhere, applied in a different context? (max. 150 words)

Having consulted with schools and communities and established a day rate for the use of the bus and its team, we know that we can both sustain a subsidized rate for certain user groups, and support a good revenue stream. One of the reasons that we are keen to establish this social enterprise as a cooperative is that we intend to use the profits from the first bus to fund the conversion and operation of further (donated) buses.

In addition to Fellows replicating MediaBus in other geographies being a distinct opportunity, our investigations, supported by a leading conversion organization - Blackpool Design Associates - has made us aware of the many uses to which converted buses have been put: e.g. mobile nurseries to encourage the growing and eating of healthy food. It is conceivable that other Fellows may be inspired to use the MediaBus concept and experience to produce work-aways.

Mentioning other sources of income and support

Identifying need for Catalyst resources

Channels of dissemination

Identified future sources of income to grow the project beyond Catalyst outputs

Explicit mention of possibility of growth

Identified other problems (in different locations or issues) that the solution

If you have decided you want to apply please return to the Catalyst webpages at www.thersa.org/fellowship/catalyst-fund where you can download an application form.