

SHORT FILM FUNDING

Delivered in partnership with

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INTRODUCTION

Welcome to BFI NETWORK. We have a mission to discover and support talented writers, directors and producers at the start of their careers. We're seeking talent with the burning desire to tell original stories: people with inspired creative approaches and new perspectives, and work that might be surprising, revelatory or challenging.

We invest National Lottery funds in original filmmaking from adventurous storytellers, with a focus on projects which respond to our core objectives which are to support:

- the early careers of ambitious filmmakers;
- work with cultural relevance or progressive ideas;
- filmmaking that takes risks on talent, form and content, where the more commercial sector cannot;
- work that recognises the quality of difference – in perspective, in talent, in recruitment;
- an increase in the number of active projects originated by filmmakers outside London and the South East of England.

BFI NETWORK is a collaboration between the BFI, national film organisations and leading cultural venues around the UK, including the five English Film Hubs of the BFI Film Audience Network. The partners are:

PLACE	PARTNER
England: Film Hub North	Showroom Sheffield, HOME Manchester, Tyneside Cinema Newcastle
England: Film Hub Midlands	Broadway Nottingham & Flatpack Projects, Birmingham
England: Film Hub London	Film London
England: Film Hub South East	Independent Cinema Office
England: Film Hub South West	Watershed, Bristol
Northern Ireland	Northern Ireland Screen
Scotland (in partnership with Screen Scotland)	Scottish Film Talent Network
Wales	Ffilm Cymru Wales
UK-wide Documentary Partner	Doc Society

This BFI NETWORK Short Film funding programme supports projects with directors based in England and is run in partnership with the five English Film Hubs. The Hubs employ BFI NETWORK Talent Executives who are central to the review process for applications and work with filmmakers on the delivery of funded projects. This England-wide partnership means that more voices in more places can contribute to distinctive, original storytelling.

BFI NETWORK SHORT FILM FUNDING

This fund is for fiction shorts, in both live action and animation. We want to support projects that:

- bring exciting new voices and bold narratives to the screen;
- provide space for experimentation and idea-testing;
- advance the careers of the filmmakers involved through showcasing their abilities to the industry and the public.

We support standalone projects including those that have the potential, further down the line, to be developed into other forms or formats (e.g. a feature film, content in serial form, etc.). The fund is intended to stimulate new ideas and stories, so it doesn't support adaptations of existing material. It is fine for writers to seek funding for film adaptations of their own work, including work developed for the stage, providing they hold the rights required to do so.

WHAT SUPPORT DO FILMMAKERS RECEIVE?

This fund provides grants to support the production costs of short films. Each award of funding is accompanied by creative oversight of the short film by a BFI NETWORK Talent Executive. As well as working with filmmakers prior to and during production, they may also be able to advise you on:

- finding screening opportunities, regionally and further afield;
- potential collaborators for your project;
- festival strategy for your film;
- other means to gain industry exposure for your work.

OTHER SOURCES OF SUPPORT

- If you have a completed short film (including those supported with National Lottery funding) and need funding to promote the film at a festival, the [British Council Short Support Scheme](#) can provide travel grants and other assistance;
- If you live in Northern Ireland, Scotland or Wales, contact the [BFI NETWORK partner in your nation](#) to find out more about their funding for new filmmakers;
- If you're looking for documentary funding, you should go to the BFI Documentary Fund delivered by Doc Society, [here](#);
- If you are based in England and looking for Early Development funding for a feature film, there are separate guidelines available [here](#);
- For professional development opportunities please visit the [Funding Finder](#) on the BFI NETWORK website.

CAN I APPLY?

This funding is for short film projects with a director based in England who hasn't yet had a fiction feature film that they have directed be produced and receive UK distribution. Distribution in this context means release either theatrically or via a major online platform, where a distribution deal has been made for the film (as distinct from self-distribution). Applicants might be making their first professional short film, have made previous shorts or have experience in other areas such as documentary features, television or theatre.

Projects need to have a writer, director and producer attached before an application can be made. Teams need to have a minimum of two individuals across the three creative roles, e.g. separate individuals who are a writer-director and producer respectively, or a director working with a writer-producer. Director-producers are not eligible to apply. If you are seeking collaborators for your project, your regional [BFI NETWORK Talent Executive](#) may be able to signpost you to available resources, such as events where you can meet other new filmmakers.

Teams that do not yet have a producer attached to their project can only apply with the specific agreement of their [regional Talent Executive](#) (this being the region in which the film's director is based). This agreement must be gained before you make an application.

The writer, director and producer on the project will need to be able to demonstrate a creative track record as part of the application. This could be student work, or something created at a grassroots/non-professional level, and it may be in film, television, theatre or another art form. All of these team members need to be over 18 and not in full-time education.

If members of your team are involved in other projects that are also seeking funds, or have secured funds, from the BFI including BFI NETWORK, you should state this in your application. It will need to be clear to us that those concerned would be able to fulfil their obligations to each film, should they be offered funding for more than one project. Each team member also needs to be fully available to carry out their function and not have conflicting commitments on the same project.

WHAT SHOULD I DO BEFORE APPLYING?

Before you make an application you will need to:

- **Register for the BFI NETWORK Postroom**, an online space for filmmakers to post previous short films or new scripts, where they can be viewed by industry executives. This can lead to connections being made with funding decision-makers, producers and agents. You'll need to create a profile for your writer, director and producer and upload sample previous work. This is an essential part of applying to us, and you'll be asked to confirm you have done it as part of your application form. You can find the Postroom [here](#) and create a profile [here](#). Please note this is separate to the application portal account you will create to submit the application itself.
- **Read the [BFI Diversity Standards](#)**, a set of measures that prompt you to consider how your project can contribute to creating a more inclusive UK film industry. You'll be asked to respond to the Standards in your application.

CHECKLIST BEFORE YOU APPLY

Please check that you meet the below criteria, and any other specifications made in these Guidelines, before submitting your application:

I'm seeking funding for a 'single project' fiction short film in live action or animation of no longer than 15 minutes in length

The director, or at least one of the co-directors, of the project is/are resident in England

The director(s) of the project has not/ have not directed a fiction feature film that has been produced and received UK distribution

The writer(s), director(s) and producer(s) of the project each have a creative track record as described above and I can demonstrate this in the application

The writer(s), director(s) and producer(s) of the project are each aged 18 or over and not in full-time education

My project is capable of qualifying for certification as British through:

- i. One of the Cultural Tests²;
- ii. One of the UK's official co-production treaties; or
- iii. The European Convention on Co-Production

The short film will be wholly original to me and my team and is not based on anyone else's pre-existing work

I believe that the film would be capable of obtaining a BBFC certificate which is no more restrictive than BBFC '18'

The writer, director and producer of the project have each created a BFI NETWORK Postroom account and uploaded sample work

The project's producer will complete and submit our application, putting their name as the lead contact

I have considered how the project will address the BFI Diversity Standards

Speculative Submissions

We can only make awards to projects that have been submitted to us through the online application process. This means that we cannot accept, or read, informal submissions such as feature ideas or other materials submitted by any means other than the online application portal.

¹ It is fine for your writer and / or producer to be resident in other parts of the UK.

² Please note that your own assessment of your project as being capable of qualifying for certification does not mean that it will necessarily pass. Full guidance on British certification can be found on the BFI website at: [bfi.org.uk/film-industry/british-certification-tax-relief](https://www.bfi.org.uk/film-industry/british-certification-tax-relief)

WHAT CAN I APPLY FOR?

You can apply to this fund for **up to £15,000** for, or towards, the production costs of your short film. You should only ask for the amount you will actually need. Most of the awards we make will be for an amount lower than £15,000. We will assess the feasibility of your budget and may offer you funding at a different amount than that which you've requested.

This fund is for short films of **up to 15 minutes** in length (and it's fine to aim to make a film that's considerably shorter). We will look at your script and the rest of your application to gauge how long your film is likely to be. As an indication, a typical page of dialogue will roughly equal a minute of on-screen time.

This fund is designed to support the production of short films from start to finish. We can accept applications for films that have completed a portion of shooting prior to applying, in the following circumstances:

- You can evidence that all costs already incurred have been fully covered by other funds than those you are requesting from the BFI;
- The timings of your project feasibly allow us to assess the application and take a funding decision, in good time before you commence any funded activity; and
- You are only seeking support for costs that you will incur after receiving any offer of funding from the BFI and entering into a funding agreement.

We cannot consider applications that are solely for the post-production of films that have finished shooting. It will need to be clear in all applications that the production work proposed is crucial to the completion of the short film.

ACCESS REQUIREMENTS DURING THE PRODUCTION OF YOUR SHORT FILM

If any members of your cast or crew have personal access needs that will incur a cost during the production of your short film, you can include these costs in your request to us. We define such needs as specific support required by people who are disabled or have a physical or mental health condition, which will result in an actual cash cost to your production budget. This might for example be a BSL interpreter to work with members of cast or crew; additional transport or accommodation costs for disabled team members; or a personal assistant for a team member with a learning disability or mental health condition to assist during the production. If you require support for such costs, please include them in your budget under the category *Access support*. These costs will not count towards the £15,000 maximum award amount – so, if you require additional funding to pay for personal access support during production, you can make an application to us for up to £15,000 plus the additional amount you need for access support.

ENVIRONMENTAL SUSTAINABILITY

We want to ensure that teams have the tools they need to understand the impact of their production on the environment, including the carbon emissions generated and their contribution to climate change.

Productions should follow these core principles:

- Seek to reduce the negative environmental impact of production wherever possible
- Share and embed sustainable values and behaviour with cast, crew and their supply chain
- Promote sustainable production to colleagues within production and across the wider industry.

All productions in receipt of BFI Short Film funding are **required to complete a carbon prediction in pre-production and a final calculation once**

post-production is complete. Teams should also consult [BAFTA albert's online Resources](#) and [Top Tips for All](#). The prediction and the online materials will enable you to see which of your activities will generate the most carbon emissions, and so identify actions to reduce these before you enter production.

Your final calculation needs to be submitted to us as part of your delivery materials. Visit wearealbert.org/production-handbook/production-tools/ to set up an account. You can then log into the calculator itself at [calc. wearealbert.org/uk](https://wearealbert.org/uk).

BAFTA albert also provide free carbon literacy training to understand climate change and the actions that can be taken to create a more sustainable production. We encourage at least one person from your team to attend the training. Please check here for upcoming training dates: <https://wearealbert.org/about/free-training/>.

MUSIC

Music can be complicated to clear in terms of permissions, and expensive. If we make an award for your short film, our agreement with you for the funding will include parameters for use of music within the film, to ensure that additional costs or delays do not arise during distribution of the film in relation to getting permission to use music.

HOW DO I MAKE AN APPLICATION?

Applications for this funding are open year-round so you can **apply at any time** via the [BFI NETWORK](#) website.

When first using the online application portal you will be asked to create an account: this is separate to the Postroom profile described above, and means you can save and review your applications before submission. You will be able to access all your previous and in-progress applications at any point by logging into [your account](#). If you need support in completing the application form please contact us on bfinetwork@bfi.org.uk

It should be your project's producer who completes this form. They will be considered the 'lead applicant' to whom, if your application is successful, the award will be made.

Producers can apply either as individuals or through a production company.

Your application will be considered by the Talent Executive within the region in which your **director** resides.

EQUALITY MONITORING FORM

On starting an application you'll be asked to complete an Equality Monitoring Form, which opens up in a separate window. This collects data to help measure how effective the BFI is in attracting a diverse range of applicants for funding. It requests information about the writer, director and producer on your project. When filling it in, you can select 'prefer not to say' if you'd rather not share the information requested.

PROJECT AND TEAM

These sections will ask you for information including:

- your story idea;
- a statement from your director;
- the practical elements of producing the film;
- CV summaries for your writer, producer and director;
- how your project responds to the [BFI Diversity Standards](#), e.g. how it might address industry under-representation in relation to disability, gender, race, age, sexual orientation and / or socio-economic status. The information you provide for this answer may be anonymised and used to help inform future funding decisions, research and strategy.

FINANCE

You'll be asked to state the amount of funding you are seeking from the BFI for your short film, alongside the total cost of producing it.

If the total cost of your film exceeds the amount you are requesting from the BFI, you don't need to have all of the additional funds raised at the point of application, but will need to show an achievable plan for securing them. These additional funds would need to be secured before we make any award to you.

Budget

At the end of the form you will need to attach a budget using the [Excel template provided](#) alongside these guidelines, showing your projected income and a breakdown of your anticipated costs. If you need any guidance about how to complete the template, please let us know.

Your budget should make sure to include sufficient funds to cover:

- all costs you expect to incur, with estimates used if necessary;
- the clearance of all rights in the film worldwide in all media in perpetuity (including use fees, repeat fees and residuals);
- payment for all cast and crew at least at National Minimum Wage rates or higher (gov.uk/national-minimum-wage-rates);
- any access support you require in order to produce the film;
- the production insurances;
- all the delivery materials (see [Successful applications](#) below) required by the BFI;
- a 5% contingency;
- any other requirements of funding detailed within these Guidelines.

You may also include up to £500 towards the costs of festival submissions or equivalent exhibition opportunities for the completed work.

You are not required to put a cost against every line of the budget template – please only show the expenditure you will actually incur on your project. Please note that the funding from the BFI will be a grant and inclusive of any VAT.

SUPPORTING MATERIALS

This section will ask for confirmation that you've uploaded previous creative work from your core team members (such as short films, writing samples or visual art work) to the BFI NETWORK Postroom. If you wish you can provide further details on the work you're highlighting to represent your creative track records.

You can also provide links to any materials expressing your ideas for the project you are seeking funding for.

ATTACHMENTS

At the end of the form you will be asked to attach:

- **your budget;**
- **the script of your short film** in standard industry format, submitted as a PDF or Word doc. This needs to be **dated** on its front page and has to be a script rather than a pitch, treatment or outline;
- applications for an animated short may submit a storyboard in place of a script;
- any other materials relevant to the project, if you've not provided links in the previous section.

WHAT HAPPENS TO MY APPLICATION?

Once you have submitted your application, you'll receive a confirmation within 14 days of submission that it has been received and a unique reference number will be assigned to the application.

A. ELIGIBILITY

We will check that your application is eligible for funding, using the criteria identified in [Can I Apply?](#) above. Incomplete applications will be considered ineligible so please ensure that you complete all sections of the application form with the information requested.

If your application is ineligible, we will send you an email to inform you of this. If you then realise you've made an error on your application which has rendered it ineligible, please tell us at this point, as we may still be able to assess it.

B. ASSESSMENT

Your application will be assessed against the following criteria:

- its potential contribution to meeting the [stated objectives of the BFI Film Fund](#);
- the creative strengths of the proposal;
- the strengths of the project team;
- the likely career progression benefit for new filmmakers;
- how the story will connect with audiences;
- the impact your project could have in addressing the BFI Diversity Standards;
- the project's likely need for National Lottery support, e.g. related to its potential cultural impact;
- the overall balance of projects receiving support, to ensure variety in the work being funded.

The assessment will also take into account how you have managed any previous BFI funding you may have received.

The Talent Executive in your director's region will lead on making recommendations for funding to the BFI. They may contact you to discuss your project, including to suggest you make revisions to your application prior to a final decision being made. You might be asked for further information, or invited to have a phone call or meeting – this doesn't mean any commitment has been made to fund your project, but will help the Executive gather the information needed to make a decision.

If the Executive in your director's region decides that they do not want to put your project forward for support, it will automatically be reviewed by an Executive in another region. This provides each application with a second chance of being funded. If neither Executive wishes to propose your project for support, you will be informed of this outcome and your application will be declined.

We may consult other external readers or colleagues from other organisations regarding your application. If this occurs, the individuals involved will be required to maintain confidentiality regarding the application contents and agree not to retain application materials following their review.

We will undertake a due diligence assessment of the applicant as part of the review process; details of this are provided within the application form.

Lottery Finance Committee Consideration

Following assessment of each application, funding recommendations will be made to the BFI Lottery Finance Committee. This is the final stage of the funding decision process.

All applicants will be informed in writing of the decision on their application. If your application is declined, all supporting materials will be deleted from your submission in line with our record retention policy.

The decision of BFI NETWORK as to whether it wishes to support your application is final, but there are circumstances in which a project can be re-submitted for support as a new application – please see [Resubmission](#) below.

C. TIMELINE SUMMARY

STAGE	TIMELINE
Email acknowledgment of your application	Within two weeks of submission
Decision to progress or decline your application	We aim to respond within eight weeks of submission, to either decline your application or let you know that it is progressing to further assessment
For applications progressing to further assessment	We aim to take a final decision on your application within 12 weeks of your submission. It can take longer for more complex projects, e.g. films with unconfirmed third party finance or requiring more detailed script conversations

If we request additional materials from you, the amount of time it takes for you to supply these may have an impact on our ability to take a funding decision within the timeframes outlined above.

FEEDBACK

We are only able to support a small percentage of the applications received and unfortunately have to say 'no' far more often than we are able to say 'yes'. The Talent Executive who has reviewed your application may be able to provide feedback on some occasions, but we're not able to give feedback on every application received. You should always receive some feedback if you've had a project meeting or detailed call with the Talent Executive following the submission of your application, or if they requested additional creative material from you.

Some of the reasons we decline applications are:

- the project was not eligible for funding;
- it did not align with our stated objectives for this funding;
- we felt the material was too familiar or derivative;
- we didn't feel that the project 'needed' National Lottery support, i.e. it should be financeable by other means;
- there was insufficient engagement with the BFI Diversity Standards.

We welcome constructive feedback from you on our application process, so we can continue to improve: please send any feedback to bfinetwork@bfi.org.uk



RESUBMISSION

If your application is not successful, you may be able to re-apply to us. This can happen when a core element of the project changes e.g. a new writer or director. In this instance, contact your regional Talent Executive who may be able to invite a new application from you for the project – you'll need this before you can apply again. In any new application, please identify clearly how the project has changed since your previous application.

SUCCESSFUL APPLICATIONS

If your application is successful, you will be made an **offer of funding** as set out below. Following this, a Talent Executive will provide creative input and oversight of your project and will be your main point of contact as you produce your short film. In some cases this Talent Executive may be in a different region of the UK to you.

You will need to provide an agreed final budget, production schedule and shooting dates, and a confirmed Specification for your short film, prior to us sending you the offer of funding. This will constitute the agreed criteria against which the project will be delivered.

The award will take the form of a non-recoupable grant and you will be required to enter into an agreement with the BFI that sets out the terms and conditions of our funding. The agreement will include the following:

- 1** You will be required to include specified credits (for BFI NETWORK, our Film Hub partners and the National Lottery) in the opening and closing credits for the short film.
- 2** A legal undertaking by you that the work being funded is wholly original to you and your team and that all third party materials incorporated in the film are cleared for use in the film in all media in perpetuity.
- 3** A permanent, non-exclusive license to the BFI to copy, reproduce and or exhibit the

Film (1) non-theatrically including without limitation in educational establishments or by on-line means on the BFI's website (including the BFI Player and the BFI Network) and to authorise others to do so (via linked websites) throughout the world in perpetuity and (2) the right to use clips from the Film for promotional purposes in relation to the Film or in relation to promoting BFI NETWORK itself.

- 4** A right of approval for the BFI of each cut of the film.
- 5** A right of approval of all main production elements (including heads of department) and final credits.
- 6** A requirement to put in place all customary production insurances on which the BFI must be named as an additional insured.
- 7** A delivery date by which you agree to finish work on your short film and submit the required delivery materials to us.
- 8** A cashflow that breaks down the award total into instalments, with the final payment being subject to submission to us of the delivery materials. The majority of the award is generally provided in an initial instalment (e.g. of 90%) to provide funding for use during delivery when costs are incurred. Any underspend on the award will be retained by, or reimbursed to the BFI.
- 9** Delivery materials: We will require delivery

of the following items (the cost of which must be detailed in the budget for the film):

Film and Video Materials

- | 1 Pro Res 4444 Quicktime mezzanine file.
- | 1 H264 .mov or .mp4 file.
- | 1 password protected Vimeo link.

In the event that it is not possible to deliver the Pro Res or H264 files electronically, they should be provided using a portable hard drive such as the Avastor HDX series.

Publicity Materials

- | 1 full master set of production stills taken from the film.
- | 1 full master set of 'Behind the Scenes' stills taken from the film.
- | 1 written pack to include one synopsis of approximately 250 words and a 160 character logline, flyers and other publicity material, full credits list, biographies of principal cast, individual producer(s), director(s), writer(s) and key crew, and production information.

Documentation

- | 1 Final Cost Report.
- | 1 BAFTA albert carbon calculator report, post-production, submitted via the albert website.
- | Any applicable rights clearances.
- | PDF copies of all clearance agreements including Artists Agreement(s), Director and Writer Agreements, Contributors Agreements (to include at a minimum all Heads of Department: DOP, Sound Recordist, Editor, Art Director/Production

Designer, Sound Designer (if applicable) and Music Contributors Agreement, and a copy of the music cue sheet.

| Equality Monitoring Report submitted via online link. This will request information on the contributors to your project and where applicable will be used to measure success against the BFI Diversity Standards.

- 10** An undertaking from you to acknowledge publicly that you have received National Lottery funding. The support provided by BFI NETWORK is only possible because of the National Lottery. We ask the filmmakers we fund to do everything they can to acknowledge the National Lottery as the source of this funding. This includes displaying the National Lottery logo on your short film, related marketing materials, press releases and on the front pages of project and organisational websites. We ask beneficiaries to actively acknowledge and spread the word about their project being made possible by money raised by National Lottery players, whenever they can. This includes mentioning the National Lottery, at a minimum, on press releases, on print and marketing materials, online including through social media, and when speaking to the industry and the wider public about the project.
- 11** An undertaking from you to deliver against the plans made by you in relation to the BFI Diversity Standards. Failure to deliver against those undertakings without good cause may affect your ability to receive future project funding from the BFI.
- 12** Standard termination provisions.

BFI LOTTERY FUNDING GENERAL CONDITIONS

- 1** The information in these guidelines can change. The law and Government regulations on distributing National Lottery funds may also change. The BFI therefore reserves the right to review this funding scheme and/or change its policies, procedures and assessment criteria.
- 2** The application form does not necessarily cover all the information the BFI uses to decide which applications to fund. The BFI can ask applicants for extra information.
- 3** All applications are made at the applicant's own risk. The BFI will not be liable for loss, damage or costs arising directly or indirectly from:
 - the application process;
 - the BFI's decision not to provide an award to an applicant; or
 - dealing with the application.
- 4** Please check your application form carefully. The BFI will not process applications which are incomplete or which do not comply with these guidelines.
- 5** The BFI's decisions on applications are final.
- 6** The BFI will not pay any funding until it has received a fully executed copy of the funding agreement and any conditions precedent to that agreement have been satisfied or waived by the BFI
- 7** The BFI will publicise information on the number of applications it receives and the awards made. This information will include the name of the successful applicant, award amount, project name and project details.
- 8** The Freedom of Information Act 2000 gives members of the public the right to request certain information held by the BFI. This includes information held in relation to applications to the BFI's National Lottery funding programmes or schemes. Therefore if you choose to apply to the BFI you should be aware that the information you supply, either in whole or in part, may be disclosed under the Freedom of Information Act.
- 9** Sometimes the BFI's Governors or members of staff may be involved in some way with applicants. This interest has to be declared in applications from such applicants. The relevant Governor or staff member will not be involved in assessing the application or the decision to make an award. Applicants are advised not to try to influence the success of their application by approaching a Governor or staff member.

10 It is important that applicants carefully check the information given in the application form. The BFI Standard Terms and Conditions entitle it to withhold or reclaim an award in the following circumstances:

- if the application was filled in dishonestly or with incorrect or misleading information about the organisation or the project whether deliberately or accidentally; and
- if the award recipient acts dishonestly or negligently to the disadvantage of the project.

The BFI will follow up cases of suspected fraud and will pass information to the police.

11 The BFI requires that any measures taken by applicants to address under-representation are fully in compliance with the Equality Act 2010 – see more at equalityhumanrights.com.

12 Complaints and Appeals: The BFI's decision is final. Inevitably applications will be turned down and applicants may be disappointed by this result. Formal appeals against the final decision will not be considered unless the applicant has good cause to believe that the procedures for processing the application were not adhered to, or applied in such a way as to prejudice the outcome of the application. A copy of the BFI's Complaints and Appeals procedure can be obtained on request from the BFI's Communications Office.

13 Recognition of the National Lottery:

The BFI distributes 'good cause' National Lottery Funding. We ask all of our partners and award recipients to increase the visibility of the National Lottery by:

- promoting and proudly displaying the National Lottery logo; and
- warmly and energetically finding ways to get all beneficiaries to spread the word.

It is therefore an important condition of BFI funding that the source of the funding (being the National Lottery) is prominently acknowledged through conspicuous use of the BFI/National Lottery lock up logo and through agreed verbal and written acknowledgement. Also that partners and beneficiaries take frequent opportunities to highlight not just the fact of the funding but why it is funded and therefore the good work that is possible through the National Lottery.