



Digital Outreach grants scheme: Guidelines for applicants

Digital Outreach provides a grants scheme to enable local organisations and groups to increase awareness of the digital switchover and the Help Scheme running events or other activities in connection with switchover and the Help Scheme amongst our core target audience.

Kensington and Chelsea Social Council has been appointed by Digital Outreach to be the lead organisation in the areas covered by the Crystal Palace (London) transmitter, and are managing and administering the grants scheme in the area of Kensington and Chelsea.

Please contact Harjit Dhaliwal at Kensington and Chelsea Social Council if you would like to discuss elements of your application or how we can support you in delivering, coordinating or publicising your planned activities.

Email: harjit@kcsc.org.uk

Phone: 0207 243 9800

Post: Kensington and Chelsea Social Council, London Lighthouse, 111-117 Lancaster Road,
London W11 1QT

Grants will be for amounts under £500 and the minimum grant available is £100. **We expect to award most grants of around £200.**

Who can apply for a grant?

Any community group or voluntary organisation can apply for a grant. The fund is not available for private companies or individuals.

What types of events, activities or services can be funded?

The one requirement we have is that the grant should be to help engage people, fund activities or raise awareness of switchover and the Help Scheme in a way that adds value to what is already planned.

We want to help local organisations to include digital switchover and Help Scheme information in local events, meetings, presentations and visits with the target groups we need to reach. Digital Outreach encourage groups to come up with innovative or unusual ways of raising awareness and understanding about the digital switchover and the Help Scheme.

We will not fund activities that involve commercial activities or are not focused on digital switchover.



The grant scheme is only to fund activities that can demonstrate that they can engage with our core target groups:

- Older people
- People with sensory, mobility or dexterity impairments
- People with learning difficulties
- People who have experienced mental health conditions
- People whose first language is not English
- People who may be socially isolated.

Examples of activities you may wish to consider are:

- Using an analogue TV with a Freeview box to demonstrate how to connect a digital box.
- Including a session on digital switchover in your regular event – e.g. lunch club, meeting or coffee morning, where you incur additional costs (eg. refreshments, room or equipment hire)
- Holding a digital switchover awareness day in your area
- Holding a series of meetings or drop-in centres on digital switchover
- Transporting people to/from switchover events when without that assistance they could not have attended
- Home visits
- Providing training on the switchover to volunteers and advice workers.
- Translation services.

Eligible expenditure in your grant may include a small analogue TV with a Freeview box to demonstrate how to connect a digital box. You can purchase small analogue TVs from local second hand electrical stores. Please note, grants **cannot** include expenditure for Digital TVs with integrated Freeview.

When purchasing a Freeview box for demonstration purposes with your grant, please ensure that it has the Digital "tick" logo, and if possible, an RF modulator to show connectivity to older TVs without a SCART socket.



The following are specific examples of previously grant funded activities:

- Sponsorship of transport to take people with visual impairment to a large Vision Support annual event where DUK and Help Scheme had a stand.
- Grant awarded to a group which supports adults with mild to moderate learning disabilities most of whom live with parents or carers or in independent living. The group ran an information session for members of the group with their parents and carers to assess their needs in regard to the digital switchover, to promote the Help Scheme and to ensure that they receive the support needed. The grant covered transport costs, refreshments, and volunteer expenses.
- Grant awarded to a local social car scheme which transports the most vulnerable people in their area to medical and social appointments. Volunteer drivers received training regarding the switchover and Help Scheme and were keen to ensure that some of the most vulnerable clients were fully supported. The grant was to enable the group to distribute information to clients and co-ordinate volunteers to ensure that they can signpost people to the most appropriate support and covered volunteer expenses, postage, stationary and telephone calls. In addition the grant was used to conduct 1-1 follow up's with those who were identified as needing further support.
- Grant awarded to a Carers Service to cover refreshments, room hire, and training equipment at 7 sessions where information on the switchover and Help Scheme was distributed.
- A local Deaf Society were awarded a grant to enable them to hold an event for their clients, the grant covered venue hire, refreshments, promotion and a BSL interpreter.
- A Pakistani Senior Citizens Club were awarded a grant to cover the costs of 2 language translators, and 2 sign language translators during a Diversity, Food and Friendship Day. Talks were given on the switchover and Help Scheme and information distributed.

How many people should we reach with our grant?

As organisations that work closely with vulnerable and hard to reach individuals on a daily basis, we understand that you are in contact with many people already, which should make it easier for you to promote Digital Outreach.



To help guide you in spending your grant, we expect Digital Outreach activities to see a **minimum 30 people for every £100 requested**. E.g. if you are requesting £200 for a home visit activities to see 70 people, this would be acceptable.

When can grant funded activities take place?

Activities must take place in the six months leading up to the switchover in your area. Activities outside of this time period cannot be funded by the Digital Outreach Grant. Applications should be made in advance of the planned activities, however retrospective applications may be considered on a case by case basis.

The grant process takes approximately one month from application to payment.

Payment must be via the applying organisation's bank account – if your organisation does not have its own bank account, alternative arrangements can sometimes be made via

What are the conditions for the Digital Outreach Grant?

The terms and conditions for a Digital Outreach Grant are:

- The amount awarded must be used to fund only the activities that are described in the application.
- Kensington and Chelsea Social Council must be notified of any changes that will prevent the activities from going ahead as soon as possible, and this must be confirmed in writing.
- Any amount that remains not spent after the switchover goes ahead in your area must be returned immediately to Digital Outreach.
- Feedback must be provided to Kensington and Chelsea Social Council within 2 weeks of the activity being completed.

How to complete the application form

The form can be completed either electronically or by hand. You may attach additional A4 sheets if the extra information is important for your application.

Apply using the one-page **Grant Application Form – up to £500**. Email or post your application to Harjit Dhaliwal. If you have any queries about your application, please contact Fuad Uddin to talk them through. The majority of Grants we will fund will be between **£100 - £200**. If you would like to apply for more than £200, please contact us first before starting your application.



Publicising and coordinating your activities

We want to help you make the most of your grant. Kensington and Chelsea Social Council and Digital Outreach can provide support for publicising and coordinating your activities by:

- Providing posters to help to advertise your events
- Providing a range of leaflets, and general information about digital switchover that can be displayed and/or distributed
- Providing advice and assistance in completing your application and planning your activities
- Publicising your event to our networks, including newsletters, e-bulletins and on our websites
- Writing a press release on your event or activities after they have happened.

Requesting materials for outreach

Complete a Requesting Materials form and in and return this together with your grant application to harjit@kcsc.org.uk