



BRITISH ACADEMY
OF FILM AND TELEVISION ARTS



BAFTA and Media Trust Youth Mentoring Programme

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The BAFTA and Media Trust Youth Mentoring Programme

Supported by the RBS group and the Paul Hamlyn Foundation

FREQUENTLY ASKED QUESTIONS

What is this project?

Following a successful pilot programme in 2009, BAFTA is partnering with Media Trust to deliver a mentoring programme for disadvantaged young people in Birmingham, Bristol, Leeds, London, Manchester and Nottingham. Academy members and leading practitioners are invited to offer skills-based support to a group or an individual on a media project.

This scheme differs from others aimed at the audiovisual industries in that its aims are not necessarily careers-based, but are focussed on the confidence and social skills the young people can gain through the creative projects.

Media Trust is a national charity that believes everyone should have a voice and the opportunity to be heard. They work with media organisations and charities to enhance their communications and enable communities to find their voice. Media Trust corporate members include BBC, BSkyB, Channel 4, Daily Mail and General Trust, Disney Channel UK, Guardian Media Group, IPC Media, MTV Networks UK & Ireland, News International, Newsquest Media Group, OMD and Warner Bros. Go to: <http://www.mediatrust.org/>

The BAFTA programme will be managed through Media Trust's Youth Mentoring team, which brings media professionals and young people together to work on media projects - anything from print to new media, film to radio.

What will I do as a mentor?

The youth mentoring programme is project-based, so you'll be mentoring young people who will be involved in a media project relevant to your skills. They will want to tap into your media expertise, so you can offer project-specific advice and guidance in the context of a supportive, non-judgmental relationship. The project will provide an immediate focus and a practical starting point for the mentoring relationship.

The programme offers a range of different opportunities and you will have the chance to work on either an individual basis with one young person or a group of young people or as a group with a group of young people.

The most commonly requested mentors are Actors, Editors, Camera Operators, Producers, Directors, Animators and Presenters.

What will I gain from being involved?

For most people, mentoring is about professional and personal growth, developing leadership and people management skills and putting something back into the community. It also offers an opportunity to develop your understanding of young people or a particular community group, help develop a young person's skills, and feel a great sense of achievement and motivation.

Who are the young people?

This particular scheme involves 13-25 year-olds who wouldn't normally have this opportunity in life and/or lack positive role models. All young people will be associated with a voluntary organisation that provides provision and services for young people. The young people will be based in and around Birmingham, Bristol, Leeds, London, Manchester and Nottingham.

What will the young person/people gain?

As well as a chance to learn new skills, mentoring provides a great opportunity to have a lasting impact on another person's life. From having a positive role model, expert advice and input and a chance to experience different approaches and new opportunities, the young people will have the opportunity to gain increased skills and knowledge, increased confidence and motivation and improved interpersonal and social skills.

What preparation and support will I receive?

Mentors will receive initial training, followed by regular support, advice and feedback. We will also be required to carry out a criminal records bureau (CRB) check as you will be working with young people. This is a simple process whereby the CRB run a check on your name and address. It is completely confidential and you will incur no costs.

How much time will I have to give?

This mentoring initiative is designed to be as flexible as possible enabling you to take part in one-off, ongoing, short-term or long-term projects over a 12-month period. The minimum commitment is one hour, the maximum is four days/32 hours. The majority of projects are likely to last no more than three months, with contact on an ongoing or ad-hoc basis.

Will every potential mentor be matched?

Mentors will be matched with projects based on their skills and areas of interest. Although we cannot guarantee a match, we aim to train and match up to 60 mentors in 2010. Due to the nature of many of the projects, those most likely to be matched are Actors, Editors, Camera Operators, Producers, Directors, Animators and Presenters.

Can I work with other target groups as a mentor?

BAFTA has often provided mentors for groups that fall outside of Media Trust's remit. Examples include Second Light (a training scheme from First Light aimed at young people from minority ethnic groups) and DepicT! (a short film competition to which BAFTA provides six months' mentoring for the winner). There are also opportunities to speak at events and workshops, and contribute to online resources on the BAFTA website.

If you are interested in mentoring a group that falls outside of Media Trust's remit, please note this on your application form and BAFTA will contact you when an appropriate opportunity arises.

What happens next?

1. Attended one of the recruitment events Birmingham, Bristol, London or Manchester (optional).
2. Complete and return the application form for the BAFTA and Media Trust Youth Mentoring Programme.
3. Selected mentors will be informed by Wednesday 19th May (if we are unable to

offer you a mentee within this programme, we will keep your details on file for other opportunities).

4. Attend a 2½ hour mentoring training session in Birmingham, Bristol, London or Manchester.
5. Selected mentors will be matched with mentee(s) within a youth organisation.
6. Attend a project-specific training session (where required)
7. Begin mentoring
8. Regular monitoring and support from BAFTA and Media Trust during the mentoring period
9. Mentoring ends
10. Take part in the evaluation process



Summary of Youth Mentoring Programme Pilot 2008-2009

In June 2008, the British Academy of Film and Television Arts (BAFTA) partnered with Media Trust to pilot a mentoring programme for young people. 34 BAFTA mentors volunteered their time to young people at 10 different youth organisations across London.

Young people involved in the programme identified both personal and careers-based positive outcomes. They included increased confidence, new transferable and media-related skills, and a new willingness to engage in media-related training and education.

Feedback from the Pilot Programme

"I liked getting to work with someone that could offer something different to the usual stuff we do. She encouraged me to get up and act in front of the group... at the start I didn't want to do anything. I learnt that I had it in me to get up and perform in front of people. I didn't think I could do it. She believed in me." - Young person

"My mentor was very helpful and friendly. She guided us in the right direction and allowed us to learn in a more hands-on way." - Young person

"It was really, really powerful to meet young people and the leaders who live just down the road but are living very different lives from me and to get a window into a different world. The experience was one of the best things I've done all year." - Basi Akpabio, BAFTA mentor

"We cannot believe that we are so lucky to have someone of Pippa's experience supporting our project. Pippa is just absolutely fabulous. Our documentary is near completion. We very much appreciate how Pippa encourages each person to develop through this process. Her hands off approach nurtures the young peoples own creativity and talent without influence and her direction and support is immeasurable to the young people involved but also to me as the project manager. I still cannot believe that we have her on board. Thank you all so very very much." - Charlotte Curran, CHC

Participating Youth Organisations

The British Youth Council (BYC) aims to empower all young people across the UK to have a say and be heard. BYC ran a Heritage-Lottery funded filmmaking project engaging ten young people to make a documentary film exploring the positive impact that young people have had on society over the last 60 years. A BAFTA mentor worked with the young people throughout the process to give professional guidance and an industry viewpoint, helping them put across their ideas effectively. The documentary was a huge success and has been screened in various outlets across the UK.
BAFTA Mentor: Jemma Jupp

CHC is a voluntary sector charity working with single vulnerable people within the Borough of Brent. The Youth Engagement Scheme (YES) is a user led project within CHC where eight young people - trainee youth leaders - set up activities such as sports and other events as a first point of engagement for disadvantaged street active young people between the ages of 16 and 25. YES members felt that their identity is always being compromised when faced with family, religious, tradition and educational requirements which is in conflict with their own lives. Using their own life stories to represent this, it was agreed a documentary was a good starting point for discussion. They felt that all too often young people are given negative publicity which is not balanced with adequate reasons

as to why. Their ambition is to use this documentary to create an open dialogue within schools and other forums. As CHC has limited experience in documentary making the organisation requested a mentor to offer support and direction to ensure the documentary produced presents these issues. The documentary was showcased at the Tricycle Theatre in March 2010.

BAFTA Mentor: Pippa Harris

DNA Mix Young Fathers Project gives young dads the opportunity get their voice heard through music, radio and film, as well as offering them the opportunity to gain new skills in media. Developed and run by the Ideas Foundation, the project supported a number of young people to produce a promo film to encourage other young fathers to get involved. DNA Mix requested mentors to support the young dads through the creative process in everything from shooting, to sound and editing. A very effective promo film was created as a result.

BAFTA Mentor: Basi Akpabio

Equal People supports people with learning disabilities. Its transitions service provides support to young people aged 16-25 to find out about the choices they have for their future. A weekly group, on Monday afternoons, enables the young people to meet to explore issues and ideas important to them. The members of this group asked for a mentor experienced in production to support them in developing and producing a film. Since February, a BAFTA mentor supported the young people there in their filmmaking.

BAFTA Mentor: Maddy Elles-Hill

Headliners is a charity providing innovative multi-media programmes for young people. Young reporters produce stories on issues that concern them for publication in local and national newspapers and broadcast on radio and TV and online. The London Bureau is keen to widen its media offering to young people and create new learning and development opportunities. BAFTA mentors volunteered their time to run workshops with the young people ranging from acting to comedy writing.

BAFTA Mentors: Ivor Baddiel, Gillian Hawser

Lambeth College, based in various centres around the borough, requested a mentor to support and guide a group of young people to film the open day/launch of its new sixth form college. The young people planned to create a promo film for the new centre from this. A BAFTA mentor arranged to meet with the young people in the run up to the big day and supported them in developing the film. The team worked with their mentor on the key elements of the process including securing interviews, the filming itself through to developing an editing schedule.

BAFTA Mentor: Linda Shire

LIVE Futures is a not-for-profit social enterprise that works with young people to help them create their own media. LIVE produces a magazine, a website, and to a lesser degree, digital films and radio content. Following some recent filmmaking workshops, LIVE were keen that the young people who took part had the opportunity to continue their filmmaking and go on to produce more films. A number of BAFTA mentors worked with young people at LIVE and supported them to develop ideas, scripts and films.

BAFTA Mentors: Anna Benson Gyles, Stewart Harcourt, Damian Jones, Ellin Stein

Mediabox is a fund that offers 13-19 year olds the chance to create their own media projects and get their voices heard. One of the funding strands, My Mediabox, offers individual young people funding for a one-off media project, along with specialist production training and support from industry mentors. BAFTA mentors supported young people on two My Mediabox projects in 2009 including the 'YourFilm09' competition in partnership with The Mirror and Bebo and a filmmaking project held at the Ocean Somali Community Association in East London.

BAFTA Mentors: Bassem Abdallah, Luigi Chiappini, Stewart Harcourt, Gillian Hawser, James Mellor, Lisa Neeley, Caroline Van Den Brul

The Prince's Trust runs a number of 'Get into' courses aimed at young people that are not in education, employment or training. One of these courses is a 'Get into Media' course that looks at the TV and film industry. Following this course the Prince's Trust offer support and guidance to all young people involved to help them secure work experience and placements in the industry. The Trust had a number of young people who were particularly keen on scriptwriting so requested a BAFTA mentor with scriptwriting skills to run some workshops with the young people and offer support as they develop their own scripts.
BAFTA Mentor: Ellin Stein

You're Hired 2.0 was a 12-week 'Apprentice'-style media challenge developed and delivered by Acland Burghley School, Channel 4 and Media Trust. Mirroring the real life commissioning process, the young people were set a 'live brief' to create a new youth show for C4's online platform. The young people created the show's concept and format and shot and edited clips of pilot material. In the second phase of the project, the students created a new media marketing strategy for the show and produced materials for their campaign. The young people were supported by industry mentors.
BAFTA Mentor: David Rolfe

Youth Organisations in 2010

Since 2007 Media Trust has matched mentors to projects at more than 100 youth organisations across England, ranging from small grass roots charities to large national organisations such as Kids Company and Prince's Trust. This wide variety of partners ensures that there are upcoming projects to suit different skills, interests and availability of mentors. Upcoming opportunities include everything from a one off career talk to a long term commitment. One of our newest partnerships is Talent Studio:

Talent Studio is a national filmmaking project created and run by young people who want to tell positive stories about issues that matter to them through their own short films. The project provides training and resources to disadvantaged young people from Fairbridge and Catch 22, who have no prior experience of filmmaking, to enable them to produce their own content for broadcast on Community Channel and distribution across all media. In groups of 8, young people learn about and experience all elements of filmmaking over a 3 week course, including how to write, direct, shoot and edit their short film. Throughout the course they work towards an Arts Award accreditation, get experience of managing their own budget, and have the opportunity to attend regional screenings of their films.

Media Trust's Youth Mentoring team secured freelance consultant Paul Richmond (previously Head of Production and Drama at the BBC) to support two of the Talent Studio Courses. He attended nearly all the sessions, supporting young people from storyboarding the film to the final edit. Paul went above and beyond his role and stood up to the challenge of running some of the sessions himself, with one of the Support Workers concluding that "without him this wouldn't have been possible".

Paul reflected that "personally I was very pleased to be engaged on the project. It gave me an insight to youth work, training, and new environments. I really enjoyed using skills I had and passing on insight and knowledge and it made me realise I could make a significant contribution. It has given me greater understanding of young people's backgrounds which are so different to mine and broadened my understanding of diversity, confirming my opinion that background and educational qualifications should not be the basis for selection and prejudice."



**BAFTA and Media Trust Youth Mentoring Programme
Mentor Application Form**

MENTOR PROFILE	
First Name	
Last name	
BAFTA Membership No.	
Company name (if applicable)	
Job Title (We are particularly keen to hear from Actors, Editors, Camera Operators, Producers, Directors, Animators and Presenters)	
Work Phone	
Mobile Number	
Email Address	
Company Address (if applicable)	
Company Website (if applicable)	
Date of birth (Optional)	
Gender	
How would you describe your ethnic origin?	
Do you consider yourself to have a disability?	

Continues on next page...

MENTOR APPLICATION

What do you hope to get out of Youth Mentoring?	
Which of your media skills do you hope to offer to a youth project through this mentoring scheme?	
What type of media project would you ideally like to work on?	
What kind of mentoring are you interested in?	<input type="checkbox"/> I'd like to mentor an individual young person <input type="checkbox"/> I'd like to mentor a group of young people <input type="checkbox"/> We are a team that would like to mentor a group
How much time do you want to commit?	<input type="checkbox"/> 1-8 hours <input type="checkbox"/> 1 day/8 hours – 2 days/16 hours <input type="checkbox"/> 2 days/16 hours – 3 days/24 hours <input type="checkbox"/> 3 days/24 hours – 4 days/32 hours <input type="checkbox"/> Other – please specify
And how would you like to use that time?	<input type="checkbox"/> In one go <input type="checkbox"/> Spread out over time
Do you have any special requests/comments?	
The programme includes a 2½ hour training session. Please indicate which you can attend.	<input type="checkbox"/> London: Tuesday 25 May, 6.30pm <input type="checkbox"/> Manchester: Wednesday 26 May, 6.30pm <input type="checkbox"/> Bristol: Thursday 27 May, 6.30pm <input type="checkbox"/> London: Tuesday 8 June, 6.30pm <input type="checkbox"/> Other (please state preferred city and dates):

Thank you for completing this form. Please return it, together with a copy of your CV by 6pm on **Monday 17 May** to mentoring@bafta.org or
Learning and Events (Mentoring), BAFTA, 195 Piccadilly, London W1J 9LN

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