



# GrantFinder

## Media Literacy Taskforce Fund

Prepared for Thomas Overend of Slough Borough Council

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## Media Literacy Taskforce Fund **NEW**

Fund ID:	S48803
Status:	Open for Applications
Last updated:	Not specified

Grants are available to support projects carried out by non-profit organisations, private organisations and public bodies piloting new methods of delivering media literacy interventions to 'hard to reach' citizens across England.

### Fund Information

Funding body:	Department for Digital, Culture, Media and Sport (DCMS)
Maximum value:	£ 250,000
Application deadline:	30/08/2022

### Background

This programme is provided by the Department for Digital, Culture, Media & Sport (DCMS).

### Objectives of Fund

The Media Literacy Taskforce Fund is providing funding to organisations piloting new methods of engaging 'hard to reach' citizens with media literacy initiatives. Media literacy is described as the ability to apply critical thinking skills to the messages transmitted through mass media, from print, video and the internet.

The scheme will fund pilot projects that will work through communities to engage citizens in ways that are tailored to their needs and relevant to their daily lives, delivering media literacy interventions at a local level.

Some examples of delivery models for these interventions could include (but are not limited to):

- **Working closely with local authorities** to integrate media literacy support across a range of public services.
- **Establishing local, peer-to-peer education initiatives**, led by influential, community-level organisations (eg local charities) or individuals.
- **Partnering with employers to reach target audiences** with media literacy at their place of work.

Funding proposals that will demonstrate partnership across organisations with expertise of how to engage specific 'hard to reach' citizens will be supported. For example, working with local governments, local charities or youth groups.

The fund will encourage a range of approaches to media literacy interventions including and going beyond conventional classroom-style learning such as delivering learning in more informal and community-based ways.

### Value Notes

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Bids will be accepted for projects that either conclude this financial year (ending March 2023) or extend into the next financial year (ending January 2024).

DCMS expects to administer a maximum of £250,000 grant funding to individual projects this financial year. However, exact amounts will be considered on a case-by-case basis. There is no minimum funding requirement for this bid.

Proposals will be assessed on whether they demonstrate value for money. Projects seeking large amounts of funding without demonstrating proportionate results are unlikely to be successful. Projects with costings that are suspected to be fraudulent or unfeasible will not be accepted into the grant scheme.

A project's budget should not exceed 25% of the applicant organisation's annual turnover.

## Who Can Apply

The scheme is open to charities and non-profit organisations, private organisations and public bodies that have expertise in media literacy initiatives. As well as applications from individual organisations, DCMS is accepting applications from consortia, which can include public bodies outside of central government.

Applicants must be based in the UK and the project must target a local area in England (eg a town or county).

## Location

England

## How To Apply

The deadline for receipt of applications is 30 August 2022 (09:00 BST).

Applications are made online at the programme website.

Those who have any questions about this fund, or the application process are asked to email [medialiteracy@dcms.gov.uk](mailto:medialiteracy@dcms.gov.uk)

## Useful links

Media Literacy Taskforce Fund  
<https://www.gov.uk/guidance/media-literacy-taskforce-fund>

## Addresses and contacts

For further information on how to obtain this grant locally, please contact the following:

### Enquiries

Department for Digital, Culture, Media and Sport (DCMS)

100 Parliament Street

London

SW1A 2BQ

Tel: 020 7211 6000

E-Mail: [medialiteracy@dcms.gov.uk](mailto:medialiteracy@dcms.gov.uk)

## Calls and deadlines

Information on future calls is indicative only and may be subject to change.

### Deadline

Application start date:	18/07/2022
Application end date:	30/08/2022
Frequency:	Key Deadline

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