



## **Children's Media Foundation Statement on the DCMS' Contestable Fund Final Scope Paper**

**Friday 19<sup>th</sup> October 2018** - The Children's Media Foundation welcomes the publication by DCMS of the detailed paper on the operation of the Contestable Fund and the announcement of the Young Audiences Content Fund. We believe this will begin to redress the decline in the production of original public service content for children and young people in the UK for which we and others have campaigned for many years.

We support the emphasis on innovative content, reflecting cultural identity across the UK, including indigenous languages, and the promotion of diversity. These criteria will add value to UK content for children and young people. The commercial public service broadcasters now need to step up and embrace a wide range of projects across all genres and age ranges - some challenging, and innovative, some more traditional with broad appeal - all with the aim of providing the widest possible audience with more quality, age-appropriate content in the future.

We would have hoped that additional funding could have been found to support the new Audio Content Fund, but in the absence of that we believe the Audio Fund should focus on young people's content as a priority.

We look forward to the opportunity to work with the BFI on fine-tuning the Fund's criteria and operational planning in the months prior to its launch in early 2019.

[www.thechildrensmediafoundation.org](http://www.thechildrensmediafoundation.org)

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Anna Home, Chair of the Children's Media Foundation, said "What we need from the Fund is a rich mix of content which mirrors the programming lost over the last 10 years. Experimentation should go hand-in-hand with tried and tested genres such as drama, which will attract a broad audience. New talent should be given opportunities while trusted practitioners should also be providing content, reflecting the hugely respected skills in children's production in the UK."

Greg Childs, Director of the Children's Media Foundation, welcomed the development aspect of the Fund. "Funding development makes sense as it allows producers to build content propositions that will be more attractive to broadcasters who can then confidently inject the match-funding needed to complete the project. It's also a great opportunity to stimulate risk-taking and innovation."

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