

Fixer Handbook

For everything you need to know about being a Fixer



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Welcome to Fixers!

We're really pleased you want to become part of the Fixers movement and create an exciting project to help others. This is just the start of your journey with us and by the end of it we hope you will have accomplished something really worthwhile, for yourself and your audience.

The following sections contain lots of useful bits of information about working on a Fix. Please make sure you read it and pass it onto anybody else who is working with you.

It's really important to us that you feel you have achieved something, learned new skills and developed personally, and we will support you over the next few months as best we can. Your Young People's Coordinator (YPC) is there to support you throughout the process.

Depending on how your Fix is done, you can get involved in all sorts of aspects of media. You will also learn useful skills in planning, researching and budgeting for a big project.

And don't forget to mention your Fix on your CV. At the end of the process we'd be happy to provide details of your participation as a reference.

What is Fix?

You may have a really strong idea of what you want to tackle, or you might just know you want to do something. Your YPC will help you get a clearer idea of what is important to you and help you decide on a clear aim for the Fix. The key thing is to focus the project on something you are passionate about, and that can be ANYTHING!

The next thing to identify is your target audience. Your project can cover any topic or issue but must benefit at least one other person.

You may want to change people's perceptions about a certain issue, or you may want to get information to a group of people, or even pull together groups of people who don't normally mix. Whatever it is you want to tackle, you should always keep in mind the people you want to help and how you can get that message across.

Here's a list of useful prompts and questions to consider at this stage to help you really focus your ideas:

- What is the issue you want to fix?
- How do you want to change it?
- Who do you need to tell about it?
- Who is your audience going to be?
- What else is out there?
- How are you going to make it work?
- Is it cost effective?
- Is it something new?
- What are the chances of its success?
- How will you know you've made a difference?

Come back to this list throughout the project to make sure you're staying on track!

Please bear in mind these are not allowed, unless there are special circumstances:

- Producing something to promote an advocate organisation
- Providing extras to an existing project which cannot be owned by you, the Fixers
- Making something to sell or promote a business
- Directly fundraise for another charity
- Producing something where there is no clear plan about how the audience will benefit
- Anything that attacks the beliefs or activities of other groups and individuals.

What happens next?



Registering

Everyone who takes part in a Fix needs to fill out one of our registration forms. Our main funders, the Big Lottery Fund, want us to reach as many different types of people as possible from all sorts of diverse backgrounds, that's why the questions cover things like your employment status, your ethnic background and your level of education, amongst other things. The information you provide is completely confidential and will only be seen by the Fixers team - we only report total numbers to the Big Lottery Fund; nothing is linked to your name. Obviously providing this information is not compulsory; just tick the 'prefer not to say' box if you would rather not tell us. It won't affect your participation in any way.

Planning

By this stage you will have met your YPC at least once to discuss Fixers and you may meet up several times to develop your idea. All of your costs are covered along the way - bus fares, train tickets and any food or drink you may need. Money, or where you live, will never be a barrier to you taking part in a project with us.

BIG meeting

Once you have finalised your idea with your YPC, our Creative Resources team get on board. They are a team of media specialists who help provide that professional spark to make a successful Fix. Depending on how busy the team is, this can be a fairly quick process.

A BIG Meeting will happen with you, a Creative Producer and your YPC. You'll talk about what sort of resources are already available and the most effective way of addressing the problem. After this meeting you should have a really clear understanding of how the rest of the project will pan out.

Production

With Creative Resources on board, you'll have decided what your resource is going to be and then the production phase begins! Whatever we're going to make with you, we try to get it finished off as quickly as possible so you can start using your resource and tackling your subject.

It might be a short film, a website, a music video, a book, a poster campaign, or even a mobile phone app. Whatever it is, it has to be relevant to your project, and new - there's no point in making a short film about a particular issue if one already exists tackling that same issue.

Audience

Now the fun bit - you get to show off your resource and make a real difference! You will have been talking about this stage with your YPC right from the start so you should have a good plan in place about who you're going to show your resource to.

You may want to organise a screening if you've made a short film, and you can invite local organisations along who might find the resource useful. You could take your resource into schools or colleges, and we can help you to put together a resource pack to make presenting a bit easier. It's always a really good idea to write to your MP to let them know what you've been working on too. You never know how far they might be able to help you take it!

Responsibilities of a Lead Fixer

Lead Fixers aren't necessarily in charge of the whole project and if there are other people in the group, you will all make decisions together, but the Lead Fixer is the main point of contact between the group and the YPC. You may need to act as the spokesperson for the group for any press releases, or if your project is chosen to be a broadcast item (see the section on broadcast for more info).

But don't worry - you won't be responsible for getting everything done yourself! Everyone in the group will have a part to play, and if you're working on your project alone, have a think about friends or family members who might be able to share the load.

Money, money, money...

The next stage of your Fix is to do a few sums. We need to work out how much it is likely to cost and our funders need to know that we have spent the money in the right way. The overall budget we have is limited so it's important that, together, we plan carefully to keep costs to a minimum without compromising on the quality and effectiveness of your project.

Obviously the total cost for your Fix will depend on what resources we use. This is likely to change slightly during the course of the project but having thought about the budget early on, we'll be able to allocate resources properly. It will also give you some experience in budgeting for a big project, which is a really valuable transferable skill.

The Internet is a great place to find out the typical costs for things like producing leaflets, setting up a website, organising an event etc. which will give you a good starting point, but don't forget things like transport and food which all come out of the same pot.

We can cover any expenses associated with the Fix and we'll either refund you (so remember to keep receipts) or see if your YPC can pay for things on your behalf. Don't forget to make a note of any journeys you and your Fixer team are likely to make, and any food or drink you might need.

Of course, there will be unexpected changes. Some things might cost more than we thought they would and others might cost less, but it's a good process to go through. At the end we can look back and see how accurate our planning was.

Your Fix might have a very clear end to it (like an event) or it may be an awareness campaign that will carry on after Fixers involvement has finished. We will help to support you for as long as possible but, if it is a long term project, we will help to set you up so that you can continue your project without our support. We can also help you to source alternative funding if this is appropriate. Let us know if you think you might need this sort of help.

Read all about it!

Fixers aims to give you the strongest platform we can to help get your message out there. Whether it is through our website, local and national press, or even your local ITV news, we will promote your hard work.

You will work with your YPC and the Communications Team to spread the word, through press releases and news features on our website. Every project also has its own profile page on the website where you'll find any articles we've written about your project, links to resources (whether that's a film, poster campaign, website, book etc.) and photos. Make sure people know about it by linking it in with other social media, as it's a great place for people to get up to date information on your Fix.

The Fixers website is there for you to tell people how important and valuable your project is, and it's a great way to showcase your Fix. It's visited by thousands of people every month so make the most of it! You can also keep an eye on the news section where our Online Team will write articles about your Fix and all the other projects we're working on across the UK.

If, for any reason, you need or wish to remain anonymous, this needn't be a barrier to you taking part in a project. We've worked with lots of young people who have needed to remain anonymous and we've been able to keep their identity a secret whilst still managing to set up a really strong and successful project. Just speak to your YPC if you need to protect your identity.

Fixers also uses various social networking sites, especially Facebook, to share our news and for our Fixers to be able to keep up to date with each other. If you are on Facebook and would like to follow us, just log on and look for Facebook/FixersUK.

It's sometimes a good idea to set up your own Facebook page to promote your project but there are a few things you need to be aware of before you start. Remember, if in doubt, just check with your YPC.

The use of our (Fixers) logo has to be quite carefully monitored so please run this by your YPC before you create your page so that we can be sure that you're using the best quality image and that you don't breach any of our branding guidelines.

The media can be a legal minefield so make sure you've got all the relevant permissions from people and/or organisations to use their image or story. It's always safer to only use photos that either you've taken yourself or someone you know has taken. That way you know there won't be any problems using that image - as long as everyone in the photo has given their permission to be in it! I told you it was a minefield!

If you want advice on how to make your page more active or popular, ask your YPC to put you in touch with the relevant member of our Communications Team who'll be able to give you lots of useful ideas.

Broadcast

Some of the projects we work on are selected by our Broadcast team to be shown on the local ITV news. Obviously not all Fixes make it onto the news. If your Fix is chosen, we will go through the process with you step by step and make sure you're well prepared.

It usually involves a full day of filming, so there'll be a camera operator and a sound operator, a producer and a researcher. Your YPC will be there too to make sure things run smoothly and everyone eats - it's easy to forget sometimes, the shoot days can be very busy!

As the Lead Fixer, you will probably be interviewed about your project, and we'll try to arrange something fun and interesting for the day so that the broadcast piece grabs people's attention and they remember your project.

It's worth remembering the target audience for ITV local news is 55 years +, so the piece that we create for the news is meant to appeal to that age group and to show young people in a positive light. It's also hard to believe, after a long day of filming, that we have to edit those hours of film down to just three minutes, so not everything that was filmed will end up on the news.

Here's the important stuff

We want you to be able to achieve as much as possible during your Fix but it's vital that you, and the people involved, are safe and that you stay on the right side of the law! Please read the following bit carefully. Some of it might sound a bit scary, but please don't worry - it's not all relevant to every project so just have a chat with your YPC who'll be able to talk it through with you.

Risk assessment

It's really important that you carry out a risk assessment for your project. This involves considering anything that might be a hazard or might go wrong, taking steps to reduce the risk and planning what to do if something does go wrong. We have a form that you can download and some notes on how to complete it.

Medical facilities

If you're planning a big event, you might need to think about having some sort of medical assistance in case something goes wrong. This could simply be a first aid box or a qualified first aider, or you may need to involve the St John Ambulance.

Sporting or physical activities

Make sure that you ask for advice or training from professional qualified instructors where appropriate. This is especially important if anyone is doing something for the first time, or at a level that is more extreme or intense than they are used to. Look out for the wellbeing of everyone involved and encourage them to prepare properly beforehand.

Children

If your project involves working with children (under the age of 16), make sure you have permission from their parent or guardian for them to take part. It's best to have this in writing, with a signature. Take advice on how to properly supervise them and make sure somebody who is in charge of the activity has had the appropriate criminal records checks (CRB).

Images

You will want to get pictures to document and shout about your Fix, especially if you are making a film. You must get permission from everyone who is taking part to say that they are happy for you to do so. Under 16's will also need to get their Media Release Forms signed by an adult. We have copies of these forms for you to use.

Important disclaimer

The Public Service Broadcasting Trust (PSBT) does not authorise you to act as an agent for, or on behalf of, PSBT, so your promotional materials must not suggest that you represent PSBT. PSBT is not responsible for organising, supervising or hosting your activity and all activities and participation in them are at the organisers and participants' own risk. PSBT does not accept responsibility or liability for any loss or damage, or for any death or personal injury, arising out of any activity, including liability as a result of negligence (except death or personal injury caused by PSBT's negligence).

Insurance

Neither Fixers nor PSBT can provide insurance cover if your project involves setting up an event, so please think about what cover you might need before you get started. If you are working through an organisation (such as a college, community group or local business), ask if they have an appropriate policy that will cover you. In particular, if you are organising an event, you must have public liability insurance that covers the event you are planning. You may also need a licence from the local council if it is in a public place.

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