

# Cinema Incentive Scheme

Main page title  
- Underline



Audiences at Watershed

Intro  
- H1 text  
- 2 column, image on left  
- Citation text under image

The Cinema Incentive Scheme aims to sustain and grow the UK market for British independent and specialised films by incentivising participating venues to increase the number of British independent and specialised films screened as part of their core annual programme.

The scheme encourages member venues to take more risks within their annual programme, to diversify their film offer and increase opportunities for audiences to experience a broader range of cinema.

92% of the venues who participated in the Cinema Incentive Scheme said it enables them to take more risks in their programming.

Body text

**“ We want to provide a varied programme, including non-mainstream films, but have to pick titles with our income in mind; it's good to know we have support for taking some risk.**

*Electric Picture House, Wotton-Under-Edge*

Quote



Content break  
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## Who is it for?

All venues within the Film Hub SWWM membership that meet the eligibility criteria (below) are invited to apply for the Cinema Incentive Scheme. (NB. Film Hub Lead organisation Watershed is excluded from this scheme).

H2 heading  
- Body text

### Tier 1

Is aimed at full-time cinema venues presenting a minimum of 300 screenings per year to increase the percentage of specialised and British independent films screened as part of their annual programme.

H3 heading  
- Body italic

### Eligibility:

- Minimum 300 screenings per year
- 50%+ British independent or specialised cinema.

Bulletpoints  
- H3 heading

# Audiences at Watershed

- H2  
- 2 column image  
- Description text under images  
- 1 image centred



Eligibility for this scheme is assessed based on the venue's previous year's annual screening figures and the percentage of specialised and British independent screenings. At the point of initial assessment the number of screenings of specialised and British independent cinema above the eligibility threshold for each applying venue will form that venue's baseline for growth.



Points will be awarded to each venue for all screenings of British independent & specialised films above the eligibility threshold. Double points will be awarded for each screening above the venue's baseline from the previous year to incentivize growth.

Please read the [Cinema Incentive Scheme Guidelines](#) for more information about the scheme.

Download and complete the following forms:

Body text with link  
- Body light  
- Links Regular/underline

<a href="#">pilot_cinema_incentive_scheme_expression_of_interest_form.docx</a>	↓
<a href="#">baseline_activity_template.xls</a>	↓

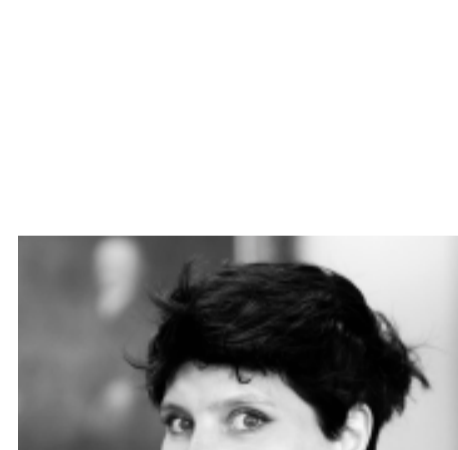
Download links  
(Down arrow)

<a href="#">Volunteer Policies</a>	→
<a href="#">What is a Volunteer</a>	→
<a href="#">DBS Checks</a>	→

In page navigation  
( Right arrow)

## Meet The Team

Inline content images  
- Meet The Team  
- 2nd block without title



### Tiffany Holmes – Film Hub South West Coordinator

Tiffany is responsible for coordinating activity across the Hub region and is the central point of contact for South West Hub members. Before joining the Film Hub, Tiffany was Festival Director for Cornwall Film Festival, which she has been involved with for the previous 5 years, setting up C-Fylm which has helped to support venues in rural areas across Cornwall to establish film clubs for their community. Tiffany has also worked with local colleges and Falmouth University to re-establish Screen Actions, a film festival for young people of primary and secondary school age and A-level and FE Students in Cornwall.

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"The bursary enable me to attend Il Cinema Ritrovato in Bologna, Italy where I networked with a number of industry professionals, promoting Slapstick, South West Silents and myself in order to begin to build up a network of key contacts for our organisation, which could result in future collaborations and opportunities to screen films. I also, saw a number of silent films which both add to my education and to the education of our organisation as a whole. I got more than I had hoped for.

Rosie Taylor, Curator - Slapstick and South West Silents

Embedded content  
- Same wide column layout (Images, video, embedded maps)



Further content  
Linked images (black and white rollover)



Cinemas & Cross-Arts Venues



Community Cinemas



Education



Film & Media



Film Festivals



Theatre & Arts