

# AUDIENCE DEVELOPMENT OPEN CALL 2019 - 2020

Support for film festivals, networked activity and ambitious audience development initiatives that will enable audiences in the South West to experience the past, present and future of cinema in all its forms.



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# INTRODUCTION

## ABOUT THE BFI FILM AUDIENCE NETWORK

The Film Audience Network (FAN) was set up in 2012, using funds from the National Lottery to support a stronger and more connected approach to growing audiences for British and international film on the big screen.

Film Hub South West is one of eight regional and national Film Hub Lead Organisations (FHLO) that make up the BFI Film Audience Network (FAN), providing a comprehensive geographic reach across the UK with the aim of increasing the breadth and depth of film available to audiences.

FAN is central to the BFI's commitment in **BFI2022**, its current five year plan, to give everyone, everywhere in the UK the opportunity to enjoy and learn from the richest and most diverse range of great British and international filmmaking, past, present and future.

Find out more about the BFI and the Film Audience Network at [bfi.org.uk](https://bfi.org.uk).

## ABOUT FILM HUB SOUTH WEST

Film Hub South West aims to engage diverse communities in great British and international independent cinema through its membership of organisations across Cornwall, Devon, Somerset, Dorset, Wiltshire, Hampshire, Gloucester and the Isle of Wight.

We are passionate about the past, present and future of cultural cinema, and we believe film culture should be accessible and enjoyed by audiences everywhere.

We want to look back on the setting-up of Film Hub South West and the Film Audience Network as a defining moment for exhibition practice and film culture; embracing new ways of making and curating film and offering audiences compelling and entertaining cinema experiences.

To find out more about Film Hub South West and the range of benefits on offer to members, please visit the Film Hub website at [watershed.co.uk/filmhub](https://watershed.co.uk/filmhub)

# WHAT IS THE OPEN CALL?

*Film Hub Members can request support for audience development activity taking place between April 2019 and March 2020.*

Through this annual open call for proposals, we aim to support larger scale audience facing activity within the South West region, including film festivals, networked activity and ambitious audience development initiatives that invite and inspire audiences across the region to understand and enjoy the past, present and future of cinema in all its forms.

We invite proposals for activity that will work towards the vision to ensure that cultural cinema is for everyone, everywhere. We are particularly interested in activity that contributes to breaking down barriers to engagement and that recognises the quality and value of difference.

The available support is aimed towards sustaining and expanding existing provision as well as instigating new activity that corresponds to the BFI2022 priority areas as outlined below.

“We would not be the cinema we are today without Hub support. It has allowed us to take risks with our programme and develop specialised seasons, resulting in better audience engagement.”

**Exeter Phoenix**

**Activity must be focussed on one (or more) of these priority areas:**

- **Young Audiences:** Developing young audiences, defined by BFI as those aged 16 to 30.
- **Diversity, Inclusion & Access:** Activity aimed at, and/or co-produced with, under-represented groups. Ensuring that a wider range of people regardless of age, race, sexual orientation or socio economic background - including those living with a disability - can shape and experience cinema-going.
- **Reach and Cultural Engagement:** Maximising the number of audiences engaging with titles and/or increasing the cultural depth of their experience. We will seek to support activity across a range of rural and urban settings.
- **Screen Heritage & Archive Film:** Engaging more people in screen heritage and archive films, with a particular focus on national and regional collections.

Film Hub South West is committed to inclusion and has adopted the **BFI's Diversity Standards**, recognising and acknowledging the quality and value of difference and working towards reducing under-representation in the following focus areas: disability, gender, race, age and sexual orientation as they pertain to the Equality Act 2010, as well as seeking to ensure that people from lower socio-economic groups are better represented. Priority will be given to proposals that clearly address the criteria as outlined in the Standards.





# ACTIVITY WE WILL SUPPORT

While there is one overall pot for larger scale audience development activity (£1,500 and above), we anticipate activity falling into one of the three areas of activity outlined below.

For small scale projects (under £1,500), see the [Audience Pitch Pot](#), a simple way to access additional support for screening events, assessed on a fortnightly basis.

- **Film Festival Activity:**

Aimed at supporting a broad range of audience facing film festival activity in the South West from community provision to sustaining the ambition and reach of regional film festivals with larger significance. We intend to support a portfolio of film festivals across the region that will deliver a vibrant and diverse range of cultural film beyond the mainstream, showcase a complementary range of genre specialisms and reach diverse audiences. This strand of support would include programmes as part of an annual/bi-annual festival itself or year round activity such as pop-up screenings delivered by the film festival organisation.

In selecting which festivals to support we will prioritise those that can demonstrate significant audience impact, offer a high quality cultural programme, provide audiences with enhanced opportunities to engage with cultural cinema beyond the mainstream and create added value through partnership working and legacy.

- **Networked Activity:**

This strand is aimed at supporting collaborative activities or sharing of best practice in audience development across two or more venues or festival organisations, with a focus on the BFI2022 priority areas. Activity in this strand might include a touring programme of features or shorts with talent attached travelling to multiple venues or festivals or shared marketing and promotional assets to capitalise on a regional or National press opportunity. This strand would support activity across a rural touring network or a partnership project across multiple sites in the South West. Top-up support can be applied for where pilot projects supported through an earlier round of open calls demonstrate the potential to have a wider impact across the Hub.

- **Ambitious Audience Development Initiatives:**

Aimed at supporting larger scale audience development initiatives with a strong focus on at least one of the BFI2022 Priority areas that demonstrates the potential to have significant audience benefit. This activity would be ambitious in scale and have realistic audience outcomes. This might be launching a new young person's ticket offer in tandem with a series of high profile events or working with diverse or marginalised communities, giving them a voice and opportunity to share in the design and programming of events. We encourage members to identify partner organisations to work with in order to maximise the impact of projects.

# WHO IS ELIGIBLE?

In order to seek financial support you must be a Film Hub South West member organisation. If you are not already a member, please visit the [Film Hub website](#) for membership eligibility and register online, before submitting your application form.

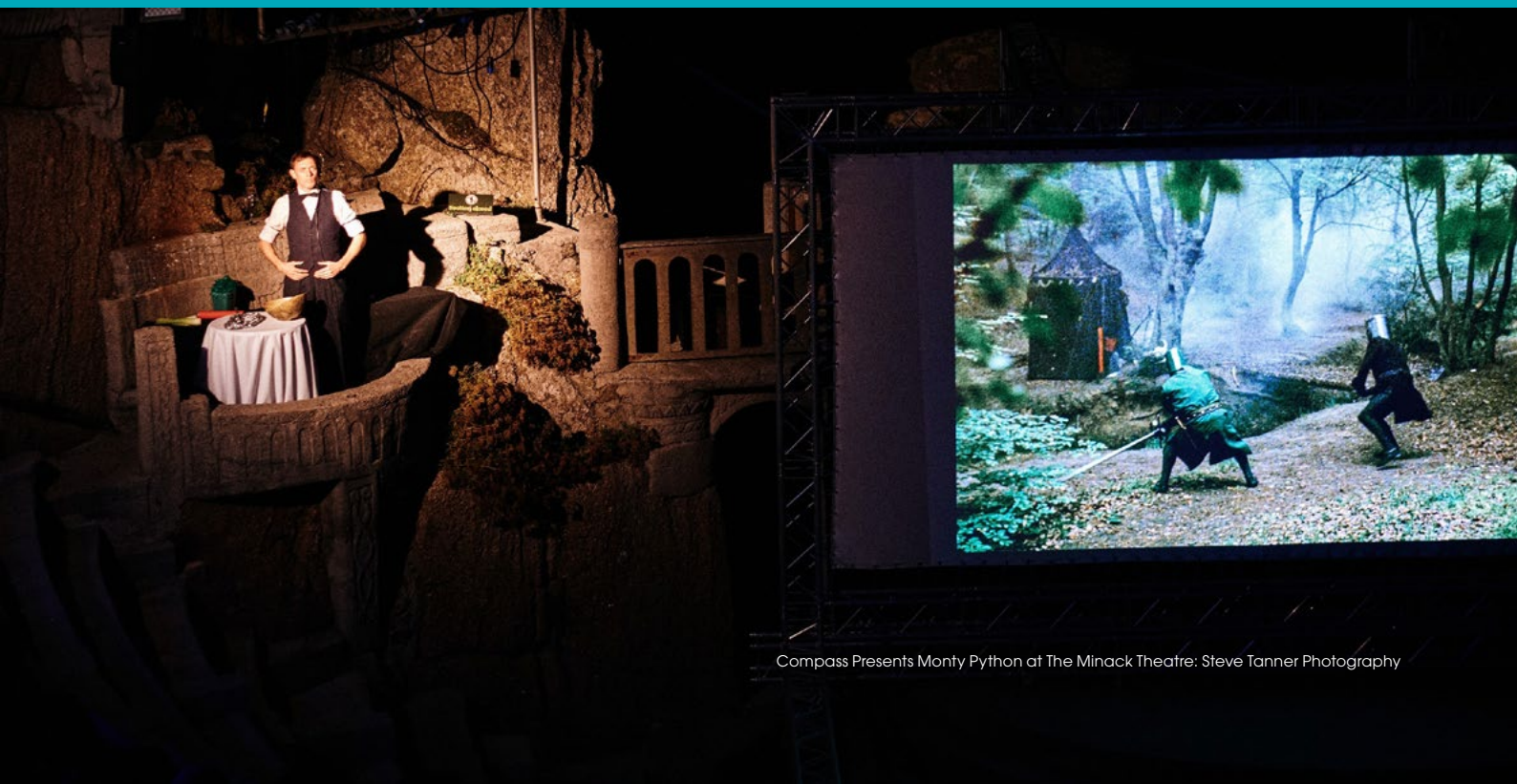
Film Hub South West can only accept investment submissions from legally constituted organisations operating in Cornwall and Isles of Scilly, Devon, Dorset, Gloucestershire, Hampshire, the Isle of Wight and Somerset. A legally constituted organisation may be one of the following:

- A Charity
- Private company limited by guarantee or shares, including Community Interest Companies
- Legally constituted partnerships
- Local authorities
- Other public sector bodies
- Universities

# HOW MUCH CAN WE AWARD?

The total funding pot for Open Calls in 2019/20 is £60,000 and we expect to provide support of between £1,500 and £10,000 for individual projects. For larger awards, projects would need to demonstrate significant audience impact against one or more of the BFI2022 Priority areas.

We would expect the average subsidy per head to be no more than £5. We may consider projects requiring a larger subsidy in certain circumstances, for example, projects that demonstrate outstanding curatorial ambition, with the potential for significant learning or development outcomes, that could benefit the wider Hub. We also recognise that projects seeking to engage, or working in partnership with, under represented groups may have higher costs.





# ACTIVITY WE CAN SUPPORT

Support from the Film Hub South West can be used towards costs relating to audience facing activities including the following:

- Publicity and marketing (e.g. programme production, website)
- Film hire and transport
- Screenings and events for the public
- Screenings, events, masterclasses etc. for film companies or filmmakers
- Staffing directly relating to the delivery of the festival, activity or project
- Office costs and overheads directly relating to the delivery of the activity
- Venue hire for screenings and events
- Filming of events
- Festival operations: stage management and security, furniture and minor equipment replacement
- Monitoring and evaluation activity

# ACTIVITY WE CANNOT SUPPORT

- Activity that does not meet the aims of the Hub to develop audiences for cultural cinema beyond the mainstream offer or fit with one or more of the BFI2022 priority areas
- Activity taking place outside of the Film Hub South West region
- Applicants based outside the Film Hub South West region even if the project takes place in the region
- Activity that is covered by or already benefiting from BFI funding
- Activity that duplicates what already exists in the same location or which serves the same audience
- Activity that has already taken place or goods and services already paid for at point of application
- Activity that is not related to film or moving image
- Any costs that are not directly related to the proposed programme of activity
- Support for capital expenditure, venue alterations or improvements



Cornwall Film Festival's Pedal Powered Cinema Screening of Jaws with @electricpedals.





# HOW TO SUBMIT

This is an annual open call with a fixed deadline for applications.

Please see timetable below for 2019 dates.

We ask applicants to [submit a draft application online](#) by the 1st February 2019, with a broad outline of planned activity and the amount requested, before submitting a full application.

## To apply for support we ask you to:

1. Please read the full guidelines before making an application to ensure your activity fits the eligibility criteria and investment priorities outlined.
2. Complete an [income and expenditure budget](#) outlining the costs of your activity
3. [Complete the Online Application Form](#), uploading your budget to the form

4. Applicants are asked to complete a [KPI Summary](#) at final submission.

You can download a Word version of the online form for reference, but we do ask that you copy your responses into the online form for submission. You will not be able to save your application half way through, however once you have submitted the form you will be given a link to edit your submission if required. A copy of your application will be emailed to you on submission.

Following the draft submission deadline the Film Hub Team will provide feedback on your proposal or meet with you to help shape a proposal that supports the development of the organisation and delivers against the priorities of the BFI2022 strategy.

**The Final Deadline for completed submissions is the 15th March 2019.**





# OPEN CALL TIMETABLE 2019

16th December 2018	Open Calls Guidelines Published
1st February 2019	Deadline for draft proposals
15th February 2019	Deadline for Feedback to be given to applicants
15th March 2019	Final deadline for applications
1st April 2019	Decisions announced
9th April 2019	First Instalments paid out

# HOW WE ASSESS APPLICATIONS

Applications will be assessed by the Film Hub South West Team. They will look at:

- **Activity eligibility:** How well does the proposed activity fit with the objectives of the Film Hub and the BFI 2022 priority areas?
- **Impact and value for money:** we will be looking at the scale of the activity and the potential audience impact in relation to the investment requested from the Film Hub South West. Subsidy per head will be a consideration.
- **Geographical spread:** we seek to ensure a wide range of organisations and areas are receiving Film Hub South West support to enable audiences across the region to benefit from increased access to cultural cinema beyond the mainstream offer.
- **Partnership working:** we encourage collaboration and networked activity that has the potential to benefit audiences in multiple locations or to engage a range of different audiences. We would welcome proposals for activity that is developed with members of the target audience, e.g. a young people's event co-produced with young people, will be more likely to receive support.
- **Partnership funding:** We do not insist on match funding, however, partnership support whether in cash, volunteer time or other in-kind contributions is an important demonstration that there is genuine support for the programme from the community and potential added value. As such, projects that have secured some partnership funding are more likely to be supported.
- **Legacy:** We will consider how the activity integrates into the organisation's overall audience development strategy or aims. Is there potential for the activity to become sustainable long-term or create additional opportunities for communities once the project itself is over?





# GUIDANCE ON COMPLETING THE APPLICATION FORM

Notes are provided in the online form to help with the completion of each section.

[Link to the Online Application](#)

[Download a Word version of the Form Here](#)

[Download the Income and Expenditure Budget Here](#)

[Download the Key Performance Indicator Sheet Here](#)

“We’ve taken part in projects that would have been impossible without the Hub support, including a multi-arts project across three venues, a schools season on curating film and added-value activity for specialist films - films too specialist for us to screen without this kind of support.”

**Luke Doran, Curzon Cinema & Arts**



# ADDITIONAL INFO FOR SUCCESSFUL APPLICANTS

## Acknowledgment of Support

It will be a condition of any award of funds that appropriate credit is given to the Film Hub and BFI FAN / The National Lottery on all publicity materials for the project. Guidelines will be provided.

## Reporting requirements

In keeping with the BFI's monitoring and evaluation process we will request project updates on a quarterly basis. On the completion of the project you will be asked to submit a final report to include:

### **Audience Surveys**

An audience survey template will be provided to collect demographic information and feedback from your audience. We ask applicants to capture survey data from a minimum of 10% of their audience.

## **Final Report & Project Log**

After the event, you must fill in an **online form** to let us know how the event went and the impact of Film Hub SW support. We also ask you to complete an Excel Project Log with screening data and audience numbers.

## **Income and expenditure Budget**

You will need to submit an updated budget to reflect the actual costs of the activity.

## Downloads:

- **[Branding guidelines](#)**
- **[Audience Survey Pre-Show Slide](#)**
- **[Audience Survey](#)**
- **[Final Report](#)**
- **[Project Log](#)**

# TALK TO US

Please do not hesitate to get in touch if you have any questions, concerns or specific access requirements regarding the application process or guidance notes. We are very happy to discuss your project with you before you submit an application and will advise and support wherever possible.

In the first instance contact: [filmhub@watershed.co.uk](mailto:filmhub@watershed.co.uk) | 0117 927 5128

To find out more about Film Hub South West and what we do, visit: [watershed.co.uk/filmhub](https://watershed.co.uk/filmhub).



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