**Audience Development Open Call Application Form**

Open Call support is only available to Film Hub South West members. If you are not already a member, visit [watershed.co.uk/filmhub](https://watershed.co.uk/filmhub/) to find out more and apply.

Please read the full guidelines before making an application to ensure your activity fits the eligibility criteria and investment priorities outlined.

If you need any help completing this online application form please contact filmhub@watershed.co.uk.

Please be advised that you cannot save your application half way through, however you can edit your application once it has been submitted by clicking the Edit Response link on the final page. Your application will be emailed to you on submission.

You will be asked to upload an income and expenditure budget to this form, please use [this template](https://public.3.basecamp.com/p/p9G1V8segGFm1UdHgXPk3kZH).

THE DEADLINE FOR EXPRESSIONS OF INTEREST FOR THIS FUND IS THE 1ST FEBRUARY 2019

We require all applicants to submit either a full or draft application at this stage. The Film Hub team will provide feedback on all applications and may meet with the applicants to support the development of the proposal to a full application.

FINAL DEADLINE FOR FULL APPLICATIONS IS 15th MARCH 2019.

* Required

## Email address \*

**Section 1. Your Details**

* 1. **First Name: \***
	2. **Surname: \***
	3. **Organisation: \***
	4. **Organisation website:**
	5. **Job title:**
	6. **Email Address: \***
	7. **Telephone:**
	8. **Address:**
	9. **Postcode: \***

**Section 2. Your Activity**

* 1. **If this is the first time you are applying for this fund, please tell us about your organisation**

**/ film festival (no more than 500 words)**

Please include details of age of organisation/festival, curatorial emphasis, target audience, positioning within the community or locality: overall aims and objectives of the organisation / film festival and the need it serves.

## Select which audience development area(s) your project will focus on \*

We have committed to adopting the BFI’s Diversity Standards and will prioritise support for projects that meet the criteria as outlined in the Standards. All supported activity will need to have a clear focus on at least one of the following BFI 2022 priority areas:

*Check all that apply.*

* + 1. Young Audiences
		2. Diversity, Inclusion & Access
		3. Boosting Reach of Film Titles & Cultural Engagement
		4. Screen Heritage & Archive Film

## Project Title

* 1. **Please describe clearly and succinctly the specific festival activity, project or programmes you are seeking support for and how this fits with the audience development area(s) you have selected above. (Max 800 words) \***
* Please include programme highlights and details of any partners you will be working with. Festivals will be asked to provide more programme details in the attached KPI spreadsheet. Please note there is a separate question below relating specifically to how this project meets the BFI Diversity Standards.

## Please summarise your Project Outcomes (max 300 words)

These are the outcomes you are working to achieve with this project / the change you want to make. They are the result of what you do, rather than the activities you deliver. This might be things like a growth in audience, improved access for audiences, new skills gained, more confidence or job creation. Outcomes are best described using words of change, such as: more, better, less, improved. In some cases outcomes may involve keeping a situation stable, or stopping things from getting worse.

## What is the longer term impact / legacy? Can the work carry on in any way after your project has finished? (max 300 words)

Please use this section to indicate how you see this activity contributing to your long­term audience development strategy. How might the activity become sustainable or how might the impact of the activity continue beyond the activity of this project?

## Amount Requested (£) \*

We expect to provide support of between £1,500 and £10,000 for individual projects, with a maximum subsidy per head of £5.

## Please upload an income and expenditure budget for your project.

Please include all match­funding and in­kind support, as well as any expected earned income from box office or merchandise sales in the Income part of your budget. Be realistic about the costs of your project and do ensure you have included marketing and evaluation costs. You can download the budget template here:

Files submitted:

## Please upload a KPI Summary

You can download the Template [here](https://public.3.basecamp.com/p/p2JbnbGoh34LbpNeGT8P7abA)

## Project Start Date:

* 1. **Project End Date:**
	2. **Expected Audience Numbers:**

(Please ensure this is a realistic target audience number)

## Please provide details of your marketing plan for this project with an indicative timetable

Film Hub South West is keen to ensure that supported activity is effectively promoted and the widest audience is reached. We want to see that you have given consideration to how you will publicise your activity and have thought through your marketing strategy. We expect you to include relevant marketing and promotional costs in your budget and for that to be reflected in your plan. Please use this section to list the marketing / promotional activity you plan to carry out with an indication of timings for press announcements, radio interviews, social media promotions and presence on organisation website for this project etc. Will you be printing flyers / posters? (Ensure this is all costed within your project budget).

# Diversity & Inclusion

Inclusivity for us means having a film culture that stretches across the UK in a meaningful way with everyone able to engage with film, culturally and professionally, regardless of their identity, background, and/or circumstances

We are committed to inclusion and have adopted the [BFI’s Diversity Standards](https://www.bfi.org.uk/supporting-uk-film/diversity-inclusion):

working towards supporting meaningful representations of diversity on screen, in project leadership and creative practitioners, through providing access and opportunities to industry, and through a commitment to ensuring greater access for as wide an audience as possible.

## Please tell us if and/or how your project contributes to these standards

This might include relevant details of on screen representation (diverse narratives, cast and places depicted); diversity of the crew and talent involved in making the film(s) screened; or the way you intend to cater for different audiences (provision of disability access, specialist projects for target audiences, providing for specific UK regions etc)

# Please click the submit button to send us your Open Call application ­ thank you!

A copy of your responses will be emailed to the address you provided