

# AUDIENCE PITCH POT

A simple way for Film Hub members to  
access support for new or existing projects  
and screenings.

**Film  
Hub**  
South West



# WHAT IS THE AUDIENCE PITCH POT?

From 1st April 2019 to 31st March 2020, registered Film Hub South West (SW) members can pitch proposals for grants of up to £2,000 for **marketing** or **audience development** activity.

In line with BFI 2022, Film Hub SW will support activity that is aimed at:

- Young audiences (16-30)
- Promoting diversity, inclusion and access
- Boosting the reach of film titles and promoting deeper cultural engagement
- Celebrating screen heritage and archive films



“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**

“Being able to participate in region-wide and national initiatives has given our year-round outreach work a much larger audience as well as made the festival feel like it’s part of something bigger.”

**Encounters Short Film & Animation Festival**

# GUIDELINES

**Follow the four points below to make sure you're in with the best chance of being awarded Pitch Pot support.**

**If you still have questions after reading, please get in touch at [filmhub@watershed.co.uk](mailto:filmhub@watershed.co.uk)**





Broken Blossom © Luke Doran, 2016

# 1: MAKE SURE YOUR ACTIVITY IS ELIGIBLE

## Who Can Apply

To be eligible for support, organisations must be registered members of Film Hub SW and be legally constituted.

## What we can support

Pitch Pot awards are to support **extended** or **additional** Audience Development and Marketing activity that corresponds to the BFI2022 priority areas as outlined below. Your activity must be focussed on one (or more) of these areas and should be additional to any core marketing activity planned.

**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 - including Deaf, Living with dementia and Autistic audiences - can experience the cinema.

## 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:

Helping more people celebrate screen heritage and archive films, including re-releases and Britain on Film strands.

## How much we can award

We expect Pitch Pot awards to be between £100 and £2,000. For larger scale awards, please see the Film Hub's [Open Call](#) for film festivals, networked activity and ambitious Audience Development Initiatives.

As a rule of thumb subsidy per head should be around the £5 mark.

\*Film Hub SW is committed to 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.



Silent Running as part of BFI Sci-Fi © Stephen Oxborrow, 2014.

## 2. CHECK OUT THE FAQs

What kind of activity is classified as marketing or audience development?

We see audience development or marketing activity as any activity that will promote your screenings or events to a target demographic - a demographic who you would not describe as your 'core' audience. Pitch Pot proposals are to support additional activity in line with BFI2022 priorities, rather than core marketing activity.

Activity can be via traditional marketing tools, or something more innovative, it doesn't matter as long as it is focussed on developing an audience in line with any of the priority areas.

Here are just a few ideas of the kind of activity we would expect to support - but you can of course apply for others:

- Partnership working with new and relevant networks, organisations or media outlets to reach a target audience.
- Paying a member of staff or freelancer for specific outreach to a target audience.
- A special event aimed at engaging a target audience.
- An extended and targeted Facebook campaign aimed at reaching new audiences.
- Extended print or digital advertising targeted to any of the priority areas.
- Press support - freelance or agency - that targets any of the priority areas.
- A promotional event that will generate press around a screening or season.
- Commissioning written/video or other content (must demonstrate how this will help develop audiences in line with priority areas).
- Print and distribution in target areas.

## How do you assess applications?

Applications between £100 and £1,500 are assessed by the core Film Hub SW team. They will look at:

**Activity eligibility:** Is the audience development or marketing activity targeted towards one or more of the priority areas?

To what extent is the proposed work additional to core activity or an enhancement of an existing programme?

**Geographical spread:** we seek to ensure a wide range of venues and areas are receiving Film Hub SW support.

**Partnership working:** activity that is developed with members of the target audience, e.g. a young persons event co-produced with young people, will be more likely to receive support.

**Legacy:** How the activity integrates into the organisation's overall audience development strategy or aims.

## What kind of reporting is expected?

In keeping with National Lottery funding, all successful applicants will be asked to report back on their activity by filling in an Impact Statement and capturing audience data.

You will be asked to use a two page audience survey at a sample of your screenings or events and to input the results into an reporting template.

Surveying is a good way of getting to know your audience. By scheduling regular audience demographic surveying you can build a sense of who is coming to your venue (and who isn't) which in turn can help with identifying new potential audiences. We will share all data back with you and if you would like to talk to us about embedding demographic surveying within your organisation get in touch at [filmhub@watershed.co.uk](mailto:filmhub@watershed.co.uk).

## When will I hear if my application has been successful?

Applications will be assessed on a fortnightly basis so the maximum wait on a decision will be 14 days. Where applications are made above £1,500, a response may take up to 4 weeks.





La Jetée as part of BFI Sci-Fi © Jon Craig, 2014

## 3. SUBMIT A PROPOSAL

[Fill in this short form to apply for a Pitch Pot.](#)

“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**





Pedal Power Mad Max: Fury Road at Bath Film Festival © Electric Pedals, 2015

@electricpedals

## 4. GET READY FOR YOUR EVENT

Successful Pitch Pot applicants are expected to:

- Use Film Hub South West & BFI Film Audience Network branding
- Survey their audience
- Report back on their activity via an Impact Statement & Project Log.

Follow the instructions and download documents below.

### Audience Surveys

Please use the Audience Surveys provided to collect demographic information and feedback from your audience. Use the pre-show slide to explain the purpose to your audience.

### Impact Statement & Project Log

After the event, you must fill in a short 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.

### Downloads:

- [Branding guidelines](#)
- [Audience Survey Pre-Show Slide](#)
- [Audience Survey](#)
- [Social media & Facebook ad guide](#)
- [Impact Log](#)



# TALK TO US

If you have any questions about Pitch Pots, the submission process or would like to discuss your event or proposal, please drop us a line at [filmhub@watershed.co.uk](mailto:filmhub@watershed.co.uk).

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

Pedal Power JAWS on the Beach at Cornwall Film Festival © Annie Bungeroth, 2015



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