

## Information for FAN members – Into Film Youth Engagement Project

### What?

Following the 2018-19 Into Film 16-19 FAN Consultation Pilot that took place across England, Into Film are inviting BFI FAN members to take part in this year's project.

There are two places available on this scheme per FAN region and these will be decided in collaboration with the Hub Lead Organisation.

Participating venues, festivals and film societies will benefit from the delivery support of an Into Film Programme Delivery Coordinator (PDC) based in their region who will commit to delivering at least three instances of engagement over the Autumn term 2019. The project aims to support in one or more of the following areas, which will be decided in consultation with your PDC.

- Mystery shopper – feedback on venue and offer
- Film marketing – looking at social media and marketing channels
- Cinema ticket offers/loyalty schemes for young people
- Working with existing young programmers group to add value & insight
- Workshops on a particular theme of the venue's choosing

### When?

Recruitment for the project will take place over the summer months with an aim to have Fan members selected by October 1<sup>st</sup>. The three workshops or instances of engagement will happen before March 1<sup>st</sup> 2020.

### How?

Any interested FAN members can contact Into Film to register their interest in the project. This will be followed up with a call/meeting to discuss finer details including venue/organisation commitment, safeguarding requirements and evaluation methods.

### Benefits/commitment

Into Film aims, through this project, to provide participating FAN members with feedback directly from a group of young people aged 16-19 years, to help develop their offer in a range of different areas.

*"Into Film has actually made it easy to create a really great connection with a group of students who we can now work with as Young Programmers. When you work in a tiny organisation, with few resources and little time, Into Film can bridge the gap and get things started - and that is the bit that often feels like it's too much hard work - and then we could just step in and help out. I would highly recommend making that connection with Into Film. There is so much more than the schools film festival on offer."*

*Anna Film Programmer, Plymouth Arts Cinema*

### What we'll do

- Collaborate with you to choose a suitable project model and plan project
- Offer support based on experience running projects with YP including signposting to other organisations where relevant eg. developing safeguarding policies
- Collaborate on recruitment of participants including using Into Film contacts and reaching out to any local organisation that you want to engage with.

- Manage participant sign ups and ask for consent for FAN members and Into Film to communicate with YP.
- Ensure 3 instances of engagement with participants take place, including at least 2 face to face meetings.
- Work with you to develop engaging content for project, attend meetings and support delivery
- Manage evaluation of the project including baseline and exit surveys with participants and FAN members
- Contribute budget
  - £100 per group of YP for project planning
  - up to £200 for FAN member to support the delivery of the project

#### What we expect from you

- Share safeguarding policy with Into Film. We'll support and signpost you to help create one if you don't already have a policy in place. We can contribute funding to help you create one if needed.
- Collaborate with Into Film to choose a suitable model and plan project
- Help to identify local groups to target for recruitment and share relevant contact with Into Film Programme Delivery Coordinator.
- Offer incentives to YP to sign up to the project where appropriate (cinema tickets, invitations to special screenings, can use Into Film budget for this).
- Hold data securely (GDPR compliant) for any YP data that is shared with you.
- Work with Into Film to develop engaging content for sessions
- Host face to face sessions where applicable
- Encourage participants to complete surveys for evaluative purposes
- Complete evaluation surveys and continue to inform IF of any audience development progress attributable to the project
- We encourage you to continue engaging with the participants after the initial project if suitable
- Update Into Film after 3 months on any developments following on from project