

BIG SCREEN

Audience Development Open Call

Guidelines 2020 - 2021

Awards of up to £12,000 of 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.



**Film
Hub**
South West

CONTENTS

[WHO ARE WE?](#)

[WHAT IS BIG SCREEN?](#)

[WHAT ARE OUR AUDIENCE DEVELOPMENT PRIORITIES?](#)

[DIVERSITY STANDARDS & ENVIRONMENTAL SUSTAINABILITY](#)

[WHAT ARE WE LOOKING FOR?](#)

[WHO CAN APPLY?](#)

[WHO CANNOT APPLY?](#)

[HOW MUCH CAN YOU APPLY FOR?](#)

[WHAT CAN BE SUPPORTED?](#)

[HOW TO APPLY](#)

[2020 TIMETABLE](#)

[HOW WILL PROPOSALS BE ASSESSED?](#)

[SUCCESSFUL PROPOSALS](#)

[FAQS](#)

[CONTACT US](#)



Compass Presents Jamaica Inn at Minack Theatre. Credit Steve Tanner

WHO ARE WE?

Film Hub South West, led by Watershed in Bristol, is one of eight regional and national Film Hub Lead Organisations (FHLOs) that make up the BFI Film Audience Network (FAN).

FAN is central to the British Film Institute's (BFI) commitment in BFI2022, its current five year strategy, 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. As a part of FAN, our aims at Film Hub South West are to engage diverse communities in great British and international cultural cinema through our membership of organisations across Cornwall, Devon, Somerset, Dorset, Wiltshire, Hampshire, Gloucester and the Isle of Wight.

We believe film culture should be accessible and enjoyed by audiences where they are and are committed to embracing new ways of making and curating film and cinema experiences.

Since 2013, we have built a membership of over 170 exhibition organisations in the South West and provided a range of support, including: training, networking opportunities, professional development bursaries and audience development funding. We have supported over 175 audience-facing projects, awarded funds over £600,000 and reached audiences of more than 400,000 across the South West region.



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



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FAN
BFI FILM AUDIENCE NETWORK

**Film
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South West

WHAT IS BIG SCREEN?

Big Screen is our largest open fund calling for audience facing film exhibition initiatives in the South West region.

Film Hub South West Members are invited to apply for awards between £2,000 - £12,000 for activity taking place between 1 April 2020 and 31 March 2021.

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

We invite proposals for activity that will work towards our belief that cultural cinema should be for everyone, everywhere. We are particularly interested in activity that contributes to breaking down barriers to engagement with film 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 our audience development priorities.

For smaller scale awards up to £2,000, for audience development activity and marketing support, check out our rolling [Pitch Pot](#).



Lifeworks Ordinary Extraordinary Festival. Credit Bethany Hobbs & Nick Parsons

WHAT ARE OUR AUDIENCE DEVELOPMENT PRIORITIES?

Our ambition as the Film Audience Network is to give everyone, everywhere in the UK the opportunity to engage with the richest and most diverse range of great British and international filmmaking, past, present and future.

Supported activity must focus on one (or more) of our four audience development priorities, in line with the BFI2022 Strategy:

- 1. Young Audiences*:** Activity aimed at, and/or co-produced with young people, defined by BFI as those aged 16 to 30.
- 2. Diversity, Inclusion & Access*:** Promoting inclusivity on screen and among audiences with activity aimed at, and/or co-produced with, under-represented groups, particularly people of colour, disabled people, LGBTQI people, women and those from low socio-economic backgrounds.

In 2020-21, we particularly welcome proposals that include a focus on creating more access for disabled audiences.

- 3. 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.

- 4. Screen Heritage & Archive Film:** Engaging more people in screen heritage and archive films, with a particular focus on national and regional collections.

**For projects focused on young audiences or vulnerable adults, you will be asked to share your safeguarding and child protection policies with the Film Hub team at final application stage.*



Afrika Eye Festival - Girlhood panel discussion Credit: Jon Craig Photography

ADDITIONAL CONSIDERATIONS

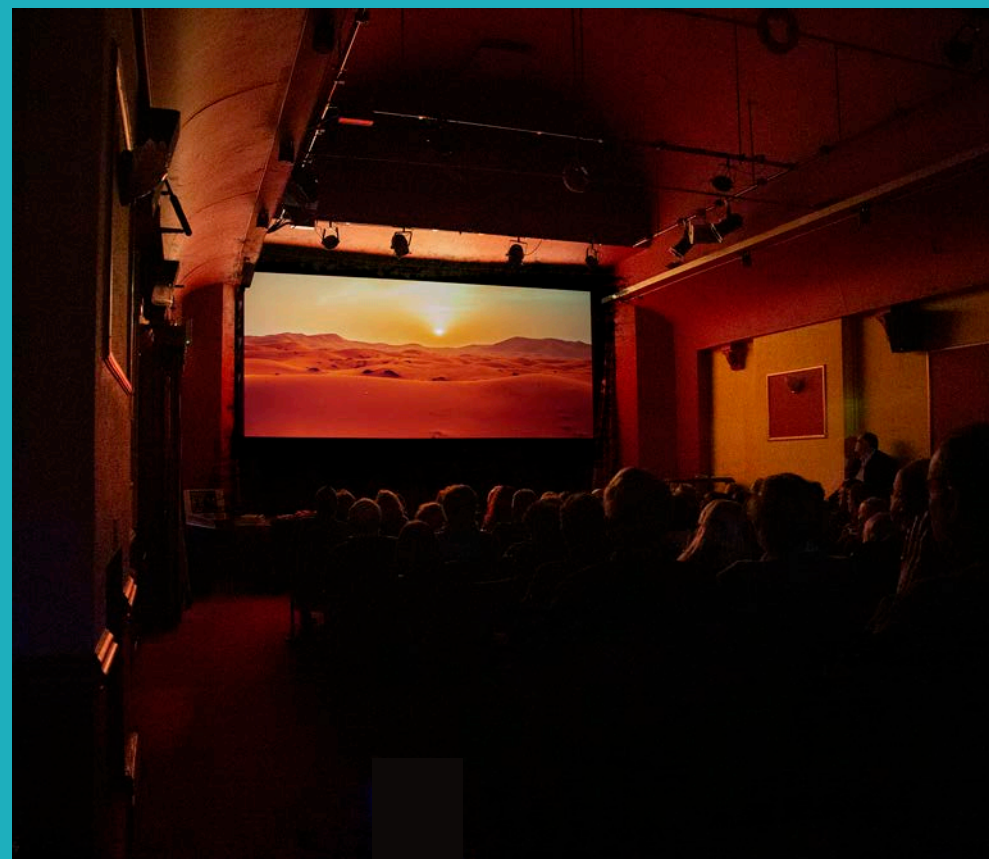
Diversity Standards

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 cinema exhibition. The Standards focus on under-representation in relation to age, disability, ethnicity, gender, LGBTQ+, religion and belief (as they pertain to the [UK Equality Act 2010](#)), as well as socioeconomic background and geographical location. As part of your application, we ask you to outline how you will meet the criteria of these Standards through your work.

Environmental Sustainability

We, as FHLO Watershed and as part of the BFI FAN, have joined other major arts organisations in recognising and voicing our commitment to environmental sustainability by declaring a climate emergency. We are supporting Culture Declares Emergency and looking at how we can make improvements across our own operational activities, to put it centre stage in our role as a regional Film Hub and in supporting our members.

We encourage Film Hub members to be proactive in addressing the challenges of climate change, pollution and the global decline in biodiversity. As part of your application, please outline any practical actions you may take to promote the principles of environmental sustainability for your proposed activity or your work more generally. This may be entirely behind the scenes within your organisation or an element of your audience-facing activities. There is a list of useful resources and organisations to aid your thinking in this area [here](#).



Purbeck Film Festival at The Rex Cinema Credit: Rob Forrester

WHAT ARE WE LOOKING FOR?

Big Screen aims to support large scale and ambitious film exhibition projects that will have a significant impact on audiences in the South West.

Supported activity is expected to focus on one (or more) of our [audience development priorities](#), however, we anticipate projects broadly falling into the following three strands of activity:

1. Film Festivals:

Open to audience-facing film festival activity in the South West 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 can support 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 consider the geographic spread of our investments and 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, match funding and legacy.

2. Networked Activity:

Aimed at supporting collaborative activities or sharing of best practice across two or more venues or festival organisations. Activity in this strand might include a touring programme of features or shorts with talent attached travelling to multiple venues/festivals or shared 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 if there is potential for a project to have a wider impact across the Hub.

3. Ambitious Audience Development Initiatives:

Aimed at supporting larger scale audience development initiatives with the potential to have significant audience benefit and/or other relevant impact such as national press. This activity needs to be ambitious in scale and have realistic audience outcomes. This could be a large scale one-off event involving local communities or a longer term initiative such as the launch of a new young person's ticket offer in tandem with a series of high-profile events. We encourage members to identify partner organisations and other sources of funding in order to maximise the impact of projects.

We encourage innovative approaches to film exhibition so if you come up with a different idea that meets one or more of the audience development priorities, we would welcome your proposal.

WHO CAN APPLY?

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.

We 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

WHO CANNOT APPLY?

We are not able to award funds to individuals, to un-constituted organisations or non-Film Hub member organisations.

HOW MUCH CAN YOU APPLY FOR?

The total funding pot for Big Screen in 2020/21 is £60,000 and we expect to provide support of between £2,000 and £12,000 for individual projects. For awards at the higher end, projects would need to demonstrate significant audience impact against one or more of our audience development priorities.

For smaller scale projects (requiring funding of less than £2000), see our [Audience Pitch Pot](#), a simple way to access additional support for screening events, assessed on a fortnightly basis.

Across our investment, we expect the average subsidy per head to be no more than £3. 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.

WHAT CAN BE SUPPORTED?

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, advertising and social media promotion)
- 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

WHAT CANNOT BE SUPPORTED?

We are not able to award funds to 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 audience development priorities
- 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

HOW TO APPLY

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

Please see [timetable](#) below.

Start by reading the full guidelines to ensure your activity fits the eligibility criteria and investment priorities outlined. There is a two stage application process:

1. Expression of Interest (EOI) – Deadline: 5pm 21st Feb 2020

Complete [the Online EOI form](#), uploading:

- A draft budget (see [template](#))

Following the EOI deadline the Film Hub Team will provide feedback on your proposal and offer guidance on developing your full application for submission.

2. Final Application – Deadline: 5pm 30th March 2020

Complete the [Full Online Form](#), uploading:

- A [final budget](#)
- A [KPI Summary Sheet](#)
- A copy of your Child Protection & Safeguarding policies*

* For Young Audiences & Access focused activity.

You can download a Word version of the [Expression of Interest Form here](#) and the [Final Application Form here](#).

We suggest that you work from an offline version and copy and paste your responses into the online form at submission stage. Note that you will not be able to save your application half way through.

A copy of your expression of interest and your full application will be emailed to you on submission.

GUIDANCE ON COMPLETING THE APPLICATION FORMS

Notes are provided in the online forms to help with the completion of each section. If you require any further guidance, please contact a member of the Film Hub team on filmhub@watershed.co.uk or call us in the office on 0117 927 5128



Intergenerational film festival with Wyldwood Arts. Credit: Camilla Adams Photography

BIG SCREEN TIMETABLE 2020

15th January	Big Screen Guidelines Published
21st February	Deadline for EOIs
2nd March	Deadline for feedback to be given to applicants
30th March	Deadline for final applications
8th April	Decisions announced



Lifeworks Ordinary Extraordinary Festival. Credit Bethany Hobbs & Nick Parsons

HOW WILL PROPOSALS BE ASSESSED?

Applications will be assessed in the first instance by the Film Hub South West Team. At final stage, applications will be shared with independent strategic advisors for assessment. They will look at:

- **Activity eligibility:** How well does the proposed activity fit with the objectives of the Film Hub and the audience development priorities?
- **Diversity Standards:** To what extent does the activity meet the criteria of the BFI's Diversity Standards?
- **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?
- **Environmental Sustainability:** Has consideration been given to addressing the Climate Emergency, either through programme content or operational activities?

SUCCESSFUL PROPOSALS

If your proposal is successful, you will be sent an Offer Letter setting out the terms and conditions attached to the award. This Offer Letter must be countersigned and returned to Film Hub South West within 14 days of issue. The Offer Letter will contain, at a minimum, the following terms and conditions:

Use of the award

Any award must be used exclusively for the purpose for which it was requested and in accordance with the timetable.

Payment

Payment will be made in two instalments.

1. 85% - on receipt of the signed Offer Letter and BACs payment details.
2. 15% - on completion of the project and delivery of all reporting requirements.

Acknowledgment of Support

It will be a condition of any award of funds that appropriate credit is given to the BFI FAN and The National Lottery on all publicity materials for the project. Please refer to the [branding guidelines](#).

Monitoring and Reporting

Audience Surveys

BFI FAN is funded with money from the National Lottery. One of the central goals of National Lottery funding is ensuring that it goes towards valuable projects and benefits all members of society. In keeping with this, BFI FAN aims to develop more diverse,

confident and sustainable audiences for British and international film and all projects supported through this scheme must collect information on their audiences to see if this aim is being achieved. A standard audience survey has been devised for this purpose. Example templates and best practice guidelines can be found [here](#). The collated information from your audience surveys must be submitted in your reporting.

Reporting

You will be required to submit a final report within one month of completion of your project. This report must include the following:

- **[A Narrative Report](#)** - outlining the outcomes of your activity.
- **[A Project Log](#)** - listing the events and films screened or short film programmes plus audience survey data.
- **An updated income and expenditure budget** - detailing actual expenditure incurred and income received against the original budget and certifying that the report is a true extraction from your organisation's financial records
- **Documentation** - photos / press or promotional materials from your events

We advise you include monitoring & evaluation costs in your budget.

If the screening activities in your project last for longer than three months you must also submit interim quarterly project logs detailing the number of screenings, audience admissions and audience demographics.

Reporting continued...

The deadlines for interim quarterly project logs are 7 days after the end of the preceding quarter:

Quarter	Reporting Deadline
Q1: 1 April – 30 June 2020	8 July 2020
Q2: 1 July – 30 Sept 2020	8 October 2020
Q3: 1 Oct – 31 December 2020	8 January 2021
Q4: 1 January – 31 March 2021	8 April 2021

You will not have to complete an interim quarterly project log if your screening activity runs across two quarters, only if the total duration is longer than three months.

As part of the ongoing promotion, review and development of this scheme, we may ask you to undertake a case study, exit poll, write a blog post, or provide Film Hub South West with additional information or material.

Downloads & Links:

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



Compass Presents Jamaica Inn at Minack Theatre. Credit Steve Tanner

FAQS

Do I need to meet all the audience development priorities to be eligible for an award?

No, we don't expect applicants to address all of the priorities, but we would expect one or more to be a key focus of any proposal.

Can I apply for organisational development funding, training or film production through Big Screen?

No, this fund must be directed towards audience facing cinema exhibition activity.

How long does it take for a decision to be made on my proposal?

See the [timetable](#) for the feedback deadline and the announcement of final decisions.

What happens if I miss the deadline?

If you miss the deadline for submitting an Expression of Interest you may still submit a full application at final stage. We will not, however, be able to provide feedback on your proposal in the interim. The final stage deadline is fixed and we are not able to accept applications after that date.

If you anticipate your proposal cannot be submitted in time, please contact us to discuss the situation.

Can I get support from the BFI or BFI FAN and Film Hub South West for the same project at the same time?

As a guide, no. However, if you are already in receipt of support from the BFI or another Film Hub for your activity, you can approach us for additional support where there is a clear, demonstrable need for it.

What proportion of funding can I request?

In all proposals, we would expect to see an element of match funding through other funders, partners, in-kind support or generated income through box office. As a guide, we would expect to see match funding in your proposal of 20% of the total budget.

Can I apply for activity that has previously been supported by Film Hub South West?

Big Screen anticipates supporting significant regional film festivals through this scheme year-on-year. We do however expect activity to develop and for proposals to demonstrate an increased focus on the audience development priority areas.

Can I submit more than one proposal for Big Screen?

Potentially, but applicants are advised to discuss this with us first.

What if my proposal shows there will be a gain for my organisation at the end of the activity?

Proposals are requested to show balanced income and expenditure budgets, i.e. that do not show either a projected surplus or deficit for the activity at time of your proposal.

What costs are eligible?

Your budget should include all costs directly relating to the specific proposal. This can include salaries and overheads which are directly attributed to the proposal, and costs that support the development and delivery of an activity.

What costs won't you support?

We will not support any activity which does not meet the aim of Big Screen. We will not support any costs not directly relating to the proposal.

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 guidelines. 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 | 0117 927 5128

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



watershed.co.uk/filmhub



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