

FAN FILM EXHIBITION FUND

FUNDING GUIDELINES 2020 - 2021

Awards of up to £10,000 to support cinemas, film festivals, film societies and independent exhibitors in the South West to re-engage audiences and reboot their cultural cinema programme.

Electric Palace, Bridport. Credit: Tim Booth Photography

Film
Hub
South West

CONTENTS

[INTRODUCTION](#)

[WHAT IS THE FAN FILM EXHIBITION FUND?](#)

[KEY INFO AT A GLANCE](#)

[WHAT ARE OUR STRATEGIC OBJECTIVES?](#)

[OUR COMMITMENT TO INCLUSION](#)

[ADDITIONAL CONSIDERATIONS](#)

[WHO CAN APPLY?](#)

[WHO CANNOT APPLY?](#)

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

[USE OF AWARDS?](#)

[HOW TO APPLY](#)

[HOW WILL PROPOSALS BE ASSESSED?](#)

[DECISIONS & FEEDBACK](#)

[COMPLAINTS & APPEALS](#)

[CONTACT US](#)



Compass Presents Jamaica Inn at Minack Theatre. Credit Steve Tanner

INTRODUCTION

Film Hub South West supports film exhibitors to reach audiences with independent, British and international film.

As part of the BFI's UK wide Film Audience Network (FAN) our vision is to build a wider, more diverse cinema audience with a richer appreciation of British and international film.

FAN's aims are twofold:

- to develop a larger, more diverse, confident and sustainable audience for a wider range of independent British and international film - with a primary focus on the collective viewing experience
- to create a stronger, more connected and confident sector for the distribution and exhibition of independent British and international film.

As of 20 March 2020, the achievement of these aims has been put at risk due to Covid-19 and the Government directive to close cinemas, cultural venues and other places of gathering across the UK which, along with the cancellation of film festivals, has severely impacted on the ability of FAN Members to deliver to this brief.

Whilst audiences are at the heart of everything FAN does, the sector's ability to reach those audiences in a collective setting is entirely dependent on the sustainability of the cinemas, festivals, community venues and other organisations that make up the Film Audience Network.



The FAN Film Exhibition Fund aims to reboot the independent film exhibition sector and aid the recovery of cultural organisations across the UK. It will support exhibitors to resume audience development activity in line with FAN objectives, programme British, independent and international film, and deliver screenings.



THE
NATIONAL
LOTTERY®



FAN
BFI FILM AUDIENCE NETWORK

Film
Hub
South West

WHAT IS THE FILM EXHIBITION FUND?

We are now seeking proposals from Hub members that will help us to meet FAN aims during the period October 2020 – March 2021.

The FAN Exhibition Film Fund is to support FAN Members to resume cultural programming and engage a broad and diverse audience as they navigate reopening. It is geared toward helping hub members to reboot activity and re-engage audiences rather than creating brand new projects.

A key priority of the fund is to encourage film exhibitors to embed inclusion and environmental sustainability into their approach to restarting activity.

The Fund is primarily aimed at Film Hub South West Members engaged in year-round audience facing activity. Support is available for sustaining and expanding existing provision including time-limited, regularly occurring activity such as film festivals where they are able to demonstrate an especially strong fit with FAN's priorities and where they address the strategic needs of the Hub.

Overall, priority will be given to those Hub members with a demonstrable track record of work that meets FAN's objectives. All proposals should respond to Film Hub South West's key strategic objectives, which are outlined in the following pages. Hub Members must also be able to set out how they will address the BFI's Diversity Standards, and sign

up to the BFI Anti-Bullying and Harassment Principles.

Proposals must also demonstrate how they will operate safely in the context of Covid-19, reference can be made to the UKCA's Cinemas - [keeping workers and customers safe during Covid-19 Guidelines](#).

Activity supported by The FAN Film Exhibition Fund can vary in length, scale and format - all project delivery, however, should take place between late October 2020 and March 2021. We anticipate awards will range between £1,000 - £10,000 covering programming, marketing and associated costs.

Due to the limited resources available, and FAN's commitment to environmental sustainability, Drive-Ins will not be supported through this fund. Online activity will only be a priority when accompanied by 'in venue' work.

KEY INFO AT A GLANCE:

Total amount available: £94,940

Awards: up to £10k

Applications open: Mon 17 August

Applications close: 5pm Weds 30 September 2020

Awards confirmed from: Weds 21 October 2020

Activity window: Late October '20 - March '21

WHAT ARE OUR STRATEGIC OBJECTIVES?

The following are key priorities for Film Hub South West, proposals must be focused on one or more of these areas:

Cultural Engagement

Our ambition 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. Cultural Cinema should be for everyone, everywhere. This fund aims to maximise the number of audiences engaging with independent film across our region.

Developing young audiences (16-30)

Young audiences are key to the health of the exhibition sector both now and in the future. By engaging with young people, organisations can introduce new audiences to their work and foster future generations of cinemagoers. Activity focused on young audiences may target a segment of the 16-30 audience or the group as a whole.

Promoting inclusivity

We are committed to ensuring that the breadth of our communities are able to enjoy a range of film and are working to tackle under-representation in the exhibition industry: be that on our screens, in the workforce or among audiences. We are particularly interested in supporting projects that address under-representation among disabled, Black, Asian and Minority Ethnic and LGBTQ+ groups.

Showcasing Screen Heritage

Screen heritage material deepens our understanding of both the past and present. The fund can support activity that showcase various types of screen heritage material. These are: footage from the national and regional archives, footage from other moving image collections, and films from UK and world cinema history. If your proposed activity includes archival material, please ensure you have contacted the relevant collection before applying



Getting Together Through Films at Trowbridge Town Hall Arts. Credit Tiffany Holmes

OUR COMMITMENT TO INCLUSION

BFI Diversity Standards

In line with the [BFI's Diversity Standards](#) we encourage activity aimed at, and/or co-produced with, under-represented groups. The Standards focus on under-representation in relation to age, disability, ethnicity, gender, LGBTQ+, religion and belief (as they pertain to the Equality Act 2010), as well as socio-economic background and geographical location.

We are particularly committed to ensuring disproportionately affected audiences, such as Black, disabled, D/deaf, and neurodivergent people, can experience independent film and

be welcomed into cinema spaces. All FAN Film Exhibition Fund proposals will be asked to demonstrate how their activity promotes inclusivity among audiences, on screen and in the workforce.

We ask that all proposals embrace the Standards, and priority will be given to proposals that do this in a clear and convincing way. Applicants should particularly focus on Standard D and how their proposal provides inclusive audience development opportunities.

The Hub team is on hand to help applicants interpret the Standards, please [get in touch](#) for more information.



Members of the Beyond Boundaries Cohort. Credit Tiffany Holmes

ADDITIONAL CONSIDERATIONS

Environmental Sustainability*

We are committed to minimising the environmental impact of the work we support and ask all funding recipients to contribute to this aim. In your proposal please summarise steps you are taking to minimise the environmental impact of your activity.

Some inspiring examples of exhibitors working in this area include: Scott Cinemas, HOME, Curzon and Depot. The BFI has a number of recommended resources that may be useful when planning around sustainability [here](#).



Cornwall Film Festival Pedal Powered Cinema screening on Porthmeor beach.

Bullying and Harassment*

BFI and Watershed, the Film Hub South West Lead organisation afford no tolerance of abuse, bullying and harassment in our own organisations and the FAN members that we fund. The BFI and BAFTA developed a set of principles and zero-tolerance guidance in consultation with organisations, unions and industry bodies across the film, television and games industry in response to urgent and systemic issues. These documents can be found [here](#).

We ask all applicants to engage with these principles by, as a minimum, reading them and sharing them within your organisation. Applicants will also be asked to include a copy of their bullying and harassment policies along with their proposal. If you do not currently have a policy in place, please get in touch and we can support you in this.

Safeguarding*

For initiatives involving children, young people or vulnerable adults, applicants are asked to share their safeguarding and child protection policies along with their proposal. If you do not currently have a policy in place, please get in touch and we can support you in this.

**Environmental sustainability, safeguarding and bullying and harassment are not formal assessment criteria, but the information you provide will be used to gauge how we may support you further in this area. If a proposed action will incur modest additional costs, you can include these in your budget for consideration.*

WHO CAN APPLY?

In order to seek financial support you must be a Film Hub South West member organisation. Our Membership includes organisations of various sizes and shapes - from community cinemas to festivals to multi-arts centres. If you are not already a member, please visit [our website](#) for membership eligibility and register online, before submitting your application.

We can only accept applications 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 CICs
- 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.

Film Hub Lead organisations are not eligible to apply.

HOW MUCH CAN YOU APPLY FOR?

Members can request up to £10,000 per proposal.

Please note that we are not able to fund 100% of activity costs. While we do not have a set percentage requirement for match funding, we expect to see box office income and other partnership support - whether in cash, volunteer time or other in-kind contributions - included in the budget.

The total pot available for this call for South West members is £94,940.



USE OF AWARDS

Each organisation will have its individual needs - however, broadly speaking, the FAN Film Exhibition Fund can support the following costs:

Eligible Expenses

- Film rights and print transport
- Activity-specific staffing costs – e.g. curation, marketing or project management expenses
- Venue hire and activity-specific equipment costs
- Marketing, Advertising and PR campaigns
- Event costs for enhanced screenings – e.g. speaker, talent or artists fees
- Volunteer and evaluation expenses
- Accessibility costs – e.g. creating accessible supporting materials, subtitling fees
- Outreach and community inclusion costs – e.g. providing transport for isolated audiences,
- Audience development expenses – e.g. young programmers workshops
- Rights clearances and curation fees for screen heritage materials
- Costs related to online activity such as web platform or hosting fees

This list is not exhaustive and other items may be considered.

All proposed spend should contribute to the activity proposed. Beyond this, there are some areas not suitable for support from the Film Exhibition Fund.

Ineligible expenses

- Filmmaking costs (including workshops), support for filmmakers to develop or distribute their own work, or for programmes that exclusively engage filmmaker audiences
- Capital costs covering building repairs
- Additional health and safety measures required due to Covid-19 including the purchasing of PPE
- Programmes entirely comprised of free events, unticketed events or screenings where audience numbers cannot be reported
- General running costs of organisations not specifically related to the activity
- Activity that should be covered by statutory education, including events taking place on school grounds/in school hours
- Events not primarily focused on film exhibition
- Activity covered by existing funding arrangements
- Programmes that duplicate provision in the same area
- Activity taking place in a venue not open to the public - eg. members only venues
- The set-up of new film clubs and opening of new cinema venues

HOW TO APPLY

The FAN Film Exhibition Fund is a one-off open call with a fixed deadline. (Please see the timetable below.)

Start by reading the full guidelines to ensure your activity fits the eligibility criteria and investment priorities outlined.

If you have particular access requirements (e.g. easy read documents), would like to submit your application in another way or have queries about the application process, [get in touch](#) with our team who will be happy to discuss this.

If you have access requirements that mean you need assistance when applying for funds, you may be able to request financial support through the BFI Access Support Scheme. Find out more information [here](#).

We invite members to submit their application online using [this form](#) before the deadline of 5pm on Wednesday 30th September including:

- An income and expenditure Budget, using [this template](#)
- Your bullying and harassment policy (if you have one)
- Your child protection and safeguarding policies (if relevant)
- Your sustainability policy (if you have one)
- [This Equal opportunities form](#) to be sent separately to filmhub@watershed.co.uk

For accessibility and so people that want to fill in offline

can, a Word version of the form can be found [here](#). Please email the completed form to tiffany.h@watershed.co.uk with accompanying documents by the submission deadline.

An [FAQ](#) can be found here that will be updated as questions arise.

TIMETABLE

Fund opens for applications	10am, Monday 17th August
Submission deadline for applications	5pm, Wednesday 30th September
Decisions Announced	5pm, Wednesday 21st October



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

HOW WILL PROPOSALS BE ASSESSED?

Your proposal will be assessed by the Film Hub South West Team with the input of two external independent advisors. They will look at:

- **Activity eligibility:** does the proposed activity meet the priorities and timescale of the fund?

Audience reach: what are the audience targets, and will the planned activity deliver them? Subsidy per head will be a consideration. Whilst we appreciate projecting admissions in the current context will be difficult please provide estimates.

- **Impact:** what is the cultural ambition of the proposed programme? Are relevant partnerships in place to effectively deliver the activity?
- **Organisational experience:** is the organisation able to carry out the proposed activity, including delivering marketing, audience development and evaluation plans?
- **Budget:** are all reasonable costs considered? Does the budget balance and are all costs eligible? Have access costs been included?

- **Legacy:** what are the longer-term plans to continue to reach audiences?
- **Partnership funding:** Film Hub South West is not able to support 100% of costs and would expect to see some partnership support whether in cash, volunteer time or other in-kind contributions is an important demonstration that there is genuine support for the activity and potential added value.
- **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.
- **BFI Diversity Standards:** does the proposal clearly address the BFI Diversity Standards?

Please note that we expect this fund to be oversubscribed and may not be able to fund your activity even if it meets the criteria.

DECISIONS & FEEDBACK

Unsuccessful proposals

If you are unsuccessful in your proposal, you will be contacted by email. Being unsuccessful does not prevent you from accessing future Hub opportunities.

Successful proposals

If your proposal is successful, the assessment panel may discuss any required amendments and wish to see a revised plan before confirming an award. This process can take additional time. Activity timelines will need to accommodate this.

If there are no recommendations or amendments to be made, you will be sent a confirmation email setting out the terms and conditions attached to the award.

These will cover payment information, crediting guidelines and monitoring and reporting requirements. All funded activity will need to survey their audiences using our standard template - please bear this in mind when planning your evaluation strategies.

COMPLAINTS AND APPEALS

Watershed Arts Trust is the Film Hub Lead Organisation for the South West as part of BFI's UK wide Film Audience Network with support from National Lottery funding.

In relation to this fund, the Film Hub South West team's funding decision is final. Inevitably, applications will be turned down and some applicants may be disappointed by this result. Formal appeals against the final decision will not be considered unless the applicant has good cause to believe that the procedures for processing the application were not adhered to, or applied in such a way as to prejudice the outcome of the application.

If you have any questions or concerns, please contact the Film Hub South West / Watershed Managing Producer Maddy Probst in the first instance.

Email: maddy@watershed.co.uk / Tel: 07968984499.





Film Hub South West is a sector development organisation supporting film culture in the South West region. The Hub works with a range of organisations and individuals to help great films get made, screened and seen in the region. The Hub is supported by, and proud to award, National Lottery funding as part of the BFI Film Audience Network (FAN) and BFI NETWORK.

Supported by National Lottery funding, the BFI Film Audience Network (FAN) is central to the BFI's aim to ensure the greatest choice of film is available for everyone. Established in 2012 to build wider and more diverse UK cinema audiences for British and international film, FAN is a unique, UK-wide collaboration made up of eight Hubs managed by leading film organisations. FAN also supports talent development with BFI NETWORK Talent Executives in each of the English Hubs, with a mission to discover and support talented writers, directors and producers at the start of their careers.

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 | 07791 630 667

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

