

FAN FILM EXHIBITION FUND GUIDELINES 2021-2022

Funding 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.



South West

Film Bath 2020 Screening of Nomadland. Credit: Anna Barclay

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Compass Presents Jamaica Inn at Minack Theatre. Credit Steve Tanner

INTRODUCTION

Film Hub South West supports film exhibitors across the South West, Hampshire and the Isle of Wight to create more opportunities for people to engage with a diverse range of films where they are.

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 independent 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.

With the support of National Lottery funding, the Film Exhibition Fund will help to restart the independent film exhibition sector by supporting screening activity which engages in-person audiences with British independent and international film.



FAN



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HUB
South West

WHAT IS THE FILM EXHIBITION FUND?

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

The fund will support activity taking place from July 2021 - March 2022. Support of £1,000 up to £10,000 available covering costs such as programming, marketing and guest speakers. The fund is open to the entire range of organisations in Film Hub South West's exhibitor network including cinemas, mixed arts centres, community cinemas, film societies, film festivals, touring operators and other film exhibition organisations.

All proposals should respond to the fund's key strategic objectives and focus areas, 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.

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

The primary focus of the Film Exhibition Fund is in-person events that bring audiences together for a communal viewing experience. Organisations delivering in-person events should be aware of local restrictions and industry advice regarding Covid-19 safety measures, and may wish to refer to the [UKCA's guidelines: Cinemas - keeping workers and customers safe during Covid-19](#).

Projects involving online and hybrid events will be considered where this represents a valuable opportunity for audience development (see Additional Considerations for more information).

Due to the limited resources available, and FAN's commitment to environmental sustainability, Drive-Ins will not be supported through this fund.

KEY INFO AT A GLANCE:

Total amount available: £70,161

Funding range: £1,000 to £10,000

Applications open: Tue 6th April 2021

1st Deadline – Applications close: 5pm Tue 1 June 2021

- 1st Round confirmed by beginning of July
- Activity window: July '21– March '22

2nd Deadline – Applications close: 5pm Tue 7 Sept 2021

- 2nd Round confirmed by beginning of October
- Activity window: mid-October '21– March '22

WHAT ARE OUR STRATEGIC OBJECTIVES?

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 independent and international film, past, present and future. The primary objective of this fund is to support exhibitors to re-start screenings and re-engage audiences with culturally valuable film programmes across the region. All activity supported through the fund should aim to increase in-person audiences for British independent and international films in the South West.

Beyond this, there are 3 key focus areas and other considerations which inform the Film Exhibition Fund's wider objectives. These are outlined in the following pages and include Film Hub South West's ambitions of developing young audiences, promoting inclusivity and showcasing screen heritage.

Applications which effectively respond to one or more of these focus areas will be given priority.

Focus Areas:

1) 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 age group as a whole.

2) 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, LGBTQ+ and under-represented ethnic groups.

3) 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 (such as [The Box Archive](#)), 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](#), funded activity should take into consideration 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 under-represented ethnic groups, disabled, D/deaf, and neurodivergent people, can experience

independent film and be welcomed into cinema spaces. We strongly encourage activity aimed at and/or co-produced with these groups.

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.



Members of the Beyond Boundaries Cohort. Credit Tiffany Holmes

RESPONDING TO THE BFI DIVERSITY STANDARDS

We've provided a brief guide of the sort of information you should provide under each Standard below. The Hub team is on hand to help applicants interpret the Standards, [please get in touch](#) for more information.

- **Standard A - On screen representation:** Tell us about your film programme; does it feature meaningful representations of lead characters and supporting characters from under-represented groups? Do the films feature themes, stories or locations not often seen in cinema?

- **Standard B - Project team:** Tell us about your team; are key personnel representative of your local area and/or the project's intentions? If your project involves recruitment or partnership working, are processes in place to ensure these opportunities are inclusive?

Smaller project teams may wish to discuss volunteer/community participants and/or the filmmaking teams represented in their programme.

- **Standard C - Industry access:** Tell us about any professional or informal development opportunities; will the project team take part in training or mentoring programmes? Will your activity provide new employment opportunities or career progression for team members from under-represented groups? Will you be engaging community groups or participants?

- **Standard D - Audience development:** Tell us about your audiences; are you planning to engage under-represented groups? How will you do this - do you have a community engagement strategy or appropriate partnerships in place? What steps are you taking to make your events accessible and welcoming to disabled audiences?



Outdoor Screening. Credit Tony Tarquini

ADDITIONAL CONSIDERATIONS

Environmental Sustainability*

We are committed to minimising the negative 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 several recommended resources that may be useful when planning around sustainability [here](#).



Cornwall Film Festival Pedal Powered Cinema screening on Porthmeor beach.

Bullying and Harassment*

Bullying, harassment and racism have no place in our industries, and we expect all organisations we fund to share our commitment to this principle. The BFI and BAFTA have 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 in the BFI [Bullying and harassment prevention hub](#). We ask all applicants to engage with these principles by, as a minimum, reading these documents and sharing them within your organisation.

Applicants are asked to confirm that they have, or intend to put in place, an anti-bullying and harassment policy for their organisation. Our funding agreements include a warranty seeking compliance with all applicable legislation and codes of practice relating to this.

If you do not currently have a policy in place, please get in touch and we can signpost you to additional resources to help you to develop your policy.

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 signpost you to additional resources to help you to develop your policy.

**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.*

ONLINE EVENTS

Projects involving online and hybrid events will be considered where this represents a valuable opportunity for audience development.

If your proposal involves online activity, it should meet all of the Film Exhibition Fund's basic criteria. In addition, it should meet the expectations outlined below for culturally valuable, accessible and sustainable virtual events.

- Online activity should support your organisation's existing film offer and brand, and should function in some way as an audience development tool for in-person activity in the South West.
- There should be clear reasoning for activity that takes place online if in-person or hybrid events are also viable options.
- Online events should provide audiences with an enhanced experience - they should be clearly differentiated from widely available streaming services.
- Activity should deliver best practice in terms of accessibility, safeguarding, rights management and presentation standards.

WHO CAN APPLY?

To access our funding opportunities, you must be a Film Hub South West member organisation. Our Membership includes organisations of various sizes and shapes - from community cinemas and festivals to multi-arts centres and touring operators. If you are not already a member, please visit our website for membership eligibility and register online, before submitting your application.

Organisations who have received previous support from the Film Exhibition Fund or the BFI Culture Recovery Fund are eligible to apply. Proposals from these organisations should be for new work or the continuation of activity which has not been supported under existing funding arrangements.

Note that recipients of a 2020-21 Film Exhibition Fund or Audience Pitch Pot funding need to have completed their activity and reporting before being able to access further funding.

We can only accept applications from legally constituted organisations operating in Cornwall and Isles of Scilly, Devon, Dorset, Gloucestershire, Hampshire, the Isle of Wight, Somerset and Wiltshire. 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?

This fund is not open to individuals, un-constituted organisations or non-Film Hub member organisations. [You can apply for membership here.](#)

Film Hub Lead organisations are not eligible to apply.

Recipients of a 2020-21 Film Exhibition Fund funding need to have completed their activity and reporting before being eligible for this Fund.



The Electric Palace

HOW MUCH CAN YOU APPLY FOR?

Funding range: circa **£1,000*** to **£10,000**

Average Allocation (based on 2020-21): **£5111**

* Note that if you would like to apply for a smaller amount and/or for online activity only, we recommend you apply to our rolling [Audience Pitch Pot](#).

Please note that we are not able to fund 100% of activity costs. 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 (circa 20%.)

The total pot available for this call for South West members is **£70,161.**

USE OF FUNDING

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 programmer's workshops
- Rights clearances and curation fees for screen heritage materials
- Costs related to online activity such as web platform of 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, un-ticketed 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 - e.g., members-only venues.
- The set-up of new film clubs and opening of new cinema venues.

HOW TO APPLY

You can apply for the FAN Film Exhibition Fund for 2021- 22 either in April or September 2021 for activity from July 2021 – March 2022 (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 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 Neil Ramjee who will be happy to discuss this: filmhub@watershed.co.uk

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 proposal online [using this form](#) before each deadline and include:

- An income and expenditure budget, [using this template](#)
- [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 filmhub@watershed.co.uk with accompanying documents by the submission deadline.

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



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

TIMETABLE

Applications open: Tue 6th April 2021

1st Deadline –

Applications close: 5pm Tue 1 June 2021

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- Activity window: July '21– March '22

2nd Deadline –

Applications close: 5pm Tue 7 Sept 2021

- 2nd Round confirmed by beginning of October
- Activity window: mid-October '21– March '22



Credit: Portable Pictures

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:** are projected admissions realistic? Is there a clear need for the activity - does it provide audiences with access to films otherwise unavailable locally? Focus areas and subsidy per head will be a consideration. Whilst we appreciate projecting admissions in the current context will be difficult, please provide estimates.
- **Impact:** Will the proposal re-engage audiences with culturally valuable film programming? Does the activity respond to any of the fund's other key focus areas? What is the wider potential impact of the proposed programme?
- **Legacy:** How does the activity fit into the organisation's longer-term audience development plans? Are there partnerships in place to deliver the activity effectively and sustainably?
- **Organisational capacity:** is the organisation able to carry out the proposed activity, including delivering marketing, audience development and evaluation plans? What does success look like and what will the organisation learn from the project?

- **Budget:** are all reasonable costs considered? Does the budget balance and are all costs eligible? Have access costs and income been included? Does the project represent value for money? Have appropriate staffing costs been included?
- **Partnerships & Match-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? Will activity address under-representation among audiences, on screen or in the workforce?

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 funding. 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 funding.

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.

However, if this is not appropriate for any reason, please refer to Watershed's [Complaints Policy](#).

FAQS

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

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 this fund?

This fund must be directed towards audience facing cinema exhibition activity, however some training for staff to support this work may be included.

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?

The deadline for this fund is final and we will not be 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 different pots of BFI or Film Hub funding towards the same activity?

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?

This fund is aimed at supporting Film Hub members to reboot activity and reach out to audiences. We do not expect this activity to be new, though we encourage increased focus on access and inclusion.

Can I submit more than one proposal to this fund?

As this is not project funding but aims to support core programming, we would not accept more than one application from the same organisation.

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 this fund. We will not support any costs not directly relating to the proposal.

If you have any questions that not covered in this FAQ, please contact filmhub@watershed.co.uk



South West

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 grant, 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 apply and will advise and support wherever possible.

In the first instance contact: filmhub@watershed.co.uk

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