**Rolling Audience Development Pitch Pot**

Apply to this rolling fund to access support towards cultural film events and audience development and engagement activity, online or in-venue, between now and March 2022.

Film Hub members can apply for between £100 – £2,000 to support the costs of online activity such as speaker / hosting fees, marketing and promotion and presentation costs or up to £2,000. For larger scale activity, refer to the [FAN Film Exhibition Fund.]

**Online Pitch Pot Key Info**

**Total Pot available:** £19,915  
**Awards:** £100 – £2,000  
**Deadline:** Rolling  
**Activity supported:** In-venue and online audience engagement & screening activity focusing on cultural engagement (focus areas include developing young audiences (16-30); promoting inclusivity; showcasing screen heritage.)  
**Activity window:** April 2021 – March 2022

[**Apply now**](https://docs.google.com/forms/d/e/1FAIpQLSeYnc7rsrxyH8HOET_3LeiE65aW2Nnve0lk5_MVkI_ts83B1A/viewform?usp=sf_link)

**What is the Audience Pitch Pot?**

The Pitch Pot is a rolling fund with the support of National Lottery with a quick turnaround that can be used to support Film Hub members to deliver in-venue and online (see below for guidance) screening events and activity to re-engage audiences with culturally valuable film programmes across the region in line with Film Hub priorities. Members can apply for up to a maximum of £2,000 for activity taking place online between now and March 2022.

**Film Hub Priorities**

Our ambition is to give everyone, everywhere in the UK the opportunity to engage with the richest and most diverse range of great independent British and international filmmaking, past, present and future. Cultural Cinema should be for everyone, everywhere. The primary focus of the pitch pot 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](https://www.cinemauk.org.uk/wp-content/uploads/2021/01/CINEMAS-keeping-workers-and-customers-safe-during-COVID-19-JANUARY-2021-V3.2.pdf). Projects involving online and hybrid events will be considered where this represents a valuable opportunity for audience development (see Additional Considerations for more information

## Cultural Engagement

## The main objective of the Audience Pitch Pot is to support exhibitors to put on film screenings and re-engage audiences with culturally valuable film programmes across the region. All activity supported through the fund should aim to increase audiences for independent British and international films in the South West.

Beyond this, there are 3 key focus areas outlined below. Applications which effectively respond to one or more of these focus areas will be given priority.

## Focus Areas:

* **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 proposals that address under-representation among disabled, LGBTQ+ and under-represented ethnic 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 (such as [The Box Archive](https://www.theboxplymouth.com/image-and-film-service)), 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.

**Our commitment to inclusion**

**BFI Diversity Standards**

In line with the [*BFI Diversity Standards*](https://www.bfi.org.uk/supporting-uk-film/diversity-inclusion/bfi-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*)](https://www.gov.uk/guidance/equality-act-2010-guidance), 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. All Audience Pitch Pot 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.

**Who is eligible to 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 review the [membership eligibility](https://watershed.co.uk/filmhub/membership/) and register online, before submitting your application form.

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.

**What kind of activity will the Audience Pitch Pot support**

The Audience Pitch Pot support can be used to complement your normal film programme through enhanced or targeted marketing or to reach new audiences through additional activity. You might, for example, apply for £200 of support for a targeted social media campaign to reach a particular community for upcoming independent titles, or you could apply for a larger award to test out a new approach to engaging audiences such as a young ambassador scheme or a season of accessible screenings. You can also apply for support wraparound activity such as a Q&A, a post screening walk, a panel discussion, workshop or ‘in conversation’ in-venue and/or online. Proposals can be for one-off events or for a series of screenings that fit with the Film Hub priorities outlined above.

**Eligible Costs**

Any cost that relates directly to the delivery of screening events such as:

* 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 Audience Pitch Pot.

**Ineligible costs**

* 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.

# 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](https://eastgrinstead.scottcinemas.co.uk/waste-and-resource-management), [HOME](https://homemcr.org/about/sustainability/), [Curzon](https://corporate.curzon.com/sustainability) and [Depot](https://lewesdepot.org/about/sustainability). The BFI has several recommended resources that may be useful when planning around sustainability [here](https://www.bfi.org.uk/supporting-uk-film/distribution-exhibition-funding/environmental-sustainability-film-exhibition).

**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](https://www.bfi.org.uk/inclusion-film-industry/bullying-harassment-racism-prevention-screen-industries). 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 matter.

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 Audience Pitch Pot 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.

**How do I apply?**

The Pitch Pot is open to Film Hub South West members for activity taking place online between 6th April 2021 and 31 March 2022.

[**Submit your proposal**](https://docs.google.com/forms/d/e/1FAIpQLSeYnc7rsrxyH8HOET_3LeiE65aW2Nnve0lk5_MVkI_ts83B1A/viewform)

**What happens next?**

Proposals will be assessed on a fortnightly basis by the Film Hub team against the eligibility criteria and the fit with the Film Hub priorities outlined above. The maximum wait on a decision will be 14 days.

If you have any questions about the Audience Pitch Pot, 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)

Application form:

Pitch Pot: Applying for Online Screenings and events

Pitch Pot support is only available to Film Hub South West members. If you are not already a member, visit [watershed.co.uk/filmhub](https://www.google.com/url?q=http://watershed.co.uk/filmhub&sa=D&source=editors&ust=1617121062101000&usg=AFQjCNE1dFp0LfTCvHXCLehoXounKCAH4g) to find out more and apply.  
  
If you need any help completing this online application form please contact [filmhub@watershed.co.uk](mailto:filmhub@watershed.co.uk).   
  
We are accepting applications for support on a rolling basis until 1 March 2022 (or until the fund is depleted).   
  
Applications will be assessed on a fortnightly basis.

\*Required

Email address \*

Your email address

Section 1. Your Details

First Name:

Your answer

Surname:

Your answer

Organisation:

Your answer

Please confirm whether your organisation is legally constituted

To be eligible for support, organisations must be registered members of the Film Hub South West and be legally constituted with a nominated UK Bank Account. Proposals from individuals or non-members will not be considered.

Yes

No

Job title:

Your answer

Telephone:

Your answer

Address:

Your answer

Postcode:

Your answer

Your Activity

Proposed activity (name/ headline)

Your answer

Amount Requested (£)

Your answer

Project Start Date:

Your answer

Project End Date:

Your answer

Expected Audience Numbers:

(Please ensure this is a realistic target audience number)

Your answer

Number of independent films projected:

Your answer

Number of screenings or events planned:

Your answer

Proposed venue(s):

Your answer

**Brief Project Description**

*Please summarise your project in 100 words or less - this will be used on the Film Hub website and in reporting to the BFI so please be clear and succinct.*

Your answer

**What are your aims and objectives?** *What do you want to achieve? Tell us why your project is important. Is it offering local audiences something different and culturally valuable? Refer to the guidelines to see what we can and can’t support. (300 words)*

Your answer

**How does your activity meet the Audience Pitch Pot strategic objectives and focus areas?**

Your answer

**Cultural Engagement** – *Tell us how your activity will engage audiences with cultural film British independent and international cinema; the films or type of films you plan to programme and the type of activity or events you are planning around them. (300 words)*

Your answer

**Focus Areas** – *Detail how / if your activity meets one or more of the fund’s key focus areas, these are:*

1. Developing young audiences (aged 16-30):

|  |
| --- |
|  |

1. Promoting inclusivity (see diversity categories in section 3):

|  |
| --- |
|  |

1. Showcasing Screen Heritage - including national and regional collections (such BFI National Archive, and here in the South West- [The Box in Plymouth](https://www.theboxplymouth.com/image-and-film-service))

|  |
| --- |
|  |

*If you have selected 1. Young Audiences, 2. Promoting Inclusivity\* above, please tell us approximately the percentages of audiences you expect to be from the targeted audience groups your project is aimed towards.*

Your answer

**How will you evaluate your activity?** *We will supply a report and survey template, but do you have any other interesting ways of engaging your audiences and partners in feedback and research? (100 words)*

Your answer

**Tell us about the safety measures you’ll be taking to operate safely during Covid-19.** *All activity must adhere to sector guidance, which can be found here: UK Cinema Association’s* [*Cinemas – keeping workers and customers safe during Covid-19 guidelines.*](https://www.cinemauk.org.uk/coronavirus-covid-19/guidance-for-cinemas/) *(100 words)*

Your answer

**Tell us about your commitment to sustainability.** *Briefly outline what steps you will take to reduce the environmental impact of your activity. Please read the*[*ICO Greening Your Cinema Toolkit*](https://www.independentcinemaoffice.org.uk/advice-support/green-cinema-toolkit/)  (*100 words)*

Your answer

**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](https://www.bfi.org.uk/inclusion-film-industry/bullying-harassment-racism-prevention-screen-industries).

**Please check the box to confirm that you have read and understood the BFI’s bullying and harassment guidelines and circulated them within your organisation.** ☐

**Budget**

Please provide a financial breakdown of what you will spend your Audience Pitch Pot on:

For applications of over £500, we require you to submit a more detailed budget template which you can download here: <https://bit.ly/32hPJ90> and email to [filmhub@watershed.co.uk](mailto:filmhub@watershed.co.uk) with the subject line Pitch Pot Budget - [Organisation Name]

**Please give details of any other proposals for support you may have submitted** *to other Film Hubs or Lottery funders across the UK (if relevant) or if for festival activity, whether you have also applied to the BFI or another BFI-funded organisation,**such as Ffilm Cymru, Screen Scotland, NI Screen, National Lottery, Heritage Lottery Fund, etc.*

Your Answer

**\*Diversity & Inclusion**

*Inclusivity for us means having a film culture that stretches across the UK in a meaningful way with everyone able to engage with film, culturally and professionally, regardless of their identity, background, and/or circumstances.*

**Tell us which under-served communities your activity reaches has the potential to reach.** *Please tick* ***any*** *that apply.*

|  |  |
| --- | --- |
| ☐ Rural | ☐ Black, Asian or Ethnically Diverse people |
| ☐ Older age group | ☐ Speakers of minority languages |
| ☐ Young people (16-30) | ☐ LGBTQIA+ people |
| ☐ D/deaf or disabled people | ☐ Other (please specify): |
| ☐ Neurodivergent people |  |
| ☐ Low socio-economic groups |  |

**Please give any additional information below on how your activity meets the** [**BFI Diversity Standards**](http://www.bfi.org.uk/about-bfi/policy-strategy/diversity/diversity-standards)

|  |  |
| --- | --- |
| **1. On screen representation:***Diverse narratives, cast and places depicted in the films you intend to programme (150 words)* |  |
|  |  |
| **2. A diverse team:***Who's involved in running the activity? (150 words)* |  |
|  |  |
| **3. Industry access or training:***Will you offer accessible opportunities for work experience or professional development? (150 words)* |  |
|  |  |
| **4. Catering for different audiences:***Tell us if you’re offering any disability access, or specialist activity for under-served audiences. Refer to* [*Inclusive Cinema*](https://inclusivecinema.org/) *for resources and ideas. (150 words)* |  |
|  |  |

**Conflict of interest**

* BFI and Watershed (Film Hub South West) are required to identify all relevant financial or personal interests that may exist between board members or employees of BFI and/or Watershed (Film Hub South West) and applicants. This is to ensure that measures can be introduced to prevent a conflict of interest arising between those persons assessing the application for BFI and/or Watershed (Film Hub South West) and such applicants.
* **If you have any financial or close personal relationships with any trustee, board member of employee of BFI and/or Watershed (Film Hub South West), please give details of the nature of the relationship/s:**

|  |
| --- |
|  |

**Signatures and Declarations**

*Note: the signatory must be the individual named in section 1.*

☐ **I confirm that all information provided on this proposal, and in any material submitted in support of it, is truthful and accurate.**

☐ **I agree to share this information with Film Hub South West and its funders.**

☐ **I confirm that all other proposals to other distributors of Lottery awards for cinema have been declared.**

☐ **I agree that from time-to-time Film Hub South West can put me in touch with official Film Hub members/partners via email (if relevant).**

☐ **I confirm that I have the authority to make this proposal on behalf of the organisation.**

*Please type your name or insert e-signature as acceptance.*

|  |  |
| --- | --- |
| **Name & position:** |  |
|  |  |
| **Signature:** |  |
|  |  |
| **Date:** |  |
|  |  |
| **Co-sign** *(if required)* **name**  **& position:** |  |
|  |  |
| **Signature:** |  |
|  |  |
| **Date:** |  |