

# Film Exhibition Fund – Guidelines 2023

Awards of up to £10,000 per year to support opportunities for people to engage with UK independent and international film and the wider moving image.

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# Introduction

The BFI Film Audience Network (FAN) reaches out across the UK to ensure people have the maximum possible opportunity to watch and enjoy a diverse range of films and moving image, regardless of geography or circumstance.

As part of FAN, [Film Hub South West](https://watershed.co.uk/filmhub/) has been awarded funding from the BFI National Lottery to support Film Hub members across the region to create more opportunities for people to engage with a diverse range of films and moving image where they are; delivering against the priorities set out in in [BFI’s Screen Culture 2033 strategy](https://blog.bfi.org.uk/).

# Key Film Exhibition Fund information at a glance:

Total amount available in the South West: circa £73,000 (annually)

**Funding range:** £2,000 to £10,000

**Applications open:** Wed 29 March 2023

**First round Deadline:** Applications close: 5pm Mon 29 May 2023

Decisions will be confirmed by the end of June 2023

**Second round Deadline:** Applications close: 5pm Mon 4 Sept 2023

Decisions will be confirmed by beginning of October 2023

**Annual projects -** July 2023 – March 2024; if your plans include activity during April – June 2023, please get in touch with the team before applying.

**Multi-year projects:** If you are interested in developing a project that will run over more than one year, see below for more information, and please get in touch with the team before applying: filmhub@watershed.co.uk

# What is the Film Exhibition Fund (FEF)?

The Film Exhibition Fund (FEF) supports Film Hub South West members to create opportunities for people to engage with UK independent and international film and the wider moving image.

As part of FAN, Film Hub South West has been awarded funding from the BFI National Lottery to support regional activity delivering against the priorities set out in in [BFI’s Screen Culture 2033 strategy](https://blog.bfi.org.uk/).

The fund is open to South West based exhibitors that are [Film Audience Network member organisations](https://watershed.co.uk/filmhub/membership/) including cinemas, mixed arts centres, community cinemas, film societies, film festivals, touring operators and other film exhibition organisations.

**Support of** **£2,000** **up to £10,000** isavailable, covering costs such as programming, marketing, access costs and wraparound events.

The majority of the fund will support activity taking place from July 2023 – March 2024.

If your plans include activity during April – June 2023, please get in touch with the team before applying. filmhub@watershed.co.uk

**New this year, we are introducing multi-year awards.** If you are interested in developing a project that will run for more than one year (during the period of July 2023 until 31 March 2026), please get in touch with the team before applying.

It’s worth noting that our decision to offer funding for multiple years will be based on your track-record of delivery, evidence that your project will deliver strongly against the fund’s objectives and outcomes and that your project outcomes cannot be achieved within a shorter period of time.

For multi-year proposals, your application should be based on a single two or three-year award during the period of July 2023 until 31 March 2026. If you are successful, funding will be cash flowed in line with your projected expenditure over those two or three years, subject to satisfactory performance and receipt and approval of routine reporting including progress against agreed Key Performance Indicators (KPIs) and costs to date.

All proposals should respond to the fund’s key strategic objectives and focus areas, which are outlined below:

## Public Engagement:

The primary objective of FEF is to support in-person engagement with UK independent and international film and the wider moving image.

Big screen experiences are our priority, but we will consider in-person projects involving some online and hybrid events where this represents a valuable opportunity for audience development.

You can get support for wraparound activity, marketing/outreach campaigns, access costs and/or any other initiative that has the potential to help you connect with new and diverse audiences.

The focus of the fund is on UK independent and international films and wider moving image works such as documentaries, TV and archive materials. We are also open to exploring immersive and interactive technologies such as gaming, VR/AR/XR and wider screen-based technologies that interact with cinema experiences.

**Beyond this, priority will be given to projects which effectively respond to one or more of the following three focus areas which reflect the** [**BFI Screen Culture 2033 strategy**](https://blog.bfi.org.uk/long-read/national-lottery-strategy/about-the-bfi-national-lottery-funding-plan/)**:**

## Creating opportunities for young audiences:

Opportunities for children, young people (aged 25 and under) and families to develop a relationship with screen culture. This might include young curators/influencers schemes, marketing campaigns, ticketing initiatives collaborations with Into Film and talent development programmes such as BFI Academy South West+ are encouraged but note that our support is focussed on public facing activity rather than formal education programmes. Organisations will need to demonstrate that they have safeguarding policies in place. If you are not sure where to start, refer to [our guide about working with young people](https://watershed.co.uk/filmhub/guides-resources-exhibition/working-with-young-people/) or get in touch.

## Tackling barriers to inclusion:

We are committed to ensuring that the breadth of South West communities can 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. Particular attention will be paid to projects that address social, economic and geographical barriers for audiences in new and meaningful ways such as:

* Activity led by and for communities that prioritise and represent lived experiences (such as people of African or Caribbean heritage, people of South, East, and South East Asian heritage, people of Latino/a/x and Arab heritage, LGBTQIA+ audiences, those that identify as Deaf and disabled, working class and/or are experiencing economic hardship now and rural and underserved)
* Activity that prioritises outreach with community engagement at their heart.

If you are not sure where to start, get in touch with the Film Hub team. We can also can put you in touch with a range of curators that have participated in our [Beyond Boundaries 360 Programme.](https://watershed.co.uk/filmhub/training-support/beyond-boundaries-360-2021/beyond-boundaries-meet-the-2021-participants/)

## Screen Heritage:

#### The fund can support activity that showcases archive materials that reflect the diversity of the UK and the region; tapping into national and regional archive collections (such as [The Box Archive)](https://www.theboxplymouth.com/image-and-film-service), and other moving image collections. Please ensure you have contacted the relevant collection before seeking support from us.

# BFI Diversity Standards:

Project proposals should take an inclusive approach to audience development, setting out how they will respond to the updated [BFI diversity standards](https://core-cms.bfi.org.uk/media/25091/download). This means giving clear consideration to fair and diverse representation on screen, in the workforce (where applicable) and ensuring that audiences feel welcome in your cinema spaces.

The Standards focus on the protected characteristics defined in the UK [Equality Act 2010](https://www.gov.uk/guidance/equality-act-2010-guidance), in relation to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation, gender fluid and non-binary identities, religion and belief - as well as socio-economic background, language, caring responsibilities, geographical location and wider intersectional experiences.

Larger awards will be expected to respond in more detail. Get in touch if you need help interpreting the Standards and here are some resources that you might find useful:

* [BFI Diversity Standards Resources](https://www.bfi.org.uk/inclusion-film-industry/diversity-standards-resources)
* [Inclusive Cinema](https://inclusivecinema.org/)
* [7 Principles for an Inclusive Recovery](https://inclusivecinema.org/home/the-seven-principles-for-an-inclusive-recovery/)
* [SQIFF Deaf + Disabled Access Guide](https://docs.google.com/document/d/18BaiNZjq7kilID-uf_PXWCT_FPnJnhRxKUR3KdS5SDM/edit)
* [FAN Case Studies on The Bigger Picture](https://www.the-bigger-picture.com/tags/diversity/type/case-studies/)

# Additional Considerations:

Underpinning our work are the following **cross-cutting principles** that **all supported activity** will need to address.

## 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 your organisation is taking to minimise the environmental impact of your activity. Due to the limited resources available, and FAN’s commitment to environmental sustainability, drive-in screenings will not be supported through this fund.

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) We’ve also commissioned this [Simple Guide to Making Your Cinema Greener](https://watershed.co.uk/filmhub/guides-resources-exhibition/sustainable-film-exhibition-practices-and-resources/) and the BFI has several recommended resources that may be useful when planning around sustainability [here](https://www.bfi.org.uk/get-funding-support/bring-film-wider-audience/environmental-sustainability-film-exhibition-sector).

## Prevention of Bullying, Harassment and Racism

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.

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

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For initiatives involving children, young people 18 or under or vulnerable adults, applicants are asked to confirm that they have safeguarding and child protection policies in place. 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.

# Am I eligible?

To access Film Hub South West funding opportunities, you must be a FAN 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](https://watershed.co.uk/filmhub/membership/) for membership eligibility and register online, before submitting your application.

Organisations that have received previous support from the Film Exhibition Fund and are still members of the South West Hub are eligible to apply. We will only fund one FEF project per year for any single organisation (though there may be further opportunities for support through other strand such as the [Cinema Incentive Scheme](https://watershed.co.uk/filmhub/funding/cinema-incentive-scheme/) and Cross FAN Programming – in due course.) Proposals to the FEF should be for new projects or the development of activity which is not supported by BFI through other funding arrangements. Recipients of a previous Film Exhibition Fund or Audience Pitch Pot funding need to have completed their activity and reporting before being able to access further support. Please get in touch with us as soon as possible if this applies to you and you are having an issue with your project.

We can only accept proposals 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

We are not able to award funds to individuals, to un-constituted organisations or non-Film Hub member organisations. [You can apply for membership here.](https://watershed.co.uk/filmhub/membership/)

Film Hub Lead Organisations are not eligible to apply.

If you are a UK-wide organisation based in another region wishing to establish work in South West such as touring programmes, this will not be a priority as we are mainly focused on developing the capacity and capability of organisations based in the South West. You may seek support if you can demonstrate demand from South West venues at proposal stage. We suggest you speak to your 'home’ Film Hub Lead Organisation as a first step to establish process. You should also read the [BFI Audience Project Fund](https://www.bfi.org.uk/get-funding-support/bring-film-wider-audience/bfi-national-lottery-audience-projects-fund) guidance to see if your plans meet these criteria.

# How much can I ask for?

**Project range:** £2,000\* to £10,000 **(annually)**

\* Note that if you need a smaller amount than the Film Exhibition Fund minimum, we recommend you look at our rolling[Audience Pitch Pot](https://watershed.co.uk/filmhub/funding/rolling-audience-development-pitch-pot/)[.](https://watershed.co.uk/filmhub/funding/pitch-pot-for-online-activity/)

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 FAN members is circa £73,000 (annually).

Requests for larger amounts and multiple-year awards, organisations will need to have demonstrable audience reach and strategic impact.

## Use of Funding

Each organisation will have its individual needs - however, broadly speaking, the 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 are only open to filmmakers.
* Capital costs covering building repairs, core-equipment purchases and other capital expenditure.
* Additional health and safety measures required due to Covid-19 including the purchasing of PPE.
* Programmes entirely comprised of free events unless these are demonstrably for the purpose of reaching a specific target audience AND are part of a wider audience strategy.
* Un-ticketed events or screenings where audience numbers cannot be reported (such as gallery installations).
* Private events.
* 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

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

If you have not accessed funding from Film Hub South West in the past and/or are considering developing in a multi-year project, we strongly recommend contacting us in advance of submitting your proposal.

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 seeking funds, you may be able to request this through the [BFI Access Support scheme](https://www.bfi.org.uk/get-funding-support/access-support-bfi-film-fund-film-audience-network-applicants).

For accessibility purpose and those that want to fill in offline first, a view only Word version of the [application form can be found here.](https://public.3.basecamp.com/p/DhVoJUrZaq3ugNAbT4grgYAa)

We invite members to submit a **proposal online** [**using this application form**](https://forms.office.com/e/rX29aaV9PA) **in addition to:**

* Fill in and upload [**a Delivery Timetable**](https://public.3.basecamp.com/p/GYGMkYGiG8vVydgHYGqJFckr)
* Fill in and upload [**an income and expenditure budget form**](an%20income%20and%20expenditure%20budget%20form)via the application form using this template. If you need help, please take a look at our [**simple guide to filling in your budget here**.](simple%20guide%20to%20filling%20in%20your%20budget%20here.)
* For projects applying for a multi-year project only, please also fill in and upload [**this 3-year budget template**.](this%203-year%20budget%20template.)

**This Equal Opportunities form** is to be completed online.

If you are not using the online form, please email all documents (apart from the Equal Opportunities Form) by the submission deadline to filmhub@watershed.co.uk and neil.r@watershed.co.uk marked: ‘FAN FEF 2023 APPLICATION [YOUR ORGANISATION NAME]’

Do not use any other version of these forms and templates. Your application may be delayed or rejected if older documents are used.

[An FAQ can be found here](https://watershed.co.uk/filmhub/faq-fan-film-exhibition-fund/) that will be updated as questions arise.

# How Will Proposals Be Assessed?

**First round deadline:** Applications close: 5pm Mon 29 May 2023

Decisions will be confirmed by the end of June 2023

**Second round deadline:** Applications close: 5pm Mon 4 Sept 2023

Decisions will be confirmed by beginning of October 2023

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? There should be at least four weeks lead-time between your activity starting and the award being confirmed.

* **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 predicting admissions is difficult, please provide carefully considered estimates and contact us for advice if needed.

* **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? This will include consideration of project management, management oversight, risk management, marketing, audience development and evaluation plans.

* **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 this is an important demonstration that there is genuine support for the activity and potential added value. You may be asked for evidence of match-funding from other organisations at application/reporting stage.

* **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. All hub-funded activity should take place within the South West FAN Region.

* **BFI Diversity Standards**: does the proposal clearly respond to the BFI Diversity [Standards?](https://www.bfi.org.uk/supporting-uk-film/diversity-inclusion/bfi-diversity-standards) Will activity address under-representation among audiences, on screen or - where applicable - 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. The larger the amount you are seeking, the higher we would expect your project to score in assessment.

# Decisions and 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 and budget 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, financial due diligence, crediting guidelines, monitoring and reporting requirements.

In addition, any funding agreements over £2000 will be subject to an ID check of the lead applicant (carried out by a third-party partner). This is not a credit check and will not affect your credit score.

Monies for successful proposals will be allocated in instalments which can vary from project to project. This is typically given as an 80% upfront payment before the project commences and 20% upon completion of activity, subject to satisfactory reporting.

Please note: final confirmation of support will be subject to the availability of National Lottery Funding.

# Reporting requirements

All funded organisations will need to carry out online BFI FAN surveys of their audiences - please bear this in mind when planning your evaluation strategies as this is key to sustaining future funding from National Lottery.

On the completion of projects, funded organisations will be expected to submit timely reports as per agreement with Film Hub South West. Please consider this as part of your planning.

You will be asked to submit:

* A completed reporting template outlining activity outcomes.
* A completed Project Log listing the events and films screened and audience numbers.
* Completed audience surveys (or evidence of surveys being offered) post-event, using the QR code or link supplied.
* Updated income and expenditure budget with actual figures post-event.
* Photos/press or promotional materials from your events (or links to them)
* A case study of your project, if requested.

**For multi-year agreements only:**

If you are successful, funding will be cash flowed in line with your projected expenditure over those two or three years, subject to satisfactory performance and receipt and approval of routine reporting including progress against agreed KPIs and costs to date.

* Satisfactory performance — you being able to continue to deliver your activity in accordance with the contractual terms of the offer of funding and the parameters of these guidelines, and if you can satisfactorily demonstrate (through submission of routine reporting) that you are able to remain financially viable through to the end of the term.
* Receipt and approval by the Film Hub South West team of routine reporting including progress against agreed KPIs and costs to date, and which can include proposed modifications to the forecast budget and activity plans to adapt to learnings and changing circumstances, and details of planned activity as those plans solidify.

# 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 decision is final. Inevitably, proposals will be declined, 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 as a way as to prejudice the outcome of the process.

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

maddy.p@watershed.co.uk

However, if this is not appropriate for any reason, please refer to Watershed’[s Complaints Policy.](https://www.watershed.co.uk/policies/complaints-policy-creative-projects)

# Getting in touch

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](http://www.watershed.co.uk/filmhub)

**Please note: these guidelines are subject to change at any point.**

Film Hub South West reserves the right to review and alter its policies, procedures, and assessment criteria.