



Audience Pitch Pot 2024-25- Film hub South West

Apply to the Pitch Pot for awards from £100 up to £2,000 per year.

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Introduction

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

As part of FAN, Watershed, the Film Hub Lead Organisation for the south west has been awarded funding from the BFI National Lottery to support member organisations from across the region to deliver activity to realise this ambition against the priorities set out in BFI's Screen Culture 2033 strategy.

Apply to this rolling pot for between £100 – £2,000 to support the costs of in-person film exhibition activity such as speaker/hosting fees, marketing and promotion and presentation. The activity proposed has to take place between now and March 2025, target specific audience groups and show how the funding is necessary to reach those identified audiences.

For larger scale activity above £2000, refer to the [FAN Film Exhibition Fund 2024-26](#)

Key Info at a glance

- **Awards:** £100 – £2,000
- **Deadline:** Rolling – until the fund is depleted
- **Activity supported:** In-venue screening activity focusing on cultural engagement, meeting the [BFI Diversity guidelines](#) and principles of [Screen Culture 2033](#)
- **Activity window:** April 2024 – March 2025
- **Turnaround time:** 2-4 weeks – please ensure your activity has sufficient lead-in time.
- **[Apply Here](#)**

What is the Audience Pitch Pot?

The Pitch Pot is a rolling fund with a short turnaround that can be used to support FAN member organisations in the south west to deliver in-person events that bring audiences together for a communal viewing experience in line with priorities outlined below and the [BFI's Screen Culture 2033 strategy](#).

Members can apply for up to a maximum of £2,000 for activity taking place between now and completed by mid-March 2025. (Please note: The fund will roll until depleted, therefore, if empty, not all activity can be supported until the new financial year in April 2025)

Who is eligible to apply?

The fund is open to south west based exhibitors that are [Film Audience Network member organisations](#) including cinemas, mixed arts centres, community cinemas, film societies, film festivals, touring operators, and other film exhibition organisations.

We particularly welcome and encourage proposals from organisations who are currently underrepresented in the exhibition sector. These include organisations led by working class, black and global majority people, disabled people, and LGBTQIA+ people.

FAN Membership is free. To become a member of Film Hub South West, take a moment to fill in our application. We can only accept applications from legally constituted organisations operating in the south west (including Hampshire and the Isle of Wight.)

What are the Audience Pitch Pot Priorities?

Public Engagement

The primary focus of the Pitch Pot is to support in-person events that bring audiences together for a communal viewing experience, in particular screenings of UK independent film, as well as non-English language films.

Projects which support audiences to experience moving image such as television, digital media and broader screen activity such as XR, VR, and AR will also be considered where this represents a valuable opportunity for audience development in line with our priorities. Online activities are not a priority but will be considered where they add value and create meaningful engagement (for example, by removing barriers and improving access for disabled audiences).

Audience Pitch Pot Priorities

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](#):

1) Creating opportunities for young audiences:

We want to support organisations in engaging with children, families and young people (aged 25 or under), nurturing future generations of cinemagoers with an appetite for a more diverse screen culture. This might include young curators/influencers schemes, marketing campaigns, targeted programming and ticket initiatives, collaborations with talent development programmes such as BFI Academy South West and Into Film 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](#) or get in touch.

2) Tackling barriers to inclusion

We want to improve access to screen culture for people across the South West by lowering barriers such as prohibitive costs, lack of cultural provision, lack of accessible screenings and threshold anxiety. We are also committed to tackling 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 or 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 put you in touch with a range of curators that have participated in our [Beyond Boundaries 360 Programme](#).

3) 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](#)), and other moving image collections. Please ensure you have contacted the relevant collection before seeking support from us **and consult resources such as our guide to working with The Box and FAN's best practice guide for working with archive collections**.

BFI Diversity Standards

All project proposals should take an inclusive approach to audience development, setting out how they will respond to the updated [BFI diversity standards](#). 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.

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](#) and/or email [the hub team here](#).

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 £250 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 towards accessibility costs such as a BSL interpreter and wraparound activity such as a Q&A, a post screening walk, a panel discussion, workshop or an 'in conversation' at a venue.

Proposals can be for one-off events or for a series of screenings that fit with the 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 or hosting fees.

This list is not exhaustive and other items may be considered. All proposed spend should contribute to the activity in your application.

Beyond this, there are some areas not suitable for support from the Audience Pitch Pot.

Ineligible Costs

- Filmmaking costs (including filmmaker’s workshops), support for filmmakers to develop or distribute their own work, or for programmes that exclusively engage filmmaker audiences.
- Capital costs or core-funding, covering structural repairs or general administration not directly related to your activity.
- 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 moving image exhibition, such as feature films or documentary, archive footage, VR/AR/XR.
- Activity covered by existing funding arrangements such as the FAN Exhibition Fund or other Film Hub-administered exhibition funds.
- Programmes that duplicate provision in the same area
- Activity taking place in a venue not open to the public – e.g. members-only venues.
- Drive-in screenings.
- Fully free-ticketed events.

How do I apply?

The Pitch Pot is open for activity taking place online or in-venue between April 2024 and 1st March 2025.

This Word version of the guidelines is available for reference only to enable you to prepare your responses offline.

Note that you will not be able to save this form as you go along so we recommend you keep an offline copy. Once you have completed your form, you have the option to have your proposal emailed to you when you submit your form.

For projects seeking funding for more than £250, you will be asked to upload a budget and delivery timeline using [the templates provided](#).

Submit your proposal

What happens next?

Proposals will be assessed by the Film Hub team against the following criteria:

Activity eligibility: Does the proposed activity meet the eligibility criteria?

Fit with Fund Priorities: Will the proposal address at least one of the Audience Pit Pot priorities as set out in these Guidelines? Does it clearly respond to the [BFI Diversity Standards](#)? How have environmental sustainability considerations been taken into account?

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 engage audiences with culturally diverse/ambitious? film programming? Does the activity respond to any of the Pitch Pot'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. Previous applicants' track-record will be considered if applicable.

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 as part of the process.

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](#).

We aim to turn around proposals within 2 weeks, however, during peak periods, this could be up to four weeks. **Please factor this into your 'lead-in' time for your event or activity when applying to the fund and** 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.

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:atfilmhub@watershed.co.uk)

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, however **you will not be able to resubmit a declined proposal to the Pitch Pot** in the 2024-25 financial year. If you wish to submit the same or a similar proposal in 2025-26, you should contact us first to discuss your plans.

Successful proposals

If your proposal is successful, the assessment panel may discuss any required amendments and wish to see a revised delivery plan, timetable, 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.

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 reports within a month of completion. 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 (note that across our portfolio of investments, we are aiming for survey return rates of 10%.)
- For projects over £250, updated income and expenditure budget with actual figures post-event.
- Photos/press or promotional materials from your events (or links to them)

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 proposal were not adhered to or applied in such a way as to prejudice the outcome of the process.

If you have any questions or concerns, please contact the Watershed's Head of Film 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 [Complaint Policy](#).

Getting in touch

Please do not hesitate to get in touch if you have any questions, concerns or specific access requirements regarding the 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

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.