

# ADVISORY GROUP GUIDELINES



Film Hub North are seeking applications from talented, experienced and compelling individuals to form an Advisory Group that will extend and support the development of Film Hub North's business plan.

## BACKGROUND

### ABOUT FILM HUB NORTH

Film Hub North is a network of organisations committed to fostering a vibrant, flourishing film culture in the North of England. Led in partnership by HOME, Manchester, Showroom Cinema, Sheffield and Tyneside Cinema, Newcastle upon Tyne, Film Hub North supports and represents a wide-ranging group of exhibitors and filmmakers throughout the region.

Working across Cheshire, County Durham, Cumbria, Greater Manchester, Lancashire, Merseyside, Northumberland, North Lincolnshire, Tyne & Wear and Yorkshire, Film Hub North distributes National Lottery funds on behalf of the BFI Film Audience Network and BFI NETWORK. Film Hub North provides funding and training that helps exhibitors expand their reach, develops local filmmaking talent and, ultimately, ensures that audiences in the North have access to a rich variety of cinema.

### ABOUT THE BFI FILM AUDIENCE 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 and venues strategically placed around the country. 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.

## FILM HUB NORTH BUSINESS PLAN

### OUR VISION

*By 2022 audiences for British and international film and the collective cinema experience in the North of England will have grown, be more diverse, younger and open to a wider range of specialised films that celebrate the cultural richness of the world.*

*Film Hub North will have played a critical and catalytic role in making this happen and will be known for pioneering programming and audience engagement, putting our network at the front of technological and cultural change, and engaging the world through film.*

The Film Hub North vision is bold and ambitious. The potential for growth in our region in terms of sustainability, activity and reaching new audiences in collaboration with key partners deserves a focussed, driven strategy that embodies and builds on the wealth of

cultural exhibition in the North. The new Film Audience Network boundaries give a pivotal opportunity to foster partnerships and deliver ground-breaking work.

Film Hub North will lead by example, utilising expertise and our truly connected and engaged network to reach Film Hub North and Film Audience Network's goals and outcomes.

## OUTCOMES

By 2022 Film Hub North will have built audiences for film, and our work will be inclusive and representative of the North's diverse heritage and regional identities. Film Hub North will have championed the collective viewing experience and achieved work that goes beyond the mainstream in order to meet the needs of our film audiences.

Our successful delivery of the Film Hub North business plan will result in the following outcomes, also meeting the aims of *BFI2022*.

- The film exhibition sector in the North will be more sustainable, confident and connected as a network.
- Film audiences for independent titles in our region will have increased; with a greater attendance from the 16-30 age range estimated at 15% of projected audiences for year one.
- Film Hub North Members' activity will have reached an audience of greater diversity; one that is representative of our region.
- Film Hub North Members will have provided a programme of culturally ambitious innovative film events, including those linked to BFI and Film Audience Network UK-wide seasons.
- Access to the UK's wealth of Screen Heritage will have increased; with a particular growth in audiences for content held by the North's three regional archives.
- Film Hub North Members will have further developed and refined their knowledge and understanding of audience development.
- There will be a clearer link between production and exhibition resulting in a ladder of opportunity for new talent to progress and reach audiences.

## APPLY

### ADVISORY GROUP PURPOSE

The Film Hub North Advisory Group will support the senior Hub team to capitalise on core Lottery support from the BFI in order to increase Hub resources, push Hub activity and seek a significant suite of high-profile partnerships. The group's combined experience, expertise and contributions will have an impact on future strategy and business planning. The group's members will be an advocate for the BFI Film Audience Network and, in particular, the critical part Film Hub North plays there.

The Advisory Group members will be committed to the aims of Film Hub North and the BFI Film Audience Network and will be prepared to represent and champion the sector beyond their respective organisations.

## RECRUITMENT

The Film Hub North Team are looking for up to 8 individuals to join the Advisory Group.

The Group will be representative of our region and we are looking to engage members with a broad range of interests, including those from outside of the film exhibition sector. As such, we will consider applications from members of organisations of all sizes and types, and we encourage applications from individuals from all backgrounds.

Applicants do not need to be involved with a Film Hub North Member organisation to sit on the Advisory Group, but they must be based in the North of England.

This is a voluntary role; all related expenses will be reimbursed by Film Hub North.

## ATTRIBUTES AND RESPONSIBILITIES

- Commitment to and passion for the work of Film Hub North
- Creative vision for supporting the independent exhibition sector in the North
- Strong experience in film exhibition, arts development or audience development
- Ability to think strategically and contribute to collaborative discussions
- Ability to represent Film Hub North externally and support the development of the Film Hub North brand
- Ability to work as a member of a team and willingness to state personal convictions and, equally, to accept majority decisions and be tolerant of other views
- A preparedness to offer personal and professional skills and experience to support the work of the Hub staff when required
- Commitment to Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership
- Ability to act with integrity and in the best interests of the Hub, avoiding personal conflicts of interests, or misuse of the Company's funds or assets
- Be able to attend three meetings a year and be available in advance of and after meetings for online correspondence

## SUBMIT YOUR APPLICATION

Please register your interest in contributing to the Advisory Group by completing our online application and equal opportunities monitoring form: <http://bit.ly/2zdQZel>

If you have any questions regarding the Advisory Group or the application process, please email [info@filmhubnorth.org.uk](mailto:info@filmhubnorth.org.uk).

## KEY DATES

Launch of Advisory Group recruitment: **1 November 2018**

Application deadline: **17 December 2018**

Date of first meeting: **15 January 2019**