

IGNITION AWARDS

Funding Guidelines - 2019/2020



INTRODUCTION

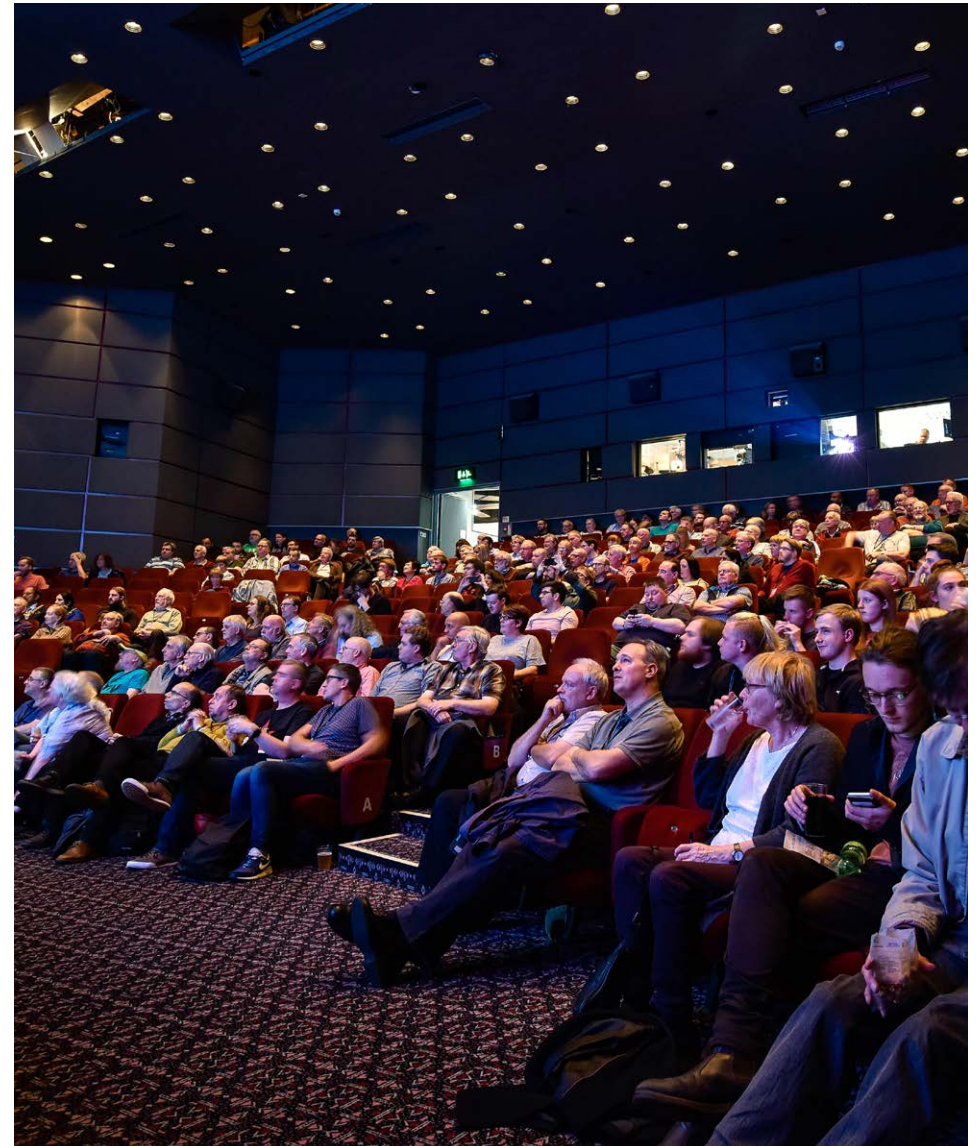
Putting the spark into larger projects

Film Hub North supports exhibitors to reach audiences with independent, British and international film. Our Ignition Awards allow organisations to take more programming risks, build valuable relationships with external partners, reach new people in their community and provide existing audiences with enriched film experiences.

Ignition Awards will not underpin Members' core programming or ongoing activity, but will instead focus on new projects that enhance existing cinema provision. These projects should respond to Film Hub North's key strategic objectives of:

- Promoting equality of access to a wide range of cinema
- Developing young audiences for independent, British and international film, with a particular focus on the 16-30 age group
- Increasing engagement with screen heritage material

Activity supported by Ignition Awards can vary in length, scale and format - all project delivery, however, should take place between **May 2019** and **March 2020**.



AT A GLANCE

Numbers, dates and deadlines

The numbers

Awards between: **£5k – £10k**

Total funding pot: **£90k**

Expected awards in 2019: **12**

Key dates

Apply from: **31/01/19**

Apply until: **29/03/19**

Activity: **May '19 – Mar '20**

FOCUS AREAS

Our funding priorities

As part of the BFI Film Audience Network, we work to ensure that the greatest choice of film is available for everyone. All Ignition Awards proposals must be focused on one or more of our key strategic objectives. These are:

Promoting equality of access

We are committed to ensuring that the entire breadth of our communities are able to enjoy a wide range of film and are working to tackle areas of under-representation in the exhibition industry: be that among audiences, on our screens or in the workforce. We are particularly interested in supporting projects that address inequality of access among black, asian and minority ethnic (BAME), disabled and LGBTQ+ groups. All proposals should demonstrate a willingness to contribute to a broad film culture that recognises difference and values inclusion.

Example activity

- Inviting guest curators to contribute to programmes aimed at widening your audience
- Launching outreach schemes that engage potential audiences within local communities

Developing young audiences

Young audiences represent the future of independent film exhibition. Projects focused on young audiences may target a particular segment of the 16-30 audience or the group as a whole.

Example activity

- Starting a youth engagement initiative such as a young programmers group
- Trialing a discounted ticketing model for young audiences

Screen heritage

Screen heritage material has the ability to deepen audiences' understanding of our communities' diverse pasts and present. Ignition Awards can support proposals that interpret screen heritage in a number of ways. This includes: projects presenting materials from the national or regional archives, programmes utilising other heritage collections, and proposals exploring the rich variety of British and world cinema history. Projects wishing to

FOCUS AREAS

Our funding priorities

Screen heritage (contd.)

screen material held in the collections of the North's regional archives - [North East Film Archive](#), [North West Film Archive](#) and [Yorkshire Film Archive](#) - will be prioritised.

Example activity

- Offering a programme of enhanced screen heritage events featuring live accompaniments or presentations from guest speakers and expert curators
- Curating a screen heritage season around a theme of particular historical or contemporary interest to your audiences

Beyond our key strategic objectives, Film Hub North is committed to increasing access to independent, British and international cinema right across our region. The North is large and diverse, with some areas having limited or no access to cinema - proposals that address this need and provide underserved audiences with a valuable cultural resource will be prioritised. Current areas of low provision are: County Durham, Cumbria, East Yorkshire, North Lincolnshire, Northumberland and Tyne & Wear.

Priority will also be given to proposals that have potential to reach audiences in the long-term and continue to deliver activity beyond the initial phase of Film Hub North funding.

BFI Diversity Standards

In addition to the focus areas outlined above, all Ignition Awards proposals - regardless of content - should respond to the [BFI Diversity Standards](#). Members will be asked to demonstrate how their project contributes to reducing under-representation in the exhibition industry in the audience, on screen and in the workforce. The Standards focus on under-representation in the film industry in relation to age, disability, ethnicity, gender, LGBTQ+, religion and belief (as they pertain to the Equality Act 2010), as well as socioeconomic background and geographical location.

We ask all projects to embrace these Standards and priority will be given to proposals that do this in a clear and convincing way. The Film Hub North team are on hand to help applicants interpret the Standards, please [get in touch](#) for more information.

AWARD DETAILS

How to get involved

Who can access Ignition Awards?

You must be a Hub Member in order to access Film Hub North funding opportunities. To become a Member, please read our [Membership Guidelines](#) and fill in our online [Application Form](#). Please email us if you are unsure if you are a current Member.

How much can I apply for?

The total amount available for the 2019/20 financial year is £90,000. Members can request between **£5,000 - £10,000** per proposal. We envisage making no more than 12 awards this financial year.

When is the deadline?

The deadline for proposals is **29th March 2019**. We are not able to consider late proposals.

If your project does not fit the Ignition Awards timeline or you require a different level of support, there may be other funding options open to you - please get in touch to discuss this further.



USE OF SUPPORT

What we can help with

Eligible expenses

Each project will have its individual needs - however, broadly speaking, Ignition Awards can support the following costs:

- Film rights and print transport
- Project-specific staffing costs - eg. curation or project management expenses
- Venue hire and project-specific equipment costs
- Marketing and PR campaigns
- Event costs for enhanced screenings - eg. speaker, talent or artists fees
- Volunteer and evaluation expenses
- Accessibility costs - eg. creating accessible supporting materials, subtitling fees
- Outreach and community inclusion costs - eg. providing transport for isolated audiences, hiring grassroots engagement and marketing staff

- Audience development expenses - eg. young programmers workshops

- Rights clearances and curation fees for screen heritage materials

Ineligible expenses

All proposed spend should contribute to a project that meets the Ignition Awards aims. Beyond this, there are some areas not suitable for support from Ignition Awards. These include:

- Core venue and staffing costs not specifically related to the project
- Capital costs covering building repairs, upgrades or renovations
- Filmmaking costs (including workshops) or support for filmmakers to distribute their own work
- Events not primarily focused on film exhibition
- Activity that should be covered by statutory education

USE OF SUPPORT

What we can help with

Ineligible expenses (contd.)

- Activity already covered by existing funding arrangements
- Programmes that duplicate provision in the same location
- Programmes entirely comprised of free events, unticketed events or screenings where audience numbers cannot be reported
- Activity taking place outside of the North

Please note that we are not able to fund 100% of a project's costs. Whilst we do not have a set requirement percentage for match funding, 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.



APPLYING

Submitting your proposal

Submitting your proposal to Ignition Awards involves a two-stage process.

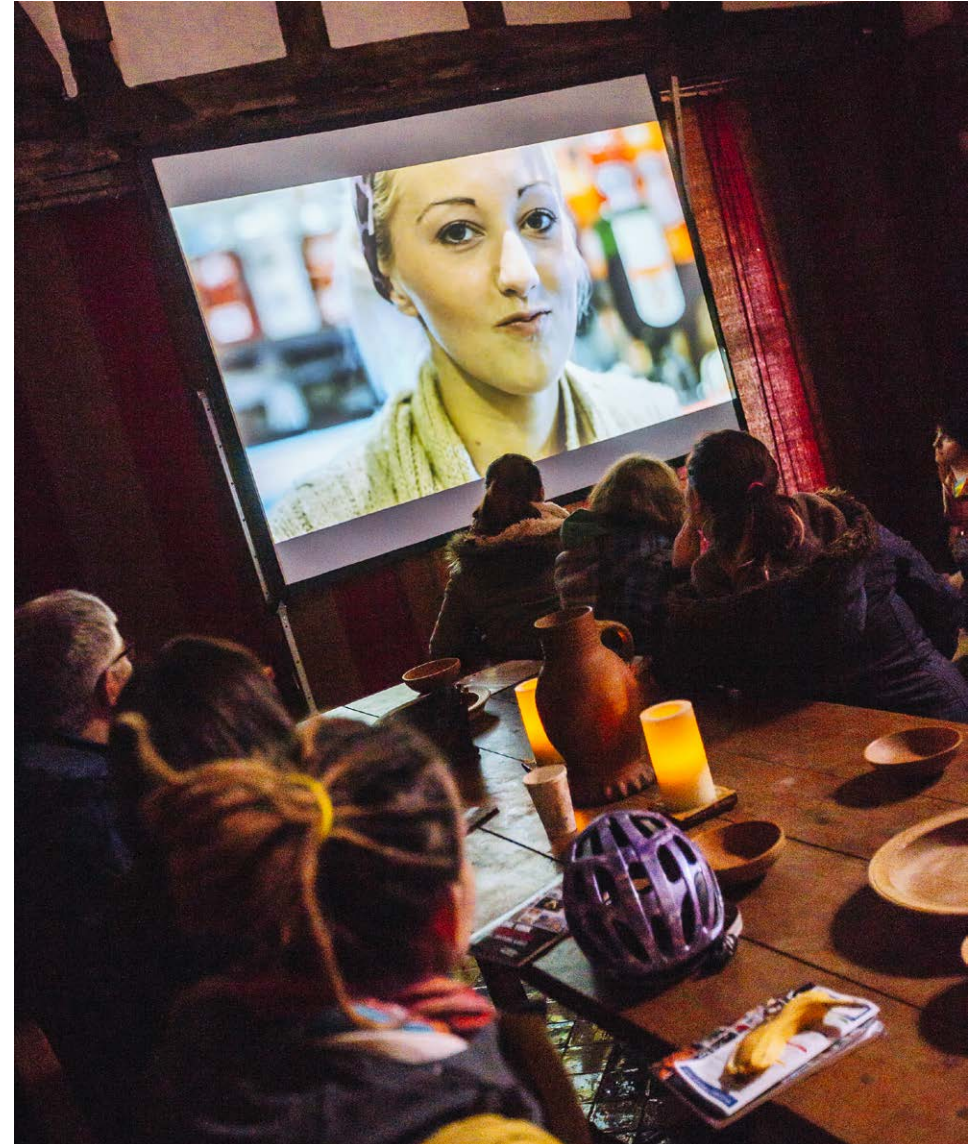
Stage 1

In the first instance, please email us with a short project outline. At this stage, we are interested in your ideas and if your proposal is eligible. Your project outline should be no longer than 1 page and does not need exact costings or audience numbers.

Email roisin@filmhubnorth.org.uk with your short project outline or if you have any questions about the proposal process.

Stage 2

If your project is suitable for development, we will send you the Ignition Awards Proposal Form and Budget Template. These will ask you for more details on your organisation and your project, including audience projections, marketing plans, project budget details and how your proposal meets our funding priorities.



Assessment criteria

Your formal project submission will be assessed by the Film Hub North team. We will specifically look at:

- **Activity eligibility:** does the proposed activity respond to the Awards focus areas?
- **Audience reach:** what are the audience targets, and will the planned activity deliver them? Subsidy per head will be a consideration.
- **Impact:** what is the cultural ambition of the proposed programme? Are relevant partnerships in place to effectively deliver the project?
- **Organisational experience:** is the organisation able to carry out the proposed activity, including delivering thorough marketing, audience development and evaluation plans?
- **Budget:** are all reasonable costs considered and has match funding been included? Does the budget balance and are all costs eligible?
- **Legacy:** what are the longer-term plans to continue to

reach audiences? Is there potential for the activity to develop beyond Ignition Awards funding?

- **BFI Diversity Standards:** does the project clearly address the BFI Diversity Standards?

Unsuccessful proposals

If you are unsuccessful in your proposal, you will be contacted by email with brief feedback on the reasons why. Being unsuccessful does not prevent you from accessing future Hub opportunities.

Successful proposals

If your proposal is successful, the assessment panel may discuss amendments to your project and wish to see a reworked plan before confirming an award.

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 award. These will cover payment information, branding guidelines and monitoring and reporting requirements.



THE
NATIONAL
LOTTERY®



FAN

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.

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.

Please note: these guidelines are subject to change. Film Hub North reserves the right to review and alter its policies, procedures and assessment criteria.

Images: Square Chapel (Robbie Jay Barratt), Widescreen Weekend (Andy Garbutt), Yorkshire Silent Film Festival, HOME (Film Hub North), Aesthetica Short Film Festival.