

# OUR NORTH

Funding Guidelines – 2019/2020



## RITA, SUE AND BOB TOO

Evening discussion with Adelle Stripe, author of *Black Teeth and a Crooked Smile*;  
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Chaired by Kirsty Fairclough, Associate Dean, School of Arts and Media, University of Salford





# INTRODUCTION

## What is Our North?

Film Hub North is a champion of local cinematic creativity. We celebrate stories of the region, the filmmakers who call the North home and the exhibitors who enrich our communities by sharing film on the big screen. Our North is a programming fund specifically set up to showcase the creativity of the region's curators and to give them the freedom to realise adventurous pieces of work.

Programme grants will empower exhibitors to pursue their curatorial interests and develop projects that speak to audiences in their particular corner of the North. The fund will support a range of projects and perspectives; giving voice to the diversity of the North's programming expertise and engaging audiences across the region.



# ABOUT THE FUND

## What are we looking for?

Our North is about showcasing your creativity as a curator and producing film programmes that make meaningful connections with your community. Projects should demonstrate ambition and a clear artistic direction, and should be of particular relevance to audiences in your area.

Funding can supplement existing programming strands, kick-start new approaches to curation, or support one-off events and seasons. Stories from home and abroad resonate with audiences in the North, and support is available for programmes that feature both local and international productions.

You might choose to highlight work that is explicitly tied to the North, either through the stories told, the settings used or the creative talent involved. Activity focused on local cinema could celebrate depictions of the region, challenge dominant screen narratives, or uncover underappreciated Northern contributions to film history.

Or you can draw on narratives from further afield, using world cinema to shed light on life in the North from fresh perspectives. Screenings of international film might engage specific local audiences who are under-represented

in British cinema, or explore points of shared history or culture between the North and its neighbours.

Our North support also presents an opportunity to go beyond simply screening films by providing audiences with additional content and context to deepen their engagement with your programme. Exhibitors are encouraged to enhance their screenings - for example, by inviting guest contributors to screenings, or holding special accompanying events.

## Our key strategic objectives

In addition to showcasing your organisation's unique programming approach and engaging local audiences, your activity should also respond to one or more of our key strategic objectives. These are:

### **Increasing engagement with the UK's screen heritage collections.**

*Eg. Partnering with one of the North's regional screen archives to screen material of local interest.*

# ABOUT THE FUND

## Our key strategic objectives (contd.)

### **Promoting inclusivity on screen and among audiences.**

*Eg. Delivering a season of international film to engage areas of your community under-represented in British cinema, or as a means of approaching local stories in new ways*

### **Developing young audiences, with a particular focus on the 16-30 age group.**

*Eg. Working with young people as co-curators, content creators or event partners on programmes that reflect their experience of life in the North.*

## BFI Diversity Standards

All Our North proposals should respond to the **BFI Diversity Standards**. 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.

Priority will be given to projects that embrace the Standards in a clear and convincing way. Please contact our team if you need advice on how to interpret the Standards.

## Get inspired

Projects supported by Our North in 2019/2020 include a season of cult cinema at [Storyhouse, Chester](#) curated by their young programmers; an archive film event exploring the history of the welfare state at [Forum Cinema, Hexham](#); and a [Rare Giants](#) season exploring Sheffield's sister cities through classics of world cinema.

We've also partnered with Into Film to curate a list of suggested titles for Our North tailored to young people aged 5-19. Their selections include coming-of-age tales, recreations of landmark historical events and stories of youth from across the region. These suggested films can be used to kick-start conversations with young audiences, inviting them to explore and respond to the various ways life in the North has been portrayed on film. Find out more on the [Into Film website](#).

# DATES & NUMBERS

## Timeline

Applications to the Our North programming fund can be made at any time between **28 June 2019 - 17 February 2020** and should be made at least 6 weeks in advance of your planned screenings.

Funding assessments will be made on a rolling basis and you will receive a decision on your proposal within 2 weeks of submission. The fund will close early if the entire budget has been committed.

Our North support is available for activity taking place between **August 2019 - March 2020**.

## How much can I apply for?

You can apply for support between **£250 - £1,500**.

If you require a different level of support or your planned activity falls outside of the Our North timeline, there may be other funding options open to you - please get in touch to discuss this further.

## What activity can be supported?

Our North is a programming fund and is intended to support the region's curators in delivering creative, adventurous programmes of film.

All supported costs should directly relate to audience-facing activity - note that we cannot support projects comprised entirely of free or non-ticketed events. We expect funding to support costs such as:

- Film rights and transport fees
- Venue, staff and volunteer expenses specific to your project
- Enhanced screening costs: eg. guest contributors, special event elements
- Marketing costs

If you're not sure if your activity is eligible for Our North support or would like advice on developing your programme, get in touch with our team to discuss this further.



# APPLY NOW

## How to apply

Accessing Our North support involves submitting a short, simple Proposal Form. You will be asked to outline your idea for a film programme, briefly detail how it meets the aims of the fund and provide a budget overview.

### Download the Proposal Form.

Completed forms should be submitted via email to our Programme Coordinator at: [roisin@filmhubnorth.org.uk](mailto:roisin@filmhubnorth.org.uk). You will receive confirmation of receipt within 3 working days. If you would like to discuss your project prior to submitting a proposal, please email Roisin with any queries you have.

## Who can access Our North support?

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 [Membership Application Form](#).



# FEEDBACK

## Assessment criteria

Proposals will be assessed by the Film Hub North team. We will specifically look at:

- **Activity eligibility:** does the proposed programme respond to the fund's aims?
- **Impact:** what is the cultural ambition of the project?
- **BFI Diversity Standards:** does the project clearly address the BFI Diversity Standards?
- **Audience reach:** what are the audience targets, and will the planned activity deliver them? How do audience numbers relate to the requested investment?
- **Legacy:** is there potential for activity to continue beyond Our North funding?

## Successful proposals

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

If there are no 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 and marketing guidelines, and monitoring and reporting requirements.

Note that all successful projects will be required to survey audiences using our standard feedback form.

## Unsuccessful proposals

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



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.

[info@filmhubnorth.org.uk](mailto:info@filmhubnorth.org.uk)

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: *Rita, Sue and Bob Too* at HOME (Film Hub North), *Barry Hines* season at Showroom Cinema (Showroom Cinema), *Kes* at Square Chapel Arts Centre (Robbie Jay Barratt).