

IGNITION AWARDS

Funding Guidelines - 2020/2021



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 additional projects that enhance current cinema provision. These projects should respond to Film Hub North's key strategic objectives, which are outlined in the following pages.

Activity supported by Ignition Awards can vary in length, scale and format - all project delivery, however, should take place between **May 2020** and **March 2021**.

At a glance

Awards between: **£5k - £10k**

Applications open: **30 Jan '20**

Applications close: **23 Mar '20**

Awards confirmed from: **14 Apr '20**

Activity window: **May '20 - Mar '21**

FOCUS AREAS

Our funding priorities

Film Hub North works 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:

Developing young audiences

Young audiences are key to the health of the exhibition sector both now and in the future. By engaging with young people, organisations can introduce new audiences to their work and foster future generations of cinemagoers. Projects focused on young audiences may target a 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 or youth film club
- Developing and trialling a discounted ticketing offer for young audiences
- Introducing programming, special events and marketing targeted at young audiences



FOCUS AREAS

Our funding priorities

Promoting inclusivity

We are committed to ensuring that the breadth of our communities are able to 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. We are particularly interested in supporting projects that address under-representation among disabled, black, asian and minority ethnic (BAME) and LGBTQ+ groups.

Example activity

- Developing and delivering an access plan - covering staff skills, marketing, community outreach and programming - that will make your screenings more inclusive for disabled audiences
- Working with partners to reach groups who aren't engaged with your work, and developing strategies that reduce the barriers these audiences face
- Providing an industry entry point or a career development opportunity for a member of staff that will contribute to a more skilled, more representative workforce

Showcasing screen heritage

Screen heritage material deepens our understanding of both the past and present. Ignition Awards can support projects that showcase various types of screen heritage material. These are: footage from the national and regional archives, footage from other moving image collections, and films from UK and world cinema history. Projects presenting footage from the North's regional archives - the North East Film Archive, North West Film Archive and Yorkshire Film Archive - will be prioritised. If your project includes archival material, please ensure you have contacted the relevant collection before applying.

Example activity

- Offering a programme of enhanced screen heritage events, such as live accompaniments or presentations from guest speakers
- Curating a film history programme around a theme of particular historical or contemporary interest
- Working with a regional archive to create a package of material showcasing the history of film in your area

FOCUS AREAS

Beyond our key strategic objectives, Film Hub North is committed to increasing access to independent cinema across the region. The North is large and diverse, with some areas having limited or no access to cinema. Proposals that address this point and provide underserved audiences with a valuable cultural resource will be prioritised.

Current areas of low provision are: County Durham, Cumbria, Lancashire (particularly Blackpool and The Fylde), North Lincolnshire, North East Lincolnshire, Northumberland, Tyne & Wear, East Yorkshire and North Yorkshire.

BFI Diversity Standards

In addition to the funding priorities outlined above, all Ignition Awards proposals - regardless of focus - should respond to the [BFI Diversity Standards](#). Applicants will be asked to demonstrate how their project promotes inclusivity among audiences, on screen and in the workforce. The Standards focus on under-representation 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.

Other considerations

We are asking that all projects embrace the Standards, and priority will be given to proposals that do this in a clear and convincing way. Applicants should particularly focus on Standard D and how their project provides inclusive audience development opportunities. The Hub team are on hand to help applicants interpret the Standards, please [get in touch](#) for more information.

Environmental Sustainability

We are committed to minimising the environmental impact of the work we support and ask all funding recipients to contribute to this aim. In your proposal please summarise steps you are taking to minimise the environmental impact of your project. Environmental sustainability is not a formal assessment criterion, but the information you provide will be used to gauge how we may support you further in this area. If a proposed action will incur modest additional costs, you can include these in your budget for consideration.

Some inspiring examples of exhibitors working in this area include: [Scott Cinemas](#), [HOME](#), [Tyneside Cinema](#), [Curzon](#) and [Depot](#). The [BFI](#) also has a list of resources for film organisations to consult.

GET INSPIRED

Case studies

Previous projects

Ignition Awards funding has supported a variety of projects over the past two years. We've helped The Palace Cinema, Longridge gain the capacity and confidence to deliver accessible screenings; supported Side Cinema to showcase 40 years of the Amber film archive; and kick-started festivals such as Hinterlands International Rural Film Festival and Tyne Valley Film Festival.

For examples of recent projects supported through the Ignition Awards, visit the Film Hub North website and learn more about:

- **Base Camp Cinema**: embedding film programming into Middlesbrough's latest arts and culture venue
- **Kendal Mountain Festival**: adding young voices to Cumbria's celebration of outdoors culture
- **Holmfirth Film Festival**: sustaining year-round activity and bringing film to the Holme Valley
- **Aesthetica Short Film Festival**: bringing new voices and emerging forms to community audiences



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. Our Membership includes organisations of various sizes and shapes - from community cinemas to festivals to multi-arts centres. To become a Member, 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?

Members can request between £5,000 - £10,000 per proposal.

When is the deadline?

The deadline for final proposals is **23 March 2020**.

Ignition Awards will open for a second round of proposals in July 2020. This will allow projects currently in the early planning stages - for example those taking place later in the year - to be developed further before submission.

Please note that the second round of proposals may be smaller. If your project is sufficiently developed at this stage, we encourage you to apply by 23 March 2020.

Application support

Application instructions are provided in the following pages, and detail the two-stage process involved in submitting to the Ignition Awards. If you have particular access requirements (eg. easy read documents), would like to submit your application in another way or have queries about the application process, get in touch with our team who will be happy to discuss this.

Other support

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. Our team is available to discuss which support will be best for your organisation.

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 staff
- Audience development expenses - eg. young programmers workshops
- Rights clearances and curation fees for screen heritage materials

USE OF SUPPORT

What we can't help with

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:

- Filmmaking costs (including workshops), support for filmmakers to develop or distribute their own work, or for programmes that exclusively engage filmmaker audiences
- Capital costs covering building repairs, upgrades or renovations, and equipment/hardware purchases
- Programmes entirely comprised of free events, unticketed events or screenings where audience numbers cannot be reported
- Core venue and staffing costs not specifically related to the project
- 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 - eg. members only venues
- Activity taking place outside of the North

Please note that we are not able to fund 100% of a project's costs. While we do not have a set percentage requirement 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

There are two stages to submitting your project to the Ignition Awards.

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.



FEEDBACK

Making a decision

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 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? Have access costs been included?
- **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?

FEEDBACK

Making a decision

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 revised plan before confirming an award. This process can take several weeks - project 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 award. These will cover payment information, crediting guidelines and monitoring and reporting requirements.

All funded projects will need to survey their audiences using our standard template - please bear this in mind when planning your evaluation strategies.



Film Hub North is a sector development organisation supporting film culture in the North of England. The Hub works with a range of organisations and individuals to help great films get made, screened and seen in the region. The Hub is supported by, and proud to award, National Lottery funding as part of the BFI Film Audience Network (FAN) and BFI NETWORK.

T: 0114 221 0227

E: info@filmhubnorth.org.uk

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



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. 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.

Images: Widescreen Weekend (Andy Garbutt), Up North Film & Television Festival (Ant Robling), Kendal Mountain Festival, Hinterlands International Rural Film Festival (Wild Rumpus).