

# NEW DIRECTIONS

Engagement Fund Guidelines



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## Funding at a glance

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Awards between: **£500 – £15,000**

Applications close: **20 Nov '20**

Activity window: **May '20 – Feb '21**

# INTRODUCTION

## Changing Times

Changing Times is a four-year nationwide programme of screen heritage delivered by the BFI Film Audience Network (FAN). It is an exploration of over a century of social change as documented by the UK's public film and television archives. Each year, the programme takes a distinct theme with the aim of discovering stories from the archive that engage contemporary audiences and highlight the many voices and hidden histories that make up our collective past.

Funding is available through the Engagement Fund to support FAN Members across the UK to develop creative events that introduce audiences to new stories and new ways of experiencing film history.

## What is *New Directions*?

Our theme for 2020 is *New Directions*: an examination of the UK's current political and cultural crossroads, and the historic steps that have brought us here. *New Directions* will revisit pivotal moments of modern history where the people of the UK tried to break with the past, change direction or embark on new journeys - and will ask audiences to reconsider how these events have impacted on our current moment.

FAN Members are invited to develop projects that use images from the past to comment on the present; adding vital historical insight to a fast-moving national debate about the future of the country. These screenings will rediscover stories of transformation to national identity and local life, and will connect them to contemporary audiences.

*New Directions* takes place from May 2020 - February 2021. For more information on the theme and programming inspiration, download the [Programme Introduction](#).

# FUND AIMS

## Changing Times objectives

The Engagement Fund will support events that respond to the key objectives of the overall Changing Times programme. These are:

- To increase the exhibition of screen heritage material across the UK
- To explore our shared past through the histories of people and society
- To foster stronger links between the public film archive and exhibition sectors
- To boost audience engagement with the UK's screen heritage, with a particular focus on reaching young people (aged 16-30) and engaging under-represented audiences

## Responding to *New Directions*

Projects should also demonstrate how they respond to the theme of *New Directions* and the specific aims of the 2020/21 Engagement Fund. These are:

- To examine the political and cultural crossroads facing the UK today through the lens of archive film
- To explore moments of historic change that have impacted the UK at a national, regional and community level
- To unearth stories of the past that connect with contemporary debates on national identity, public services and changes to regional and community life

# FUND AIMS

## BFI Diversity Standards

All Engagement Fund 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. Our team is 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. While this is not a formal assessment criterion, in your proposal you will be asked to summarise steps you are taking to minimise the environmental impact of your project. If a proposed action will incur modest additional costs, you can include these in your budget for consideration.

Some inspiring examples of exhibitors doing work 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

## Example activity

Funding is available to venues, festivals, community groups and event producers, and can support both traditional and experimental screen heritage events. Priority will be given to projects that feature titles and material held in the National and Regional Film Archives.

Example projects may include:

- Archive or repertory film programmes enhanced with introductory speakers, panel discussions or workshops
- Pop-up or touring programmes that bring screen heritage to audiences in a range of locations
- Immersive, site-specific, cross-art or live accompaniment events that use archive footage in creative, ambitious ways
- Projects engaging with young people (aged 16-30) as co-curators, content creators or event partners
- Festivals dedicated to archive or repertory film, or festivals that want to integrate screen heritage material within their programmes
- Partnerships with relevant organisations working outside of conventional film exhibition - eg. music venues, artists, grassroots activists, community festivals, galleries and heritage organisations

# GET INSPIRED

## Previous projects

Changing Times funding has been used to support a variety of projects in the past. Previous instalments of the programme have seen FAN Members respond to the themes of *Women's Histories* and *Shifting Ground* with projects that uncovered forgotten stories of female filmmakers and tales of environmental transformation.

Past projects include:

- **Against the Tide** (Margate Film Festival, Margate): a festival programme exploring Margate's changing fortunes through a pop-up film archive and audio-visual installations
- **Reel Women** (Media Archive for Central England, Lincoln): a celebration of women in film, co-curated by students at the University of Lincoln and toured to venues across the Midlands
- **High Rise | Low Rise** (Belfast Film Festival, Belfast): a multi-stranded exploration of urban design in Northern Ireland featuring exhibitions, debate, moving image and live music

- **The Last of England** (Palace International Film Festival, Bristol): a UK-wide tour of Derek Jarman's impressionistic dystopia, complete with a newly commissioned live score

For more examples of projects supported with Changing Times funding, visit the [Women's Histories](#) and [Shifting Ground](#) homepages.

# THE ARCHIVES

## Working with the archives

When submitting projects that include content from the Regional and National Film Archives, we expect you to have consulted with the respective archive(s) in advance and include relevant fees and details in your budget.

We've put together a checklist of best practice tips for exhibitors working with the archives. Following this checklist will improve your project planning and the overall strength of your application.

A full list of Regional and National Film Archives can be found in our [Archive Contact List](#).

## Archive checklist

> **Research** - before contacting the archive, conduct some initial research to identify material that may be suitable for your project. Most archives have websites which you can use to search their collections. Note down the titles and reference numbers of your chosen films, but be aware that not all material may be available to you.

> **Communicate** - get in touch with the archive at the earliest opportunity in your project development. Explain your vision to the archivists and draw on their knowledge of the collection to find out what material is available, what is achievable within the timeframe and how the archive can support your project.

> **Plan** - allow sufficient time for developing your project. Time will be required for additional research, agreeing costs and confirming a schedule of work. The archive will need time to clarify the copyright position of your chosen titles and produce viewing copies where appropriate. Archives often do not own rights to the films in their collection; copyright needs to be cleared with right holders and this may lengthen the project planning process.

# THE ARCHIVES

## Archive checklist contd.

> **Budget** - confirm all costs associated with curating, licensing and delivering archival material for public screenings - and budget accordingly. Costs can differ depending on the type of screening, the format of the film, the rights context and the work required of the archive.

> **Collaborate** - the archive is more than a content resource and there may be opportunities to collaborate. Archives have considerable experience in audience-facing activity and could contribute to the creative development of your project or the events themselves - for example, by curating content or participating in screenings.

If you are unsure how best to work with your local film archive, please contact our team for advice.



# DATES & NUMBERS

## Timeline

Projects supported through *New Directions* should take place between mid-May 2020 - 28 February 2021.

### Expressions of interest

Expressions of interest to the Engagement Fund can be made at any time until **20 November 2020**.

You will receive a response within 2 weeks of submission advising if your activity meets the fund aims. If so, you will be invited to complete a full proposal.

### Full proposals

Full proposals should be submitted **a minimum of 10 weeks in advance** of your planned activity. This is to allow time for assessment and promotion should your proposal be successful. (*Eg. if your planned event takes place on 31 August 2020, you should submit your full proposal no later than 22 June 2020.*)

Full proposals will be assessed on a monthly basis.

We would expect larger proposals to reach us earlier in the submission window and reserve the right to close the fund early should all funds be awarded.

## How much can I ask for?

Support of **£500 - £15,000** is available through the Engagement Fund.

Please note that we are not able to fund 100% of a project's costs. Whilst we do not have a set requirement for match funding, we expect to see box office income and other partnership support - whether in cash, volunteer time or in-kind contributions - included in the budget. Applicants requesting higher amounts will be expected to bring partnership funds to the project and priority will be given to those that do.

# APPLY NOW

## How to apply

Accessing the Engagement Fund involves a two-stage proposal process.

### Stage 1

In the first instance, you will submit a short Expression of Interest Form.

This is your chance to describe your project and the support you require. Projects don't need to be completely finalised at this stage as the form is the first step in getting involved in *New Directions*. If you'd like to discuss your proposal prior to submitting an expression of interest, please get in touch.

### [Download the Expression of Interest Form.](#)

Please submit your completed Expression of Interest Form to our Programme Coordinator, Roisin Mullins: [roisin@filmhubnorth.org.uk](mailto:roisin@filmhubnorth.org.uk).

### Stage 2

If your project is eligible, we will work with you to develop your proposal further.

You will then be asked to submit an Engagement Fund Proposal Form and a full project budget.

## Application support

If you have particular access requirements (eg. easy read documents), would like to submit your application in another way (eg. a video) or have queries about the application process, get in touch with our team who will be happy to discuss this.

# FURTHER INFO

## Eligible expenses

The needs of each project will be reviewed individually, but broadly speaking we can support the following costs:

- Curation fees, rights clearances and editing costs relating to the materials in the Regional and National Archives
- Film rights and print transport
- Marketing and PR campaigns
- Speaker, talent or artist fees
- Project-specific staff/volunteer costs
- Venue hire, project-specific equipment costs and event/wraparound activity expenses
- Accessibility costs - eg. creating accessible supporting materials, subtitling fees
- Outreach and community access costs - eg. providing transport for isolated audiences



# ASSESSMENT

## Assessment criteria

Your final Engagement Fund Proposal Form will be reviewed by FAN's screen heritage team. We will specifically look at:

- **Activity eligibility** - does the proposed activity meet Changing Times' key objectives and the specific aims of *New Directions*?
- **Audience reach** - what are the audience targets? Will the planned activity deliver them?
- **Impact** - what is the cultural ambition of the proposed programme?
- **Partnerships** - have partnerships with Regional or National Film Archives been established, where appropriate?
- **Marketing** - does the proposal have plans in place to maximise engagement with target audience groups?
- **BFI Diversity Standards** - does the project clearly engage with the BFI Diversity Standards?

- **Subsidy per head** - does the project represent value for money? A reasonable subsidy per head is around £5-8, but we recognise that there can be increased costs when exhibiting screen heritage material. We are therefore able to be flexible depending on the nature of your project - get in touch with our team to discuss this further.

- **Budget** - are all reasonable costs considered and has match funding been included?

Note that in order to receive Changing Times support, you must be a FAN Member and your activity must focus on UK screen heritage.

# ASSESSMENT

## Successful proposals

If your project is approved, you will be sent a contract setting out the terms and conditions attached to the award. Your contract will contain clauses on the following areas, along with relevant templates, guidelines and assets:

- **Monitoring and reporting** - successful proposals will be required to survey audiences and undertake project reporting and evaluation. Reporting requirements will be proportionate to the scale of your project and the size of your award.
- **Branding** - promotional materials for all supported activity must carry the FAN logo. All promotional materials must be signed off by our team prior to publishing, printing or sharing.
- **Payment** - Film Hub North are leading Changing Times activity on behalf of FAN. The Sheffield Media and Exhibition Centre Limited (Showroom), as signatory for Film Hub North, will pay your award by BACS. For awards over £1,500, payments will be split with a lump sum upfront and the remaining amount paid post-activity and only after we have received all agreed reporting.

You will be asked to submit an invoice for both payments. For awards between £500 - £1,500, you will be asked to submit an invoice after we have received all agreed reporting. If this is an issue, please get in touch.

- **Use of award** - support must be used exclusively for the purpose for which it was requested, as set out in your Proposal Form and budget. Note that projects will need to maintain financial records, including invoices, and that these may be audited.

## Unsuccessful proposals

We expect this fund will be oversubscribed and we will not be able to support all submitted projects. If we are unable to support your activity, we will offer feedback on the reasons why via email.

# GET IN TOUCH

## Contact us

Film Hub North are managing Changing Times on behalf of FAN. We recommend you get in touch with our team to discuss ideas and raise any queries before submitting your Expression of Interest Form.

Andy Robson, Screen Heritage Producer  
[andy@filmhubnorth.org.uk](mailto:andy@filmhubnorth.org.uk)

## 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 8 Hubs managed by leading film organisations and venues strategically placed around the country.

To get involved with Changing Times and other FAN opportunities, join your local film hub. The 8 Film Hubs are:

- [Film Hub London](#)
- [Film Hub Midlands](#)
- [Film Hub North](#)
- [Film Hub Northern Ireland](#)
- [Film Hub Scotland](#)
- [Film Hub South West](#)
- [Film Hub South East](#)
- [Film Hub Wales](#)

# GET IN TOUCH

## Regional and National Film Archives

Get in touch with your local archive:

- [BFI National Archive](#)
- [East Anglian Film Archive](#)
- [Lincolnshire Film Archive](#)
- [London's Screen Archives](#)
- [Media Archive for Central England](#)
- [The National Library of Scotland Moving Image Archive](#)
- [The National Screen and Sound Archive of Wales](#)
- [North East Film Archive](#)
- [North West Film Archive](#)
- [Northern Ireland Screen](#)
- [Screen Archive South East](#)
- [South West Film and Television Archive](#)
- [Wessex Film and Sound Archive](#)
- [Yorkshire Film Archive](#)

