

FILM EXHIBITION FUND

Guidelines – August 2020



Sector Context

Film Hub North supports film exhibitors to engage audiences with independent, British and international film. As part of the UK-wide BFI Film Audience Network, we work to champion film culture in the North of England and contribute to a thriving, independent exhibition sector across the UK.

The BFI Film Audience Network's aims are twofold:

- To develop a larger, more diverse, confident and sustainable audience for a wider range of independent, British and international film - with a primary focus on the collective viewing experience.
- To create a stronger, more connected and confident sector for the distribution and exhibition of independent, British and international film.

As of 20 March 2020, the achievement of these aims has been put at risk due to Covid-19 and the Government directive to close cinemas, cultural venues and other places of gathering across the UK. The resulting cancellation of screenings, events and film festivals has severely impacted exhibitors' ability to deliver to this brief.

Audiences are at the heart of everything we do. And the sector's ability to reach audiences in a collective setting is entirely dependent on the sustainability of the organisations that make up the BFI Film Audience Network.

The Film Exhibition Fund aims to reboot the independent film exhibition sector and aid the recovery of cultural organisations across the UK. It will support exhibitors to resume audience development activity in line with BFI Film Audience Network strategic objectives; programme independent, British and international film; and deliver screenings.

INTRODUCTION

Rebooting independent film exhibition

The Film Exhibition Fund

We are now looking to support exhibition activity from Film Hub North Members that will meet the BFI Film Audience Network's aims during the period October 2020 - March 2021.

The Film Exhibition Fund will support exhibitors to resume cultural film programming and reach a broad and diverse audience as they navigate reopening. Funding will not support new organisations or new projects. Instead, it will help existing Hub Members to reboot activity and re-engage audiences.

A further aim of the fund is to encourage film exhibitors to embed inclusion best practice and environmental sustainability into their approach to restarting activity.

The fund is primarily aimed at Film Hub North Members engaged in year-round audience facing activity. Support is available for time-limited, regularly occurring activity such as film festivals. Applicants delivering time-limited activity should be able to demonstrate an especially strong fit with BFI Film Audience Network priorities and should address the strategic needs of Film Hub North.

Overall, priority will be given to those Hub members with a demonstrable track record of work that meets the BFI Film Audience Network's aims.

All proposals should respond to Film Hub North's key strategic objectives, which are outlined in the following pages. Hub Members must also set out how they will embrace the [BFI Diversity Standards](#), and demonstrate how they will operate safely during Covid-19. Reference can be made to the UKCA's guidelines: [Cinemas - keeping workers and customers safe during Covid-19](#).

Activity supported by the Film Exhibition Fund can vary in length, scale and format. All delivery, however, should take place between **mid-October 2020 and March 2021**. Members can **apply for up to £10,000**, and support can cover programming, marketing and associated costs.

Due to the limited resources available, and our commitment to environmental sustainability, Drive-Ins will not be supported through this fund. Online activity will only be considered for support when accompanied by "in venue" work.

At a glance

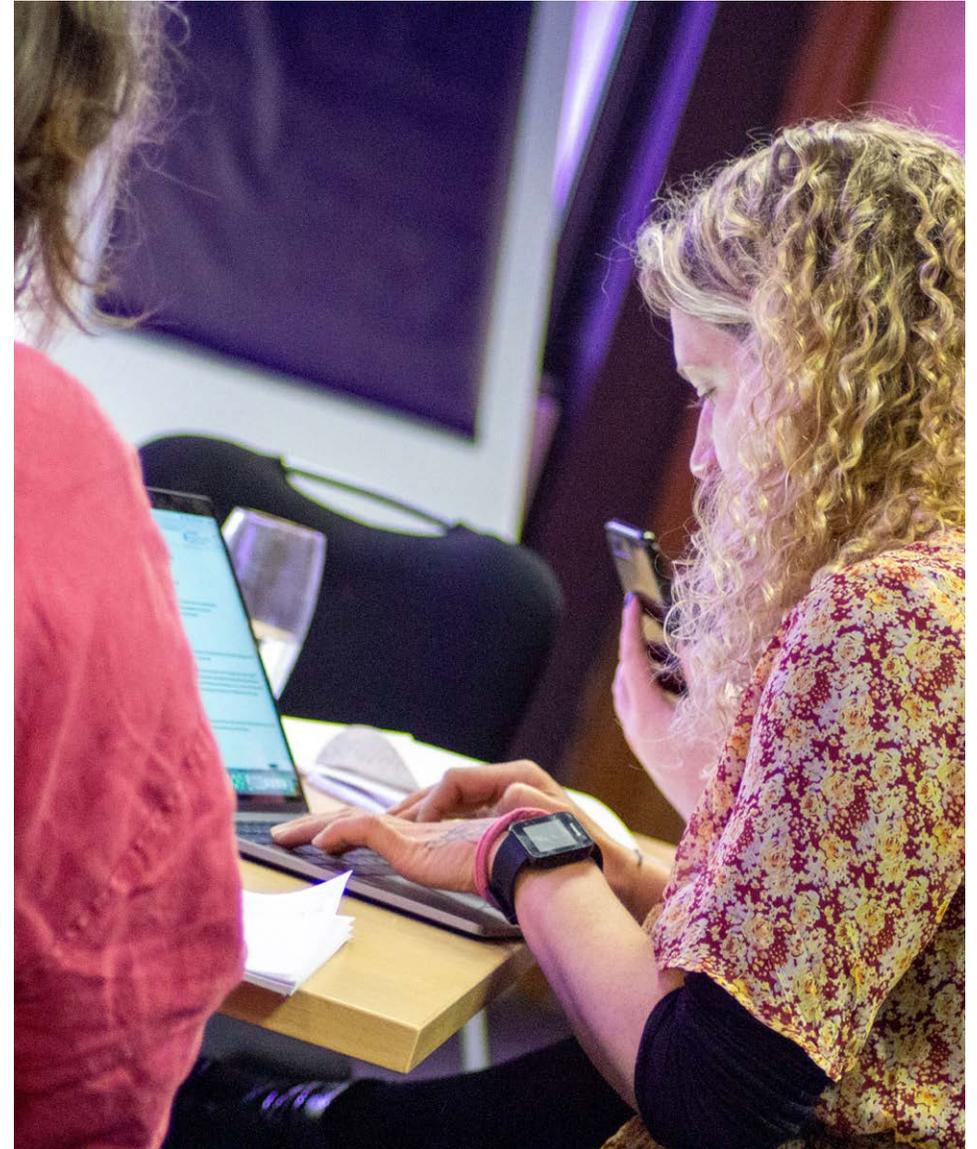
Apply for: **up to £10k**

Applications open: **17 Aug '20**

Applications close: **30 Sept '20**

Awards confirmed: **from w/c 12 Oct '20**

Activity window: **Oct '20 – Mar '21**



Proposals must be focussed on one or more Film Hub North's strategic objectives. These are:

Cultural engagement

Cultural Cinema should be for everyone, everywhere. Our ambition is to give audiences in the North the opportunity to engage with the richest and most diverse range of great British and international filmmaking - past, present and future. This fund aims to maximise the number of audiences engaging with independent film across the region.

Developing young audiences (16-30)

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. Activity focused on young audiences may target a segment of the 16-30 audience or the group as a whole.

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 exhibition: be that on our screens, in the workforce or among audiences. We are particularly interested in supporting proposals that address under-representation among disabled, Black, Asian and Minority Ethnic and LGBTQ+ groups.

Showcasing screen heritage

Screen heritage material deepens our understanding of the past and present. The Film Exhibition Fund can support activity showcasing various types of screen heritage material. These are: footage from the national and regional archives, footage from other collections, and films from UK and world cinema history. If your proposal includes archival material, please ensure you have contacted the relevant collection before applying.

BFI Diversity Standards

In line with the [BFI Diversity Standards](#), we encourage activity aimed at and/or co-produced with under-represented groups. 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 socio-economic background and geographical location.

We are particularly committed to ensuring disproportionately affected audiences - such as Black, disabled, Deaf, and neurodivergent people - can experience independent film and be welcomed into cinema spaces.

All Film Exhibition Fund proposals will be asked to demonstrate how their activity promotes inclusivity among audiences, on screen and in the workforce. 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 proposal provides inclusive audience development opportunities.

The Hub 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. In your proposal, please summarise the steps you are taking to minimise the environmental impact of your activity.

Some inspiring examples of exhibitors working in this area include: [Curzon](#), [Depot](#), [HOME](#) and [Scott Cinemas](#). The BFI has a number of [recommended resources](#) that may be useful when planning around sustainability.

Bullying and harassment

BFI and Film Hub North afford no tolerance of abuse, bullying and harassment in our own organisations or those we fund. The BFI and BAFTA developed a set of principles and zero-tolerance guidance in consultation with organisations, unions and industry bodies across the film, television and games industry in response to urgent and systemic issues. These documents can be found on the BFI's [Bullying and harassment prevention hub](#).

We ask all applicants to engage with these principles by, as a minimum, reading these documents and sharing them within your organisation. Applicants will also be asked to include a copy of their bullying and harassment policies along with their proposal. If you do not currently have a policy in place, please get in touch and we can support you in this.

Environmental sustainability and Bullying and Harassment are not formal assessment criteria, but the information you provide will be used to gauge how we may support you further in these areas and ensure best practice across the BFI Film Audience Network. If a proposed action will incur modest additional costs, you can include these in your budget for consideration.

Who can apply?

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 [application form](#). Please email us if you are unsure whether you are a current Member.

Film Hub Lead Organisations are not eligible to apply to the Film Exhibition Fund even if they meet the above criteria.

How much can I apply for?

Members can request **up to £10,000 per proposal**. Eligible expenses and application instructions are outlined in the following pages.

Please note that we are not able to fund 100% of activity costs. While we do not have a set percentage requirement for match funding, we expect to see box office income and other support - whether in cash, volunteer time or other in-kind contributions - included in the budget.

When is the deadline?

The deadline for proposals is **Wednesday, 30 September**.

We cannot accept late submissions.

When will I hear back?

We aim to inform applicants of the outcome of their proposal within 3 weeks of the submission deadline.

This might be delayed if there are complexities or outstanding questions associated with your request. Not all grants will therefore be announced at the same time. Due to the volume of funding requests we expect to receive, feedback will not always be possible.

Eligible expenses

Each organisation will have its individual needs - however, broadly speaking, the Film Exhibition Fund can support the following costs.

- Film rights and print transport
- Activity-specific staffing costs - eg. curation or project management expenses
- Venue hire and activity-specific equipment costs
- Marketing and PR campaigns
- Event costs for enhanced screenings
- Volunteer and evaluation expenses
- Accessibility costs - eg. creating accessible supporting materials, subtitling fees
- Outreach and community inclusion costs
- Audience development expenses - eg. young programmers workshops
- Rights clearances and curation fees for screen heritage materials
- Costs related to online activity - eg. web platforms or hosting fees

This list is not exhaustive and other items may be considered eligible.

Ineligible expenses

All proposed spend should contribute to the activity detailed in your application, and should not go to work already supported by the BFI Culture Recovery Fund. Beyond this, some areas not suitable for support 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 or additional health and safety measures required due to Covid-19 - including the purchasing of PPE
- Programmes entirely comprised of free events, unticketed events or screenings where audience numbers cannot be reported
- General organisational running costs not specifically related to the proposed activity
- 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
- The set-up of new film clubs and opening of new cinema venues
- Activity taking place outside of the North

This list is not exhaustive and other items may be considered ineligible.

APPLYING

Submitting your proposal

In order to apply for funds, you must submit the documents listed below. These documents will give you the opportunity to describe your activity and how it contributes to BFI Film Audience Network priorities.

- [Proposal form \[.docx\]](#)
- [Budget template \[.xlsx\]](#)
- [Equal opportunities monitoring form \[.docx\]](#)
- Supporting documents, such as your organisation's bullying and harassment policy

Completed application documents should be submitted via email to: roisin@filmhubnorth.org.uk.

If you have access requirements that mean you need assistance when applying for funds, you may be able to request financial support through the [BFI Access Support Scheme](#).

If you have any questions about the fund or the submission process, please get in touch.



Assessment criteria

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

- **Activity eligibility:** does the proposed activity meet the priorities and timescale of the fund?
- **Audience reach:** what are the audience targets, and will the planned activity deliver them? Subsidy per head will be a consideration. Whilst we appreciate projecting admissions in the current context will be difficult, please provide estimates.
- **Impact:** what is the cultural ambition of the proposed programme? Are relevant partnerships in place to effectively deliver the activity?
- **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? 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?
- **BFI Diversity Standards:** does the proposal clearly embrace the BFI Diversity Standards?

Please note that we expect this fund to be oversubscribed and may not be able to fund your activity even if it meets these criteria.

Successful proposals

If your proposal is successful, the assessment panel may discuss any required amendments and wish to see a revised plan before confirming an award. This process can take additional time. Activity 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 activity will need to survey their audiences using our standard template - please bear this in mind when planning your evaluation strategies.

Unsuccessful proposals

If you are unsuccessful in your proposal, you will be contacted by email. Being unsuccessful does not prevent you from accessing future Hub opportunities.



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 and BFI NETWORK.

E: info@filmhubnorth.org.uk

W: filmhubnorth.org.uk

Supported by National Lottery funding, the BFI Film Audience Network 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.

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: The Dukes Cinema (Jess Turton), Basics of Bidwriting, Unpacking the Diversity Standards, Carbon Literacy Training (all Film Hub North).