

FILM EXHIBITION FUND

Guidelines – March 2021



INTRODUCTION

Restarting independent film exhibition

Film Exhibition Fund

The Film Exhibition Fund will help to restart the independent film exhibition sector by supporting screening activity which engages in-person audiences with British, independent and international film.

The fund will support activity taking place from **June 2021 - March 2022**. Support of **up to £10,000** is available, and the fund is open to the entire range of organisations in Film Hub North's exhibitor network. This includes full-time cinema venues, mixed arts centres, community cinemas and film societies, film festivals and touring programmes.

Funding can support a range of costs - including programming, marketing and staffing - on projects which present culturally valuable film programmes and broaden audiences for independent cinema.

Applications can be made at any time from **25 March 2021 - 17 January 2022**. This is to allow exhibitors to plan their own project timelines and respond to changes in the sector.

Applicants will be asked to show how their proposal responds to Film Hub North's key strategic objectives and the fund aims, which are outlined in the following pages. General information on the Hub's aims and priorities can be found in [BFI Film Audience Network: An Overview](#).

The primary focus of the Film Exhibition Fund is in-person events that bring audiences together for a communal viewing experience. Organisations delivering in-person events should be aware of local restrictions and industry advice regarding Covid-19 safety measures, and may wish to refer to the UKCA's guidelines: [Cinemas - keeping workers and customers safe during Covid-19](#).

Projects involving online and hybrid events will be considered where this represents a valuable opportunity for audience development.

INTRODUCTION

Key information

At a glance

Apply for **up to £10k**

Applications open: **25 March '21**

Applications close: **17 January '22**

Submit at least **6 weeks in advance**

Supporting activity: **June '21 – March '22**



Cultural engagement

The primary objective of the Film Exhibition Fund is to support exhibitors to re-start screenings and re-engage audiences with culturally valuable film programmes. All activity supported through the fund should aim to increase in-person audiences for British, independent and international film in the North.

Beyond this, there are 3 key focus areas and other considerations which inform the Film Exhibition Fund's wider objectives. These are outlined in the following pages and include the Hub's ambitions of developing young audiences, promoting inclusivity and showcasing screen heritage.

Applications which effectively respond to one or more of these focus areas will be given priority.

1. Developing young audiences (16-30)

Young audiences are key to the success 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. Programmes focused on young people may target a segment of the 16-30 audience or the group as a whole.

2. 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 proposals that address under-representation among disabled, Black, Asian and Minority Ethnic and LGBTQ+ audiences.

3. Showcasing Screen Heritage

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

BFI Diversity Standards

The BFI Diversity Standards are a set of principles which inform the Hub's work and the activity we fund. The Standards primarily focus on under-representation in the screen industries in relation to the protected characteristics defined in the Equality Act 2010, as well as geographical location, socio-economic background and caring responsibilities.

We are particularly committed to ensuring that under-represented audiences - such as Black, disabled, Deaf, and neurodivergent people - can experience independent film and be welcomed into cinema spaces. We encourage projects produced by or in collaboration with under-represented groups.

All Film Exhibition Fund proposals will be asked to respond to the Standards, demonstrating how/if their activity promotes inclusivity among audiences, on screen and in the workforce. Projects do not need to meet every Standard or criteria, but we encourage applicants to engage with the Standards as fully as possible.

Responding to the Standards

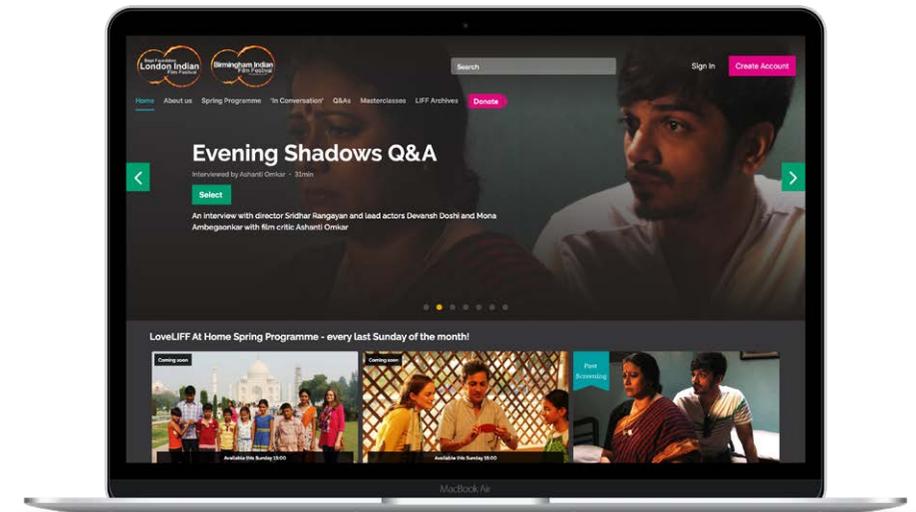
We've provided a brief guide of the sort of information you should provide under each Standard below. The Hub team is on hand to help applicants interpret the Standards further, please [get in touch](#) to discuss this.

- **Standard A - On screen representation:** Tell us about your film programme; does it feature meaningful representations of lead characters and supporting characters from under-represented groups? Do the films feature themes, stories or locations not often seen in cinema?
- **Standard B - Project team:** Tell us about your team; are key personnel representative of your local area and/or the project's intentions? If your project involves recruitment or partnership working, are processes in place to ensure these opportunities are inclusive? *Smaller project teams may wish to discuss volunteer/community participants and/or the filmmaking teams represented in their programme.*
- **Standard C - Industry access:** Tell us about any professional or informal development opportunities; will the project team take part in training or mentoring programmes? Will your activity provide new employment opportunities or career progression for team members from under-represented groups? Will you be engaging community groups or participants?
- **Standard D - Audience development:** Tell us about your audiences; are you planning to engage under-represented groups? How will you do this - do you have a community engagement strategy or appropriate partnerships in place? What steps are you taking to make your events accessible and welcoming to disabled audiences?

Online Events

If your proposal involves online activity, it should meet all of the Film Exhibition Fund's basic criteria. In addition, it should meet the expectations outlined below for culturally valuable, accessible and sustainable virtual events.

- Online activity should support your organisation's existing film offer and brand, and should function in some way as an audience development tool for in-person activity in the North.
- There should be clear reasoning for activity that takes place online if in-person or hybrid events are also viable options.
- Online events should provide audiences with an enhanced experience - they should be clearly differentiated from widely available streaming services.
- Activity should deliver best practice in terms of accessibility, safeguarding, rights management and presentation standards.



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 project.

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, Harassment and Racism

Bullying, harassment and racism have no place in our industry and we expect all organisations we fund to share our commitment to this principle.

The BFI and BAFTA have 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 in the [BFI's Bullying, harassment and racism prevention hub](#). We ask all applicants to engage with these principles by, as a minimum, reading these documents and sharing them within your organisation.

Environmental Sustainability and Bullying, Harassment and Racism 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 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. To become a Member, fill in our [application form](#).

Organisations who have received previous support from the Film Exhibition Fund or the BFI Culture Recovery Fund are eligible to apply. Proposals from these organisations should be for new work or the continuation of activity which has not been supported under existing funding arrangements.

Film Hub Lead Organisations (HOME and Showroom Cinema) are not eligible to apply to the Film Exhibition Fund even if they meet the fund 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.

If your project requires less financial support (between £250 - £1,500), you might consider applying to our

[Propeller microgrant scheme](#) (applications open now). If your project provides audiences with year-round screenings and requires more financial support, you might consider applying to our [Engine strategic funding scheme](#) (applications open soon). Get in touch with our team if you'd like to discuss the best funding option for your organisation.

Note that we are not able to fund 100% of project 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?

Applications can be made at any time from **25 March 2021 - 17 January 2022**.

We hope this will allow applicants to develop plans at their own pace and respond to changes as the exhibition sector restarts once again.

Applicants should submit their proposals **at least 6 weeks in advance of their project start date** to allow time for assessment, project development and marketing lead-in.

When will I hear back?

Proposals will be assessed on a monthly basis from April 2021.

To be considered in the next upcoming monthly assessment, your proposal should be submitted on or before the cut-off dates listed to the right. When you submit your proposal, you will be informed of your assessment date and when you will receive feedback.

Assessment cut off dates

- 19 April 2021
- 17 May 2021
- 21 June 2021
- 19 July 2021
- 23 August 2021
- 20 September 2021
- 18 October 2021
- 22 November 2021
- 10 December 2021
- 17 January 2022

Eligible expenses

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

- Film rights and print transport
- Project-specific staffing costs - eg. curation, project management, audience development
- Venue hire and project-specific technical costs
- Marketing costs
- Event costs for enhanced screenings - eg. guest speakers, live scores
- 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 go towards the activity detailed in your application. Beyond this, there are some things we can't support. These include:

- Filmmaking costs, support for filmmakers to develop or distribute their work, or for programmes that primarily engage filmmaker audiences
- Capital costs, including building repairs, purchasing equipment or additional health and safety measures required due to Covid-19
- 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
- Events taking place in a venue not open to the public - eg. members only venues
- Events taking place outside of the North

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

Application documents

To apply for funds, please complete and submit the documents listed below.

The Proposal Form is your opportunity to tell us more about your project and its target audiences, and to show how your activity meets the funding objectives set out in these guidelines. You'll also be asked about the motivations behind your activity; why it's important and what it will provide to audiences locally.

More information on how your proposal will be assessed is provided in the following pages. Note that your proposal may be reviewed by an external assessor unfamiliar with your organisation or its work, so you should aim to describe your plans and relevant experience clearly and concisely.

- [Proposal form \[.docx\]](#)
- [Budget template \[.xlsx\]](#)
- [Equality Monitoring Form \[.docx\]](#)

Submitting your application

Completed application documents should be submitted via email to our Programme Coordinator, Roisin Mullins: 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 application process, or would like to discuss submitting an application in a different way, please get in touch.

Assessment criteria

Your proposal will be assessed by the Film Hub North team. External assessors may also be brought in to review your proposal.

The panel will consider the following assessment criteria:

- **Organisational capacity:** Are the proposed activity and timescale achievable? What are the long-term plans to reach audiences? Does the organisation have the required staff, partnerships and venue buy-in to deliver the project?
- **Fund objectives:** Will the proposal re-engage audiences with culturally valuable film programming? Does the activity respond to any of the fund's other key focus areas? Are all eligibility criteria met?
- **Audiences:** Are projected admissions realistic? Is there a clear need for the activity - does it provide audiences with access to films otherwise unavailable locally?
- **Marketing & Evaluation:** Who are the target audiences and how will they be reached? Does the applicant have experience of reaching audiences in this way? What does success look like and what will the organisation learn from the project?
- **BFI Diversity Standards:** Does the proposal clearly respond to the BFI Diversity Standards? Will activity address under-representation among audiences, on screen or in the workforce?
- **Budget:** Have all costs been considered and are they reasonable/eligible? Does the budget balance? Does the project represent value for money? Have details of income been provided? Have access costs been included? Have appropriate staffing costs been included?

Proposals will be scored using the [Film Exhibition Fund Assessment Form](#). You might find it useful to refer to this form when writing your proposal to ensure that you're providing all the information the assessment panel will be looking for.

Successful proposals

If your proposal is successful, the assessment panel may discuss amendments and wish to see a revised plan before confirming funding. Project timelines will need to accommodate this process.

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 funding. These will cover payment information, crediting guidelines, audience surveying, and monitoring and reporting requirements.

Unsuccessful proposals

If your proposal is unsuccessful, you will be contacted by email with notes from the assessment panel. We are not able to accept resubmissions or revisions of proposals that have previously been unsuccessful.

Being unsuccessful does not prevent you from accessing future Hub opportunities.

For more information on how to feedback on this funding opportunity or the Hub's work more generally, please consult our [Feedback & Complaints Policy](#).



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 (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.

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: Hebden Bridge Picture House, Berwick Film & Media Arts Festival 2019 (Erika Stevenson), Love LIFF At Home.