

NEW DIRECTIONS

Engagement Fund Guidelines – May 2021



INTRODUCTION

New Directions

New Directions is a programme supporting archive film events and repertory feature screenings which retrace and re-examine the historic steps that have brought the UK to its current political and cultural crossroads.

Taking place from **July-November 2021**, New Directions will support film screenings that explore pivotal moments of modern history where the people of the UK have sought to break with the past, change direction or embark on new journeys. New Directions will support ambitious collaborations between exhibitors and archives that showcase screen heritage material and invite audiences to reconsider contemporary issues through archive film.

More information on the programme theme and inspiration for archive research can be found in the [New Directions Creative Brief](#).



INTRODUCTION

Engagement Fund

The Engagement Fund will support exhibitors to forge collaborations with the UK's Regional and National Film Archives, and to develop repertory film programmes inspired by the theme of New Directions. Priority will be given to projects that showcase material from the Regional and National Film Archives.

There are two levels of support available through the Engagement Fund, depending on the scope of the planned project.

- **Support for one-off events/seasons and venue-based projects.** *Apply for up to £10k.*
- **Support for national or large-scale touring commissions involving multiple venues.** *Apply for up to £15k.*

The Engagement Fund is open to a variety of organisations, including full-time cinemas, mixed arts centres, community cinemas, film festivals and event producers.

The primary focus of the fund is to support 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.

More information on the Engagement Fund and how to apply is provided in the following pages.

FUND AIMS

Our objectives

Projects supported through the Engagement Fund should respond to one or more of the below aims:

- To examine the **political and cultural crossroads facing the UK today** through the lens of archive film or repertory feature programming.
- To **unearth stories of people and social change that connect with contemporary debates** on national identity, public services and changes to everyday life at a national, regional and community level.
- 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 audience groups**.



FUND AIMS

Get inspired

Funding can support a range of exhibitors to develop both traditional and experimental screen heritage events.

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 community settings.
- Immersive, site-specific, cross-art or live accompaniment events that use archive footage in creative, ambitious ways.
- Projects engaging under-represented audience groups 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. academic researchers, artists, community groups, museums, galleries and heritage organisations.

FUND AIMS

Working with the archives

We've put together a [Screen Heritage Best Practice Guide](#) to help programmers develop screen heritage projects and collaborate with the Regional and National Film Archives.

Following this guidance will improve your project planning and the overall strength of your application.

BFI Diversity Standards

The [BFI Diversity Standards](#) are a set of principles which inform the BFI Film Audience Network'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 audiences for archive film are ethnically diverse, and that cinema spaces are welcoming and inclusive to under-represented audiences such as disabled, Deaf, and neurodivergent people. We encourage projects produced by or in collaboration with under-represented groups.

All Engagement 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.

FUND AIMS

Responding to the Standards

We've provided a brief guide to the sort of information you should provide under each Standard below. The Film Hub North 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 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 within your project; 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?

FUND AIMS

Online events

If your proposal involves online activity, it should respond to the Engagement Fund's overall aims. 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.
- 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.



FUND AIMS

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.

Safeguarding

Projects involving children, young people or vulnerable adults should have appropriate safeguarding and child protection policies in place. Where relevant, you will be asked to confirm this in your application.

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, Safeguarding 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.

FUNDING DETAILS

What funding is available?

There are two ways to get involved in the Engagement Fund, depending on the scope of the planned project.

- **Support for one-off events/seasons and venue-based projects.** *Apply for up to £10k.*
- **Support for national or large-scale touring commissions involving multiple venues.** *Apply for up to £15k.*

Application instructions are provided on the following pages.

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 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.

Who can apply?

You must be a member of the BFI Film Audience Network in order to access the Engagement Fund. To become a Member, get in touch with [your local Film Hub](#).

When is New Directions?

All activity supported through the New Directions Engagement Fund must take place between **1 July - 30 November 2021**.

Application support

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.

ONE-OFF PROJECTS

Applying for up to £10,000

The majority of proposals supported will be one-off events or seasons, or projects involving a single exhibition organisation. Funding of up to £10,000 is available for these projects.

In order to apply, please complete and submit the documents listed opposite.

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.

More information on how your proposal will be assessed is provided in the Assessment Criteria section of this document. 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.

Application documents

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

Completed application documents should be submitted via email to the Film Hub North Programme Coordinator, Roisin Mullins: info@filmhubnorth.org.uk.

If you'd like to discuss your project before applying, please reach out to Film Hub North's Screen Heritage Producer, Andy Robson: andy@filmhubnorth.org.uk.

ONE-OFF PROJECTS

When is the deadline?

Applications for up to £10,000 can be made at any time from **6 May 2021 - 10 September 2021**.

Applicants should submit their full proposals at least 10 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 May 2021. To be considered in the next upcoming monthly assessment, your proposal should be submitted on or before the cut-off dates listed opposite.

When you submit your proposal, you will be informed of your assessment date and when you will receive feedback.

Assessment cut off dates

- 14 May 2021
- 18 June 2021
- 16 July 2021
- 20 August 2021
- 10 September 2021

NATIONAL PROJECTS

Applying for up to £15,000

We expect to support up to two proposals involving ambitious, larger-scale touring projects involving multiple exhibition organisations. Funding of up to £15,000 is available for these projects.

Before being invited to submit formal application documents, you will need to send a one page project overview to Film Hub North's Screen Heritage Producer, Andy Robson: andy@filmhubnorth.org.uk.

Your project overview should include a description of the planned activity and how it responds to the aims of the fund, as well as indicative costs, audience targets, venue partners and archive collaborators. Your project overview will be reviewed in terms of its eligibility, viability, relevance to the New Directions programme and ambitions to reach audiences in multiple locations.

If your project is approved for further development, you'll be asked to complete a Proposal Form, Budget Template and Equality Monitoring Form. Your final proposal will be assessed in line with the assessment criteria listed later in this document.

When is the deadline?

Applications for up to £15,000 can be made at any time from **6 May 2021 - 16 July 2021**.

Given the complexity of projects of this scale, we expect final proposals to be submitted well in advance of events taking place.

USE OF SUPPORT

Eligible expenses

Each project will have its individual needs - however, broadly speaking, the Engagement Fund 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 for repertory feature programmes.
- Project-specific staffing costs - eg. curation, project management, audience development.
- Venue hire and project-specific technical costs.
- Marketing costs.
- Event production costs for enhanced screenings - eg. guest speakers, live scores.
- Accessibility costs - eg. creating accessible supporting materials, subtitling fees.
- Audience development, outreach and community inclusion costs.
- Costs related to online activity - eg. web platforms or hosting fees.

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

USE OF SUPPORT

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 improvements, 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.

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

FEEDBACK

Assessment criteria

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

The panel will consider the following assessment criteria:

- **Eligibility:** Is the applicant a Member of their local film Hub? Does the project primarily focus on UK screen heritage?
- **Fund objectives:** Does the proposal respond to one or more of the Engagement Fund aims?
- **Archive collaboration:** If the proposal involves footage from the Regional or National Film Archives, are the necessary partnerships in place? Priority will be given to projects that feature titles and material held in the National and Regional Film Archives.
- **Creative Brief:** Does the project respond to the New Directions Creative Brief? What is the project's thematic focus? How does it engage contemporary audiences with archive film?
- **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?
- **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?

FEEDBACK

Assessment criteria (contd.)

- **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?
- **Subsidy per head:** Does the project represent value for money? A reasonable cost per head is around £5-10, but we recognise that there can be increased costs when exhibiting Screen Heritage material. We can therefore be flexible depending on the nature of your project.

You might find it useful to refer to these criteria when writing your proposal. This will help to ensure that you're providing all the information the assessment panel will be looking for.

FEEDBACK

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.

If your project is approved, you will be sent a contract setting out the terms and conditions attached to the funding. 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 amount of funding.

- **Branding** - Promotional materials for all supported activity must carry the FAN logo and relevant credits where appropriate. All promotional materials must be signed off by the Film Audience Network prior to publishing, printing or sharing.

- **Payment** - Film Hub North is managing the Engagement Fund. The Sheffield Media and Exhibition Centre Limited (Showroom), as signatory for Film Hub North, will pay you by BACS. For funding requests 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 amounts up to £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 funding** - 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.

FEEDBACK

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 FAN opportunities.

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

GET IN TOUCH

Contact us

We recommend you get in touch with our team to discuss ideas and raise any queries before submitting your application.

Andy Robson, Screen Heritage Producer
andy@filmhubnorth.org.uk

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 New Directions and other FAN opportunities, join your local Film Hub. The eight 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](#)
- [The Box](#)
- [East Anglian Film Archive](#)
- [London's Screen Archives](#)
- [Media Archive for Central England](#)
- [National Library of Scotland Moving Image Archive](#)
- [National Screen and Sound Archive of Wales](#)
- [North East Film Archive](#)
- [North West Film Archive](#)
- [Northern Ireland Screen](#)
- [Screen Archive South East](#)
- [Wessex Film and Sound Archive](#)
- [Yorkshire Film Archive](#)

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: Margate Film Festival (Daisy West), Centre for Human Ecology - Invading the Skin of the Earth, London Community Video Archive - All You Need's An Excuse, Sea/Film - Shifting Sands.