

PROPELLER FUND

Funding Guidelines – updated September 2021



INTRODUCTION

Helping your ideas take off

The Propeller Fund supports film events that build audiences for and enhance local communities' experiences of British, independent and international film. As a micro-grant opportunity, the fund primarily supports one-off events, short seasons of activity or additional elements of existing projects.

The current round of funding supports activity taking place **up until March 2022**. Funding from **£250 - £1,500 is available**.

The fund is open to the entire range of organisations in the Hub's exhibitor network, including organisations who are new to film exhibition and experienced exhibitors who are looking to experiment with new approaches.

Funding will help exhibitors try something new or elevate their existing programmes. Support might go towards piloting screenings in an area with limited access to cinema, adding special event elements to existing programmes, or trialling new approaches to programming and audience development.

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 also be found in [BFI Film Audience Network: An Overview](#).

The primary focus of the Propeller 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

Funding between: **£250 – £1,500**

Support available **until Mar '22**

Funding for **in-person and online events**

Rolling fund, **apply at any time**

Get feedback within **5 working days**



Cultural engagement

The primary objective of the Propeller Fund is to build audiences for and enhance local communities' experiences of cultural cinema.

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 Propeller 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 we 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, ethnically diverse and LGBTQ+ audiences.

3. Showcasing Screen Heritage

Screen heritage material deepens our understanding of the past and present. The Propeller 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 audiences for cultural film programmes 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 Propeller 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 to the sort of information you should provide in relation to 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 Propeller 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.

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.

For more information on safeguarding, read the [Guide to Safeguarding for Film Exhibitors](#) published by our colleagues at Film Hub London.

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 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.

Who can apply?

You must be a member of our exhibitor network in order to access Film Hub North funding opportunities. To become a member, fill in our [application form](#).

How much can I apply for?

Members can request **between £250 - £1,500 per proposal**. Eligible expenses and application instructions are outlined in the following pages.

Note that we are not able to fund 100% of project costs. We do not have a set requirement for how much other income applicants should bring to a project, but do expect to see box office revenue and other support included in the budget.

Other forms of support can include cash contributions, additional funding, staff/volunteer time or other in-kind contributions.

When is the deadline?

This is a rolling funding opportunity - there's no set deadline and applications can be made at any time.

Applicants should, however, allow time for application assessment, project development and marketing your screenings. We advise that proposals for new projects are submitted **a minimum of 6 weeks in advance**.

We aim to provide feedback on your proposal within 5 working days of submission.

Eligible expenses

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

- Film rights and print transport
- Project-specific staffing costs - eg. curation, project management, audience development, event delivery, volunteer expenses
- Venue hire and project-specific technical costs
- Marketing costs
- Event 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
- 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, screen or distribute their work, or for programmes that primarily engage filmmaker audiences
- Capital costs, including venue modifications, 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 cinema 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. You'll also be asked about the motivations behind your project; why it's important, what it will provide to audiences locally and how it meets the funding objectives set out in these guidelines.

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 \[.docx\]](#)
- [Equality monitoring form \[.docx\]](#)

Submitting your application

Completed application documents should be submitted via email to our Finance and Data Coordinator, Andrew Beadling: andrew@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 build audiences for and enhance local communities' experiences of cultural cinema? 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?
- **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:** Has a brief budget been provided? Are all costs reasonable/eligible? Does the project represent value for money? Have details of income been provided?

Proposals will be scored using the [Propeller 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 an email approving your application.

Prior to contracting, the Hub may undertake an ID check on the lead applicant as part of our due diligence processes.

You will then be sent a contract setting out the terms and conditions attached to the funding. These will cover payment information, crediting guidelines, audience surveying 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.

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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: Sensoria Festival, Scalarama Leeds, Star and Shadow Cinema.