

## **BFI FAN Screen Heritage Evaluation Tender**

**Date range: 20 days (November 2021-January 2022)**

**Contract value: £6,000**

### **1. Introduction**

[Film Hub North](#) (FHN) is seeking an individual or organisation to undertake an evaluation of the BFI Film Audience Network's Screen Heritage Programme, [Changing Times](#).

The successful applicant will have experience of evaluating cultural events and strategies, and will be able to commit to report preparation and evaluation meeting/s in a mutually convenient location in the FHN region or online as required throughout the project.

### **2. About the BFI Film Audience Network**

The [Film Audience Network \(FAN\)](#) was set up in 2012, using funds from the National Lottery to support a stronger and more connected approach to growing audiences for British and international film on the big screen.

FAN is made up of eight regional and national Film Hubs, providing a comprehensive geographic reach across the UK with the aim of increasing the breadth and depth of film available to audiences. FAN is central to the BFI's commitment in *BFI2022*, its current five year plan, to giving everyone, everywhere in the UK the opportunity to enjoy and learn from the richest and most diverse range of great British and international filmmaking, past, present and future.

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.

### 3. About the Screen Heritage Programme

Film Hub North leads a UK-wide Screen Heritage Programme on behalf of FAN with the overall aims of supporting an ambitious programme of public screenings, and increasing access to the UK's moving image archives.

The overarching theme for these screenings is Changing Times - a multi-year programme of activity running from 2018-23. After the pausing of the fund in 2020 (due to Covid restrictions), the third year of the programme was launched in 2021 and the final programme will commence in 2022.

Changing Times 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 thematic approach with the aim of discovering stories from the archive that resonate with contemporary audiences and highlight the many voices, hidden histories and forgotten records that make up our collective past.

The aims and objectives of the FAN Screen Heritage initiative are to:

- Increase in-venue audiences for screen heritage material - especially that being digitised as part of the *BFI2022* Screen Heritage initiative, as well as other material from the significant screen heritage collections.
- Increase audience engagement with screen heritage and deepen the quality of cultural experience.
- Boost the engagement of audiences aged 16-30 with screen heritage.
- Increase the diversity of audiences for screen heritage material.
- Enhance FAN members' capability and confidence in relation to presenting and promoting screen heritage activity, and strengthen partnerships between FAN, the National and Regional film archives (NRFAs) and the BFI National Archive.

#### **4. Objectives of the evaluation**

To provide an analysis of how effectively Changing Times meets the programme's objectives. Highlight key successes and challenges in order to make recommendations to improve on reach, impact and quality for subsequent seasons.

This should be achieved by the following:

- Evaluate the effectiveness of the programmes to date on reaching target audiences.
- Analyse and document geographic reach.
- Assess and illustrate impact on partners delivering across the programme.
- Assess visibility of the Changing Times Programme and its opportunities across the FAN membership.
- Assess the efficacy of current delivery mechanisms - e.g open funds, pilot programmes, short film commission.
- Review and evaluate the effectiveness of strategic partnerships, including the Regional and National archives, BFI, Film Hubs and others.
- Present a final report including methodologies, data, recommendations and executive summary.

#### **5. Scope of this Evaluation**

This evaluation is intended to look at the three seasons of the Changing Times programme;

- Women's Histories - January-May 2019
- Shifting Ground - August-December 2019
- New Directions - July-November 2021

## **6. Available resources**

The following will be available to the appointed consultant.

- Audience survey results
- Booking lists for touring programmes
- Anonymised data concerning applications received and supported
- Project logs including admissions, audience demographics
- Film Hub North's own data evaluation and reports
- Access to the Film Hub North Team and BFI Audience Team
- Access to funded organisations (to be defined on agreement)
- Access to programme partners (to be defined on agreement)

## **7. Tender requirements and deadline**

To apply, please send a short proposal (no more than 2 sides of A4) explaining how you would approach the evaluation and all relevant costings. You should also include your CV/company profile and relevant experience.

Proposals should be submitted to: [andy@filmhubnorth.org.uk](mailto:andy@filmhubnorth.org.uk) by **29 October 2021**.

When assessing proposals we will take the following into consideration:

- Suitability of proposed approach and any associated methodologies
- Value for money
- Ability to meet the proposed schedule

## 8. Schedule

<b>Tender Deadline</b>	29 October 2021
<b>Discussion with candidates</b>	8 November 2021
<b>Notification of contract</b>	10 November 2021
<b>Kick Off meeting</b>	15 November 2021
<b>Progress meeting</b>	13 December 2021
<b>Final Report</b>	21 January 2022

We envisage the successful candidate to begin working on the project from November 2021 and to complete an initial data review of Changing Times by the beginning of December 2021.

Attendance will be required at relevant meetings with the team, to be agreed. This is currently estimated at 3 sessions - inception, mid-way and final reviews.

We envisage the total time to be allocated to the project to be 20 days.

## 9. Contact information

If you have any questions or would like to discuss this opportunity, please contact Andy Robson, Screen Heritage Producer: [andy@filmhubnorth.org.uk](mailto:andy@filmhubnorth.org.uk).