

BFI FAN Places Fund

Evaluation Brief

Overview

The BFI FAN Places Fund is a pilot programme running from September 2024 – June 2025, designed to increase public engagement with independent cinema venues, using National Lottery funding to help them become more visible and accessible to their local communities. Film Hub Wales, Film Hub Midlands and Film Hub North have been selected to undertake this innovative marketing-led initiative across the UK.

Each Hub will work with a small number of sites in their respective region, focussing on areas of limited cultural provision and using a range of approaches. The project will aim to build awareness of the community role played by the venues, strengthening their ability to tell stories in effective and engaging ways.

The Brief

An evaluation framework is required to assess the impact of the BFI FAN Places Fund activity. As a pilot project, we will need to establish a set of benchmarks, that can be monitored collectively across each region for the duration of the work. Systems should be designed and implemented in each area in order to gather qualitative feedback and quantitative data, exploring how successful the pilot has been, along with any recommendations for future delivery.

Tasks:

The appointed consultant will:

- Create an evaluation framework for the project, outlining methodology and identifying areas for potential data collection (including recommended outputs and indicators) such as:
 - Increases in direct audience engagement as a result of the activity,
 - Increases in audience awareness of the participating venues as a result of the activity (both physical and digital engagement),
 - Changes to the demographics of participating audiences as a result of the project,
 - Increase in marketing related skills and confidence of the staff at participating venues.
- Create templates for online surveys, in-person forums or similar that can be rolled out across participating venues,
- Collate and compile data into a clear format,
- Analyse all quantitative and qualitative evidence looking for key trends across the data, drawing comparisons to original benchmarks set by the participating venues,
- Present the findings in a short, written report, ideally no more than 10 pages for initial findings and no more than 40 pages in total,

- Pull out a mixture of qualitative and quantitative key findings for a visual summary infographic (see example) giving an overview of key figures, outputs and outcomes.
- Undertake one-to-one stakeholder interviews with Hub leads and participating venues, creating 3 – 4 qualitative case studies (a minimum of one per region) to broaden the depth of findings (exact number subject to be discussed with the appointed consultant based on the models in each region).

Fee

The total sum for this work, inclusive of VAT and expenses is £20,000

Completion

Initial findings June 30th 2025

Final draft September 2nd 2025

Final Report September 30th 2025

Location

Remote – work can be undertaken from across the UK.

Reports to

Film Hub Managers

Person Specification

This work may be undertaken by an individual, organisation, or team of consultants coming together for the purpose of fulfilling this brief. Where work is undertaken by a group of consultants for the purpose of this contract there must be a clear designated lead.

The consultant(s) providing a quote for the brief should be able to demonstrate:

Essential

- Experience of data collection methods such as desk research, surveying and interviewing,
- A proven track record of undertaking similar project evaluations,
- A demonstrable understanding of best practice in relation to evaluating projects of this type,
- Experience working with multiple partners and stakeholders,
- Experience of writing reports of a similar style,
- Excellent communication skills, written and spoken,
- Ability to work alone and take initiative,
- Excellent administration skills and attention to detail,
- IT literate, particularly in excel and google suite,
- Ability to work under pressure on multiple deadline-driven tasks,
- Access to a laptop or PC to work from.

Desirable

- Understanding of the challenges and opportunities of cinema and / or arts-based venue marketing,

- An understanding of place-making, cultural impact agendas and trends in these fields,
- An awareness of the multiple and inter-related factors that influence community engagement with cultural venues,
- Experience working on similar projects that encompass different regions of the UK,
- Experience of basic infographic design packages such as Piktochart.

Miscellaneous

- The researcher will become familiar with all relevant Health and Safety, operational, personnel, customer care, Data Protection and financial procedures, ensuring that all statutory obligations are complied with, especially in relation to licensing laws and first aid,
- The post-holder's duties must at all times be carried out in compliance with the Film Hub Lead Organisations' respective Equal Opportunities policy, ensuring equality of opportunity is afforded to all persons both internal and external,
- Candidates from diverse backgrounds will be encouraged to bring their experiences to their role and to foster broader understanding across BFI FAN. A flexible attitude will be taken to ensure candidates with access requirements/carer demands are supported,

How to apply

You are asked to submit a written proposal that includes:

- Your approach to undertaking the research brief;
- Details of the individual/s who will work on the project along with their CVs;
- An outline of previous experience in this area of work and an example of this work;
- Two references from previous/similar work;
- A budget for this work specifying a breakdown of days and daily rates. Budgets must be inclusive of VAT and expenses.

Please send this information by email to hello@filmhubwales.org

Short listing will be based on how well applicants meet the essential criteria listed in the position description. Please address each point in your proposal.

Closing deadline for proposals: 5pm, 23rd September

We will contact short-listed candidates to schedule interviews (date TBC). We will not be able to meet with individual candidates prior to interview.

Appendix

About the 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 eight Hubs managed by leading film organisations and venues strategically placed around the country. 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.

BFI FAN Film Hubs are:

- Film Hub Midlands is led by Broadway, Nottingham working in partnership with the Birmingham-based Flatpack
- Film Hub North is led collectively by Showroom Workstation, Sheffield and HOME Manchester
- Film Hub South-East is led by the Independent Cinema Office
- Film Hub South-West is led by Watershed in Bristol
- Film Hub Scotland is led by Glasgow Film Theatre
- Film Hub Northern Ireland is led by Queen's University Belfast
- Film Hub Wales is led by Chapter in Cardiff
- Film Hub London is led by Film London

[Website](#)

About the BFI

We are a cultural charity, a National Lottery distributor, and the UK's lead organisation for film and the moving image. Our mission is:

- To support creativity and actively seek out the next generation of UK storytellers
- To grow and care for the BFI National Archive, the world's largest film and television archive
- To offer the widest range of UK and international moving image culture through our programmes and festivals - delivered online and in venue
- To use our knowledge to educate and deepen public appreciation and understanding
- To work with Government and industry to ensure the continued growth of the UK's screen industries

Founded in 1933, the BFI is a registered charity governed by Royal Charter.

The BFI Board of Governors is chaired by Jay Hunt.

[Website](#), [Facebook](#), [X \(Formerly Twitter\)](#)