* Please complete this form and send it to info@filmhubnorth.org.uk.
* Do not send hard copies by post.
* If you require assistance to complete this application, the BFI provides an access support fund, which you can apply for here: [Access Support Fund](https://www.bfi.org.uk/get-funding-support/access-support-bfi-fund-applicants)
* Make sure to read the Film Exhibition Fund - Pitch guidelines before applying. We advise you to refer to the assessment criteria or assessment form while answering the following questions as these will help you understand what information we are looking for.

| Organisation: |  |
| --- | --- |
| Contact name: |  |
| Position: |  |
| Organisation address: |  |
| Contact number: |  |
| Email address: |  |

| **PROJECT DETAILS** | |
| --- | --- |
| Project name: |  |
| Activity time frame:  *Between Apr 2024 – Mar 2025* |  |
| Grant amount requested:  *up to £3,000* |  |
| Venue(s) where activity will be held including full addresses: |  |
| *Are the proposed venue(s) currently open? If not, when are their planned opening dates?* |  |

| **KEY PERFORMANCE INDICATORS** | |
| --- | --- |
| Will activity take place  in-person / online / both? |  |
| PROJECTED AUDIENCES:  *Please separate totals by in-person and online audiences, if applicable*  *Audience admissions for short films screenings should be counted per short film block rather than per individual short film.  Festival admissions should be counted as individual admissions per screening rather than number of pass holders.* |  |
| NUMBER OF SCREENINGS:  *Please separate totals by in-person and online audiences, if applicable* |  |
| *Add extra rows for additional KPIs as required* |  |

| 1. ORGANISATION PROFILE   Tell us about your organisation. Please provide information about key staff and partners who will be involved in your activity. (**300 words max**) |
| --- |
| * *Provide details about the organisation and its capacity to deliver activity.* * *What are the long-term plans for reaching audiences?* * *How does this proposed activity support these plans?* * *Do you have experience of running programmes similar to this proposal in the past?* * *Will you be working with any partner organisations to support project delivery? Are these confirmed?* |

| 1. PROPOSAL SUMMARY   Tell us about your planned activity (**300 words max**) |
| --- |
| * *Provide a summary of planned activity, including as complete a film/event programme as possible, as well as information about venues, event formats and any additional audience development work you are planning.* * *How does the activity support the organisation to deliver cultural film programming?* * *What are the project’s targets and are they realistic? Please include timescales and audience admission targets with justification.* |

| 1. ENGAGING AUDIENCES WITH CULTURAL FILM   Tell us how your activity will engage audiences with cultural film (**300 words max**) |
| --- |
| * *How will the proposed activity engage audiences with cultural film?* * *How will the activity meet one or more of the Film Exhibition Fund - Pitch Pot’s priority outcomes:* * *Children and young people are empowered to develop their own relationships with a wider range of screen culture* * *People across the UK can access a wider choice of film and the moving image including stories that reflect their lives* * *Funding helps to tackle social, economic, and geographic barriers for screen audiences in new and effective ways* * *More people can engage with heritage collections that better reflect the diversity of the UK* |

| 1. PROJECT MOTIVATIONS   Tell us why your project is important. Is it offering local audiences something different and culturally valuable? Is it engaging local groups who are under-represented in cinema audiences? (**300 words max**) |
| --- |
| * *Why is there a clear need for the planned activity? What does this offer to your audiences?* * *How will the activity develop during the life of the project? How will audiences develop?* * *How does the activity provide opportunities for audiences to access films otherwise unavailable?* * *Why is this activity appropriate for the target audience?* |

| 1. MARKETING   Tell us about your target audience and how you intend to reach them. If you have an organisational or project-specific marketing plan, you might want to attach this alongside your application. (**300 words max**) |
| --- |
| * *Who are the target audiences for the proposed activity? Do they include children, families and young people? How have under-represented audiences been considered?* * *How do you intend to reach them?* * *What previous experience do you have of reaching audiences in this way?* |

| 1. EVALUATION   Tell us what you hope to learn from this activity. You should briefly outline your longer-term plans for continuing to reach audiences beyond this phase of funding. (**300 words max**) |
| --- |
| * *What does success look like for the proposed activity?* * *What do you expect to learn from delivering it?* * *How might you sustain this activity or its outcomes after this award ends?* * *What are the long-term plans for the organisation beyond this activity?* |

| 1. BFI DIVERSITY STANDARDS   Tell us how your activity responds to the [BFI Diversity Standards](https://www.bfi.org.uk/inclusion-film-industry/bfi-diversity-standards).  Please outline how your project addresses each relevant Standard, which are:  (A) On screen representation, (B) Project team, (C) Industry access, (D) Audience development, (E) Accessibility. Please refer to the Film Exhibition Fund guidelines for more examples. (**300 words max**) |
| --- |
| * *How well does the project embrace the Diversity Standards?* * *Does the activity propose to reach a broad and diverse audience, particularly under-represented groups?* * *Does your proposal include relevant details of on screen representation (diverse narratives, cast and places depicted)?* * *Where applicable, have you included relevant details of the diversity of the Project team involved in making the film(s) screened? If relevant, do you plan to offer opportunities for industry access?* * *How will you reach under-represented audiences?* * *Do you plan to take intentional and proactive action to increase accessibility across the project?* |

| 1. ENVIRONMENTAL IMPACT   Tell us about your commitment to sustainability. For further support in this area, please refer to the resources listed in the funding guidelines. (**500 words max**) |
| --- |
| * *What steps will you take to reduce the environmental impact of your activity?* * *How will you improve audience awareness of the climate and biodiversity crises?* |

**SAFEGUARDING**

If your project involves working with children, young people or vulnerable adults, please confirm that you have, or intend to put in place, a safeguarding policy for your organisation:

☐ Yes ☐ No

**BULLYING, HARASSMENT AND RACISM**

Please read the BFI’s bullying, harassment and racism guidelines and circulate them among your organisation.

Please confirm that you have, or intend to put in place, an anti-bullying, harassment and racism policy for your organisation:

☐ Yes ☐ No

**COVID-19 SAFETY**

All activity must adhere to sector guidance, which can be found here: UK Cinema Association, [Cinemas – keeping workers and customers safe during Covid-19](https://www.cinemauk.org.uk/coronavirus-covid-19/guidance-for-cinemas/).

Please confirm your organisation has read the guidelines and has a Covid-19 risk assessment in place:

☐ Yes ☐ No

**CONFLICT OF INTEREST**

To ensure that measures can be introduced to prevent a conflict of interest arising between those assessing an application and the applicant, Film Hub North is required to identify all relevant financial or personal interests that may exist between applicants and Film Hub North, advisory panels, sponsors, donors, partners or employees. The Conflict of Interest covers the interests of themselves, their partner, a close family member or a person with whom they have a close personal relationship, whether or not living in the same household.

Do you or any of your colleagues on the project have a potential conflict of interest in relation to existing relationships with Film Hub North staff?

☐ Yes ☐ No

**CHECKLIST**

Please send us the following documents to complete your application:

☐ Completed Proposal Form

☐ Completed budget document

☐ [Equal opportunities monitoring form](https://form.jotform.com/230793502792359)

☐ Marketing/audience development plans (if applicable)

**DATA PROTECTION**

Please note that the information you supply will be held in computer files. It may be used to prepare statistics and summary data. We may also be obliged to share information under the Freedom of Information Act.

**APPLICANT CONFIRMATION**

*I confirm that all of the information provided on this form and in any material submitted in support of it is truthful and accurate. I agree that this information can be stored by Film Hub North and used for statistical and monitoring purposes.*

**E-SIGNATURE:**

**DATE:**

Please return completed forms to: [info@filmhubnorth.org.uk](mailto:info@filmhubnorth.org.uk).