



CHAPTER

BFI Film Audience Network Film Exhibition Fund (FEF)

Support for Independent Film Exhibition

Funding Guidelines, August 2020

More People, More Places, More Films

Image: Cardiff Animation Festival / Chapter (Cardiff) © Mission Photographic



Chapter, Market Road, Cardiff, CF5 1QE
www.filmhubwales.org

KEY INFO AT A GLANCE

- **Total amount available:**
£40,000
- **Awards:**
up to £5k
- **Applications open:**
Monday 17th August 2020
- **Applications close:**
Wednesday 30th September 2020
- **Activity window:**
October 2020 - March 2021

Aim: Not for new organisations or new projects but to help existing hub members to reboot activity and re-engage audiences.

Note: please note that your activity start date should be mid-October onwards to allow for funding decisions from FHW.

INTRODUCTION

Film Hub Wales supports film exhibitors to reach audiences with independent, British and international film.

As part of the BFI's UK wide Film Audience Network (FAN) our vision is to build a wider, more diverse cinema audience with a deeper appreciation of British and international film.

FAN's aims are twofold:

- To develop a larger, more diverse, confident and sustainable audience for a wider range of independent British and international film - with a primary focus on the collective viewing experience,
- To create a stronger, more connected and confident sector for the distribution and exhibition of independent British and international film.

As of 20th March 2020, the achievement of these aims has been put at risk due to Covid-19 and the Government directive to close cinemas, cultural venues and other places of gathering across the UK which, along with the cancellation of film festivals, has severely impacted on the ability of FAN Members to deliver to this brief. Whilst audiences are at the heart of everything FAN does, the sector's ability to reach those audiences in a collective setting is entirely dependent on the sustainability of the cinemas, festivals, community venues and other organisations that make up the Film Audience Network.

The FEF aims to reboot the independent film exhibition sector and aid the recovery of cultural organisations across the UK. It will support exhibitors to resume audience development activity in line with FAN objectives, programme British, independent and international film, and deliver screenings.

Image: Cinema Golau / © Carl Connikie



WHAT IS THE FILM EXHIBITION FUND (FEF)

We are seeking proposals from Hub members that will help us to meet FAN aims during the period October 2020 – March 2021.

The Film Exhibition Fund is to support FAN Members to resume cultural programming and engage a broad and diverse audience as they navigate reopening. It is not for new organisations or new projects, as it is geared toward helping existing hub members to reboot activity and re-engage audiences.

A key priority of the fund is to encourage film exhibitors to embed inclusion and environmental sustainability into their approach to restarting activity.

The fund is primarily aimed at Film Hub Wales Members engaged in year-round audience facing activity. Support is available for sustaining and expanding existing provision including time-limited, regularly occurring activity such as film festivals where they are able to demonstrate an especially strong fit with FAN's priorities and where they address the strategic needs of the Hub.

Overall, priority will be given to those Hub members with a demonstrable track record of work that meets FAN's objectives and those that received funding from the BFI FAN Covid-19 Resilience Fund (where applicable).

- All proposals should respond to Film Hub Wales' key strategic objectives, which are outlined in the following pages. Hub Members must also be able to set out how they will address the [BFI Diversity Standards](#) and sign up to the [BFI Anti-Bullying and Harassment Principles](#).
- Proposals must also demonstrate how they will operate safely during Covid-19, reference can be made to the [UKCA's Cinemas - keeping workers and customers safe during Covid-19 Guidelines](#).

Activity supported by the FEF can vary in length, scale and format but should take place between October 2020 and March 2021. Members can apply for up to £5000 and support can cover programming, marketing and associated costs.

Due to the limited resources available, and FAN's commitment to environmental sustainability, Drive-ins will not be supported through this fund. Online activity will only be a priority when accompanied by 'in venue' work.

OUR PRIORITIES

All proposals will be assessed against the ability and potential to meet one or more of FHW's core objectives:



Image: Iris on the Move © Harrison Williams

Inclusion

Meaningful year-round programmes of accessible screenings that increase the range and diversity of audiences engaging with film:

- Projects designed to support marginalised communities (e.g. LGBTQIA+ audience, BAME, old age groups, disabled audiences, multi-sensory needs, low socio-economic, rural and underserved, isolated groups, minority languages).
- Dedicated grassroots outreach that bring audiences into the film space.
- Film programmes that represent diverse cultures and identities both on and off screen.

Young Audiences

Young audiences aged 16-30:
Improving year round access to film, with added value.

- Projects should offer regular British independent and international film choices at an affordable price.
- Schemes that offer incentives or travel solutions for more isolated young audiences or families.
- Opportunities to gather feedback from and build skills for young audiences that can shape future programmes.
- Young curatorial schemes,
- Partnership projects with Into Film for 16-19 year olds that build strong relationships between young audiences and their local venue.

Image: Contact a Family Cymru / © Noel Dacey





Image: Joanna Quinn / Anim18 © Helen Griffiths

Engaging Audiences

Projects that attract and sustain audiences for British independent (including Welsh) and international cinema, offering an in-depth cultural experience:

- Projects that boost marketing and PR capacity, testing innovative techniques to attract audiences.
- Use of digital technologies to promote contemporary engagement with film, such as live Q&A or vox pops.
- Long-term programmes that develop outreach amongst the most hidden communities, rather than one off events.
- Robust and engaging audience research that enables us to understand our audiences.
- To celebrate films Made in Wales, offering a platform for Welsh talent.
- Innovative festivals or networks that encourage sustainable delivery models and return audiences for British International and independent cinema. Festival funding may also be sought from [Ffilm Cymru Wales](#) or for festivals of national significance, the [BFI Audience Fund](#).

Please also see our [Festival Strategy](#) for background.

Heritage

Celebrating our national identity, language and culture through film.

- Facilitating greater access to screen heritage, with a focus on national and regional collections, increasing appreciation for heritage film across all ages.



Image: Gwaed ar y Sêr (1975) / S4C

Skills

- Please see our [training guidelines](#) to apply for a bursary.



Image: ICO & Gentle/Radical

OUR COMMITMENT TO INCLUSION

BFI Diversity Standards

In line with the [BFI Diversity standards](#), we encourage activity aimed at, and/or co-produced with, under-represented groups.

The Standards focus on under-representation in relation to age, disability, ethnicity, gender, LGBTQ+, religion and belief (as they pertain to the [Equality Act 2010](#)), as well as socio-economic background and geographical location.

We are particularly committed to ensuring disproportionately affected audiences, such as Black, disabled, Deaf, and neurodivergent people, can experience independent film and be welcomed into cinema spaces.

All Film Exhibition Fund proposals will be asked to demonstrate how their activity promotes inclusivity among audiences, on screen and in the workforce.

We ask that all proposals embrace the Standards, and priority will be given to proposals that do this in a clear and convincing way. Applicants should particularly focus on Standard D and how their proposal provides inclusive audience development opportunities.

The Hub team is on hand to help applicants interpret the Standards, please get in touch for more information.

Image: 73 Degree Cinema / Tŷ Pawb (Wrexham) © Geraint Perry



ADDITIONAL AREAS OF FOCUS

Environmental Sustainability

We are committed to minimising the environmental impact of the work we support and are asking all recipients of funding to do what they can to contribute to this aim.

As part of your application, you will be asked about what measures you could take to keep the environmental impact of your project to a minimum.

Some inspiring examples of exhibitors doing work in this area include **Scott Cinemas**, **HOME**, **Curzon** and **Depot**.

We also have a list of resources on our website, including the [ICO Greening Your Cinema Toolkit](#).

Bullying and Harassment

BFI and Film Hub Wales afford no tolerance of abuse, bullying and harassment in our own organisations and the FAN members that we fund.

The BFI and BAFTA 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 here](#) . We ask all applicants to engage with these principles by, as a minimum, reading them and sharing them within your organisation.

Applicants will also be asked to include a copy of their bullying and harassment policies along with their proposal. If you do not currently have a policy in place, please get in touch and we can support you in this.

*Environmental sustainability and bullying and harassment are not formal assessment criteria, but the information you provide will be used to gauge how we may support you further in this area and ensure best practice across the Film Audience Network. If a proposed action will incur modest additional costs, you can include these in your budget for consideration.

HOW TO APPLY

1. Who can apply?

You must be a Hub *Member in order to access Film Hub Wales funding opportunities. Our Membership includes organisations of various sizes and shapes - from community cinemas to festivals to multi-arts centres. To become a Member, [fill in our Application Form](#).

Please email us if you are unsure whether you are a current Member.

Film Hub Lead Organisations are not eligible to apply for their own activity even if they meet the above criteria.

2. How much can I apply for?

Members can request up to £5000 per proposal.

Please note that we are not able to fund 100% of activity costs. While we do not have a set percentage requirement for match funding, we expect to see box office income and other partnership support - whether in cash, volunteer time or other in-kind contributions - included in the budget.

The deadline for final proposals is **5pm Wednesday 30th September 2020**.

3. Use of Awards

Each organisation will have its individual needs - however, broadly speaking, the FEF can support the following costs.

Eligible expenses:

- Film rights and print transport,
- Activity-specific staffing costs - e.g. curation, marketing or project management expenses,
- Venue hire and activity-specific equipment costs,
- Marketing, Advertising and PR campaigns,
- Event costs for enhanced screenings - e.g. speaker, talent or artists fees,
- Volunteer and evaluation expenses,
- Accessibility costs - eg. creating accessible supporting materials, subtitling fees,
- Outreach and community inclusion costs - eg. providing transport for isolated audiences,
- Audience development expenses - eg. young programmers workshops,
- Rights clearances and curation fees for screen heritage materials,
- Costs related to online activity such as web platform or hosting fees.

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

*Members' include Cinemas (independent and local/national circuits), Mixed arts venues, Volunteer-run film societies and community cinemas, Touring cinemas and community screen networks, Film festivals, Screen archives, Regular pop-up film events, Academic institutions, Museums and galleries, Local authority departments and agencies, Local and regional development agencies, Community groups and leisure providers.

Ineligible Expenses:

All proposed spend should contribute to the activity proposed. Beyond this, there are some areas not suitable for support from The FEF. **These include:**

- Filmmaking costs (including workshops), support for filmmakers to develop or distribute their own work, or for programmes that exclusively engage filmmaker audiences. Ffilm Cymru Wales and BFI Network exist to support production and development. FHW works year-round to promote films available for booking to our exhibitor network. [View our filmmaker page to see what information we need](#),
- Capital costs covering building repairs, PPE or additional health and safety measures required due to Covid-19. Enquiries for capital should be directed to Arts Council of Wales, other lottery providers such as Big Lottery Fund Wales,
- Programmes entirely comprised of free events, un-ticketed events or screenings where audience numbers cannot be reported,
- General running costs of organisations not specifically related to the activity,
- Activity that should be covered by statutory education, including events taking place on school grounds/in school hours. You may wish to explore Ffilm Cymru Wales education funding or Into Film Cymru,
- Events not primarily focused on film exhibition,
- Activity covered by existing funding arrangements,
- Programmes that duplicate provision in the same area,
- Activity taking place in a venue not open to the public - eg. members only venues,
- The set-up of new film clubs and opening of new cinema venues. Information can also be found via [Cinema For All](#).

4. Application process:

In order to apply for funds you will be asked to submit a short proposal form and budget. The proposal form will give you the opportunity to describe your activity and how it contributes to Film Hub Wales' priorities. If you have any questions about the fund, the submission process or would like to discuss your proposal before applying please get in touch.

If you have particular access requirements (e.g. easy read documents), would like to submit your application in another way, or have queries about the application process, get in touch with our team who will be happy to discuss this.

BFI Access Support scheme

If you have access requirements that mean you need assistance when applying for BFI funds, you may be able to request financial support through the BFI Access Support scheme. [Find out more information here](#).

5. Assessment criteria:

Your proposal will be assessed by the Film Hub Wales team. We will specifically look at:

- Activity eligibility: does the proposed activity meet the priorities and timescale of the fund,
- Audience reach: what are the audience targets and will the planned activity deliver them
- Subsidy per head will be a consideration. Whilst we appreciate projecting admissions in the current context will be difficult please provide estimates,
- Impact: what is the cultural ambition of the proposed programme? Are relevant partnerships in place to effectively deliver the activity?
- Organisational experience: is the organisation able to carry out the proposed activity, including delivering marketing, audience development and evaluation plans?
- Budget: are all reasonable costs considered? Does the budget balance and are all costs eligible? Have access costs been included?
- Legacy: what are the longer-term plans to continue to reach audiences?
- BFI Diversity Standards: does the proposal clearly address the BFI Diversity Standards?

Please note that we expect this fund to be oversubscribed and may not be able to fund your activity even if it meets the criteria.

6. Decisions and Feedback

Unsuccessful proposals

If you are unsuccessful in your proposal, you will be contacted by email. Being unsuccessful does not prevent you from accessing future Hub opportunities.

Successful proposals

If your proposal is successful, the assessment panel may discuss any required amendments and wish to see a revised plan before confirming an award. This process can take additional time. Activity timelines will need to accommodate this. 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 award.

These will cover payment information, crediting guidelines and monitoring and reporting requirements. All funded activity will need to survey their audiences using our standard template - please bear this in mind when planning your evaluation strategies.

7. Complaints and Appeals

The funding decision is final. Inevitably applications will be turned down and applicants may be disappointed by this result. Formal appeals against the final decision will not be considered unless the applicant has good cause to believe that the procedures for processing the application were not adhered to, or applied in such a way as to prejudice the outcome of the application.

Image: WOW Women's Film Club: Gentle/Radical & WOW Film Festival © Tracey Paddison



ABOUT US

Film Hub Wales (FHW) is part of a UK wide network of hubs funded by the British Film Institute (BFI) to form the Film Audience Network (FAN), with Chapter appointed as the Film Hub Lead Organisation (FHLO) in Wales.

Since Film Hub Wales was set up in 2013, we've funded over 225 cinema projects, reaching 465,000 audience members.

Thanks to National Lottery funding, as part of the BFI 2022 strategy, this audience development programme is designed to:

- Enable innovative and adventurous cultural film programming Wales wide, helping exhibitors to invest regularly in bold choices, Facilitate greater in-depth audience participation,
- Explore representation and potential barriers to access, Recognise the significance of film to isolated rural communities,
- Connect with young audiences aged 16-30,
- Support environmentally conscious creativity.

Together we will celebrate the power of film to generate positive partnerships, life-changing skills and the fundamental value of film as both heritage and art-form, promoting Wales as a cornerstone for film culture.

For information about some of our work to-date, [please see our FHW highlights](#).

NEXT STEPS

If you wish to discuss a potential proposal with FHW prior to application, please get in touch with:

Lisa Nesbitt, Development Officer - lisa@filmhubwales.org / 02920 311067

Hana Lewis, Strategic Hub Manager - hana@filmhubwales.org / 02920 353740

Not a Film Hub Wales member?

Our membership is **FREE** to qualifying organisations and offers access to our range of funding, support and benefits. Read our member guidelines and sign-up [here](#).