

Film Exhibition Fund (FEF) Pitch Pots 2020/21

Support for Independent Film Exhibition

More People, More Places, More Films

Image: Magic Lantern, Tywyn © Mathieu Gasquet



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.

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.

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. FFW works year-round to promote films available for booking to our exhibitor network. [View our Filmmaker/Distributor 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](#).

NEXT STEPS

- Complete the [FEF Pitch Pot Application Form & Budget](#).
- 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
- **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.](#)

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](#).

Image: Gŵyl Ffilm PICS Film Festival, Galeri (Caernarfon)



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