

BFI Film Audience Network (FAN)

Film Exhibition Fund (FEF) Pitch Pot: Guidelines, March 2021

Supporting organisations that bring British, independent and international film to audiences across Wales and the UK



Image: Magic Lantern, Tywyn © Mathieu Gasquet



At a glance:

Total amount available: £6,250

Funding: up to £500

Applications: Rolling

Activity window: May 2021 – March 2022

Aim: To help re-engage audiences for British, independent (including Welsh) and international film.

Note: Your activity start date should be mid-May onwards to allow for funding decisions.

Introduction

Film Hub Wales (FHW) celebrates cinema. We support organisations that screen film to a public audience, from film festivals, to societies and mixed arts centres. This fund aims to bring the best British, independent and international film to audiences across Wales.

We're part of a UK wide network of eight hubs funded by National Lottery funding via the British Film Institute (BFI). We form the Film Audience Network (FAN) with Chapter appointed as the 'Film Hub Lead Organisation' (FHLO) in Wales.

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

What is the FEF Pitch Pot?

The FEF Pitch Pot is an extension of the main FEF. A rolling fund with a quick turnaround for grants of £500 or less, which aims to support independent film exhibitors as they resume audience development programmes post Covid-19.

Activity must still meet core FAN objectives:

- **To develop and engage audiences for British, independent and international film,**
- **To create a connected and confident sector for the distribution and exhibition of British, independent and international film.**

We are seeking proposals from Hub members that will help us to meet FAN aims during the period May 2021 – March 2022. The fund is geared towards helping members to re-engage audiences, meaning the priority is not to create new projects or organisations but to support key year-round programming that addresses Hub priorities.

If you require a larger or longer-term grant, please see the main FEF fund.

Proposals must also demonstrate how they will operate safely during Covid-19, reference can be made to the [UKCA's Cinemas Covid-19 Guidelines](#).

Our Priorities

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

Inclusion

Meaningful year-round programmes that celebrate diversity on screen, in the audience and behind the camera:

- Programmes led by and for minoritised communities (e.g. LGBTQIA+ audience, Black and non-Black POC, old age groups, disabled audiences, multi-sensory needs, low socio-economic, rural and underserved, isolated groups, minority languages)*
- Dedicated outreach that brings audiences into the film space.
- Film programmes that represent diverse cultures and identities both on and off screen.

Young Audiences

Improving year round access to film for young audiences aged 16-30,

- Regular British, independent and international film choices for at an affordable price.
- 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.

*we are particularly interested in hearing from members who are embedding accessible programming for audiences with hearing or visual impairments.



Engaging Audiences

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

- Marketing and PR approaches that test 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 outreach to engage non-attenders, rather than one off events,
- Audience research that enables us to understand our audiences.
- To celebrate films with Welsh connections, offering a platform for Welsh talent. Made in Wales programmes should also be submitted to this fund ([see our strategy for more detail](#)),
- 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.

Skills

- Please see our [Training Guidelines](#) to apply for a skills bursary.



Our commitment to inclusion

BFI Diversity Standards

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

Hub Members must be able to set out how they will address the [BFI Diversity Standards](#). 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.

All FEF proposals will be asked to demonstrate how their activity promotes inclusivity among audiences, on screen and in the workforce. Priority will be given to proposals that do this in a meaningful way. Inclusive Cinema have launched a new guide '[Dismantling Structural Inequality in Your Cinema](#)' to support action.

The Hub team is on hand to help applicants interpret the Standards, please get in touch for more information. [See our example of best practice here.](#)



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, Harassment and Racism

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 be asked to include a copy of their bullying, harassment and racism policies along with their proposal.

*Environmental sustainability and Bullying, Harassment and Racism 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.

Should you wish to raise any queries or concerns [please read our feedback process and contact us here](#).

Who can apply?

You must be a Hub Member* in order to access Film Hub Wales funding. To become a Member, [fill in our Application Form](#).

FHLOs are not eligible to apply for their own activity even if they meet the above criteria.

Organisations in receipt of FEF funding for 2020/21 may reapply but activity must be distinct.

How much can I apply for?

Members can request up to £500 per proposal.

If you require a larger or longer-term grant, please see the main FEF fund.

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 proposals is rolling. We will aim to review within a two week period.

Use of Funding

Eligible expenses:

- Film rights and transport,
- Rights clearances and curation,
- Activity-specific staffing costs - e.g. project management or travel expenses,
- Venue or equipment hire,
- Marketing, advertising and PR,
- Event costs - e.g. speaker, talent or artists fees,
- Volunteer expenses,
- Evaluation costs,
- Accessibility - eg. supporting materials, subtitling fees,
- Outreach e.g. transport for isolated audiences,
- Other audience development - eg. young programmers workshops,
- Online activity such as web platform or hosting fees,
- Translation costs.

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:

- **Film Premieres,**
- **Film-making:** including the costs of development, production, distribution or youth led filmmaking. You may wish to explore Ffilm Cymru Wales production, development or [education funding](#) along with View our [filmmaker / distributor page](#) to see how we can promote completed films.
- **Formal school film projects** taking place on school grounds in school hours, including film clubs. [Please contact Into Film Cymru.](#)
- **Capital** for new film equipment or building repairs including PPE required due to Covid 19. Enquiries should be directed to [Arts Council of Wales](#), other lottery providers such as [National](#)
- **Establishment of a new film club/society** (we can support programming once live). Information can also be found via [Cinema For All](#).
[We also offer a portable kit hire scheme.](#)
- **Closed film events which are not open to the public**, including student film events, industry showcases, or unticketed events where numbers cannot be reported.
- **Programmes where film is not the central art form**, such as opera, literature, dance on film, or entire programmes of artists' moving image.
- **General running costs of organisations** not specifically related to the activity, activity covered by existing funding arrangements.
- Programmes that duplicate provision in the same area.
- 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.

How to Apply

You will be asked to submit a short proposal form and budget.

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.](#)

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.

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 team may discuss any required amendments and wish to see a revised plan before confirming funding. 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 terms and conditions attached to the funding such as payment information, crediting guidelines and reporting. All funded activity will need to survey their audiences using our standard template.

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.

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

Other Funding Available

FHW offers opportunities year round for independent exhibition activity in Wales. We offer two broad areas of funding across 'training and skills' and 'audiences'. Members can apply to the following:

Audiences:

- [Film Exhibition Fund \(FEF\)](#)
- [FEF Pitch Pot](#)
- [Made in Wales](#) (applications should be made to FEF)
- [New Film Releases](#)

Training & Skills:

- [Bursaries](#)

We also offer networking events, training courses, marketing support, film news and the opportunity to participate in [national film seasons like Film Feels](#).

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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