

Film Hub South East ↘

Film Exhibition Fund

Guidelines
2021-22

Contents

Introduction	3
What is the Film Exhibition Fund?	4
What are our strategic objectives?	5
Our commitment to inclusion	6
Additional areas of focus	7
Who can apply?	8
How much can I apply for?	9
Use of funding	10
How to apply for funding	11
Assessment criteria	12
Decisions and feedback	13
Complaints and appeals	14
Contact us	15

Key info at a glance:

Total amount in fund	£143,212
Application submission dates	Please submit your proposal no fewer than six weeks before the proposed activity is due to begin.
Acknowledgement of application	We will acknowledge receipt of your application within five working days
Request for additional information	We may ask for additional information regarding your proposal within one week of its submission
Decision on proposal	We will inform you of the decision regarding your proposal within two weeks of submission

Introduction

Film Hub South East 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 richer 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.

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 Film Exhibition Fund will help restart 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 independent British and international film, and deliver screenings.

What is the Film Exhibition Fund?

We are now seeking proposals from Hub members to support activity taking place between **May 2021 - March 2022** that will help us meet FAN aims.

The Film Exhibition Fund supports FAN members to resume cultural programming and engage a broad and diverse audience. It is open to all organisations in Film Hub South East's exhibitor network. This includes full time cinema venues, mixed arts centres, community cinemas and film societies, film festivals and touring programmes.

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 South East 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.

All proposals should respond to Film Hub South East's 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](#).

Proposals must also demonstrate how they will operate safely during COVID-19. Reference can be made to the UKCA guidance: '[Cinemas – keeping workers and customers safe during COVID-19](#)'.

Activity supported by the Film Exhibition Fund can vary in length, scale and format – all delivery, however, should take place between May 2021 and March 2022. Members can apply for support for programming, marketing and associated costs.

The primary focus of the Film Exhibition Fund is in-person events that bring audiences together for a communal viewing experience. Organisations delivering in-person events should be aware of local restrictions and industry advice regarding COVID-19 safety measures, and again may wish to refer to the UKCA guidelines linked to above.

Projects involving online and hybrid events will be considered where this represents a valuable opportunity for audience development, to reach priority audiences that would not otherwise experience the film/s, or where it is not feasible to take place in venue due to COVID-19.

What are our strategic objectives?

The following are key priorities for Film Hub South East, proposals must be focussed on one or more of these areas:

Cultural engagement

Our ambition is to give everyone, everywhere in the UK the opportunity to engage with the richest and most diverse range of great British and international filmmaking; past, present and future. Cultural cinema should be for everyone, everywhere. This fund aims to maximise the number of audiences engaging with independent film across our region.

Developing young audiences (16-30)

Young audiences are key to the health of the exhibition sector both now and in the future. By engaging with young people, organisations can introduce new audiences to their work and foster future generations of cinemagoers. Activity focused on young audiences may target a segment of the 16-30 audience or the group as a whole.

Promoting inclusivity

We are committed to ensuring that all communities are able to enjoy a range of film and are working to tackle under-representation in the exhibition industry: be that on our screens, in the workforce or among audiences. We are particularly interested in supporting proposals that address under-representation among disabled people; people of African or Caribbean heritage; people of South, East, or South East Asian heritage; and LGBTQ+ groups.

Showcasing screen heritage

Screen heritage deepens our understanding of both the past and present. The fund can support activities that showcase various types of screen heritage material. These are: material from the national and regional archives, material from other moving image collections, and films from UK and world cinema history. If your proposal includes archival material, please ensure you have contacted the relevant collection before applying.

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 disabled, Deaf, and neurodivergent people; people of African or Caribbean heritage and people of South, East, or South East Asian heritage – 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 engage with the BFI Diversity Standards; please [contact us](#) for more information.

Additional areas of focus

Environmental sustainability

We are committed to minimising the negative environmental impact of the work we support and ask all funding recipients to contribute to this aim. In your proposal please summarise steps you are taking to minimise the environmental impact of your activity.

We have put together a [Green Cinema Toolkit](#) that might be useful when planning around sustainability. The BFI also has a number of [recommended resources](#).

Bullying and harassment

Bullying, harassment and racism have no place in our industries, and we expect all organisations we fund to share our commitment to this principle. The BFI and BAFTA have 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 in the [bullying and harassment prevention hub](#).

We ask all applicants to engage with these principles by, at a minimum, reading these documents and sharing them within your organisation. All our funding agreements include a warranty seeking compliance with all applicable legislation and codes of practice relating to this matter.

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.

Safeguarding

For initiatives involving children, young people or vulnerable adults, we expect applicants to have/put in place safeguarding and child protection policies. If you do not currently have a policy in place, please get in touch and we can signpost you to additional resources to help you to develop your policy.

Environmental sustainability, safeguarding 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. If a proposed action will incur modest additional costs, you can include these in your budget for consideration.

Who can apply?

You must be a Hub member in order to access Film Hub South East funding opportunities. Hub membership includes organisations of various shapes and sizes, from community cinemas to festivals to multi-arts centres.

[Click here to read more and apply.](#)

Your organisation must be legally constituted and centrally managed in the UK. This includes:

- Limited Liability Company or Partnership registered at Companies House;
- Community Interest Company registered at Companies House;
- Local authority or statutory body;
- Charity or trust registered with the Charity Commission (including UK universities);
- If not registered with the Charity Commission, universities principally regulated by one of the Higher Education Funding Bodies (being the Higher Education Funding Council for England);
- Unincorporated associations and clubs (an organisation set up through an agreement between a group of people who come together for a reason other than to make a profit. The organisation must have 25 or more members, and has rules regulating who can be a member).

Your organisation will be expected to have robust governance and management structures and processes in place.

Who is not eligible?

Individuals cannot submit proposals for consideration.

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

Recipients of funding from the previous iteration of the Film Exhibition Fund (2020-21) may not apply for funding for the same activity under this scheme until the previous activity has been completed.

How much can I apply for?

There is no minimum or maximum amount you can apply for, but the total amount available in the South East is £143,212. We expect the majority of proposals approved for this fund to be between £1,000-£10,000.

The Film Exhibition Fund uses funds from the National Lottery which can only be allocated to proposals that demonstrate a clear public benefit from the activity.

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.

Use of funding

Each organisation will have its individual needs – however, broadly speaking, the Film Exhibition Fund 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 – e.g. creating accessible supporting materials, subtitling fees
- Outreach and community inclusion costs – e.g. providing transport for isolated audiences,
- Audience development expenses – e.g. 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 Film Exhibition Fund. These include:

- Filmmaking costs (including workshops), support for filmmakers to develop or distribute their own work, or for programmes that exclusively engage filmmaker audiences
- Capital costs covering building repairs, additional health and safety measures required due to COVID-19 including the purchasing of PPE.
- Programmes entirely comprised of free events, unticketed 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
- 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 – e.g. members only venues
- The set-up of new film clubs and opening of new cinema venues

How to apply

Application instructions are provided in the following pages. If you have particular access requirements (eg. easy read documents), would like to submit your application in another way or have any queries about the application process, get in touch with our team who will be happy to discuss this.

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

In order to apply for funds you will be asked to submit:

- an application form,
- a budget; and
- an equality monitoring form.

[Download copies of these documents on our website.](#)

The application form will give you the opportunity to describe your activity and how it contributes to Film Hub South East's 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 at filmhubse@independentcinemaoffice.org.uk.

Assessment criteria

Your proposal will be assessed by the Film Hub South East 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 assessment panel may discuss any required amendments and wish to see a revised plan before confirming funding. 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 funding.

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.

Complaints and appeals

The funding decision is final. Inevitably, applications will be turned down and applicants may be disappointed. 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.

Contact us

If you have any questions about the guidelines or submitting a proposal please get in contact with us. We're happy to discuss your proposal before you submit it.

Email

filmhubse@independentcinemaoffice.org.uk

Telephone

020 4529 6780

Film Hub South East is a sector development organisation supporting film culture in the South East region. The Hub works with a range of organisations and individuals to help great films get made, screened and seen in the region. The Hub is supported by National Lottery funding as part of the BFI Film Audience Network (FAN) and BFI 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. 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.