

## Open Call for Proposals Guidelines | April 2016

Deadline: Monday 25<sup>th</sup> April 2016

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### 1. Background: Film Hub North and BFI Film Audience Network

[Film Hub North](#) (FHN) is one of nine Film Hubs covering the UK, which together form the BFI [Film Audience Network](#) (FAN), a ground breaking initiative developed by the BFI.

FAN's aim is to enable organisations and film experts in the cultural exhibition sector to work in partnership to boost audiences for specialised and independent British film across the UK, encouraging people to build a lifelong relationship with film and building interest so that film choice is increased and films are seen by more people, more often.

FHN's mission is to build and broaden audiences for specialised film across the Hub region (Cumbria, Yorkshire, County Durham, Northumberland and Tyne & Wear) by creating long-term sustainable networks which respond to community need, engaging new audiences and increasing choice for existing audiences.

After a period of consultation FHN has identified three key areas of focus specific to our Hub region. These are to build audiences through film exhibition initiatives and audience development activity to reach:

- Rural audiences
- Urban hard to reach audiences
- Young people

## 2. What Film Hub North is looking for

Film Hub North offers investment opportunities for a range of audience development and engagement projects in the Hub region. Our BFI funding runs until March 2017 and all activity must be completed before that date.

FHN has scheduled two rounds of open calls for the activity year 2016-17, with the first round scheduled for April with a deadline of 25<sup>th</sup> April. We anticipate one further round of open calls in the activity year 2016-17, more information will be released in due course.

### Investment opportunities overview

FHN wants to support proposals that take risks and deliver bold and innovative programmes of activity to engage diverse new audiences for specialised and independent British film and enrich the experience of existing audiences.

In the April 2016 open call round we are offering Hub member organisations the opportunity to submit proposals to the following two investment opportunities:

- **Investment opportunity 1 – Strategic Audience Development Proposals – awards up to £20,000**  
We have introduced this larger investment opportunity to encourage the development of longer term, strategic projects that will have a demonstrable impact on audiences across the FHN region and strengthen the sector itself. We anticipate making a small number of awards in each round.

We would like to receive compelling proposals for activity that will see an increase in audiences for a film programme that is broader than your current offer, and your application should demonstrate how programming and promotional activity combine to attract new audiences and encourage existing audiences to increase frequency of attendance. We expect screening activity to take place over a period of time where it would be realistic to monitor audience response. It is essential organisations consider staff, skills and organisational capacity to ensure effective delivery. This is particularly important for the promotion and evaluation of proposed activity.

We encourage applicants to work in partnership with other FHN members where it will enhance and strengthen proposals and meet staff and skills requirements.

- **Investment opportunity 2 – Pilot Audience Development Proposals – awards up to £5,000**  
In this opportunity we are inviting proposals for pilot projects that have the potential to be up-scaled and rolled out or replicated across the region.

We would like to receive proposals from our members that enable them to develop innovative initiatives and take more risks with their programming, carrying out activity that they would otherwise be unable to deliver, bringing new and underserved audiences to screenings of specialised and independent British film.

**When applying to either opportunity please ensure your ask is proportionate to the activity you are applying for – if you're unsure about this please get in touch with us before applying.**

Organisations can apply with more than one proposal however in this circumstance delivery capacity would be interrogated thoroughly. Also it is anticipated that any project activity we support begins promptly after the date of the award.

### **Film Hub North's objectives**

All proposals will be assessed against the ability and potential to meet one or more of FHN's three key areas of focus. These are to build audiences through film exhibition initiatives targeting:

- Rural audiences
- Urban hard to reach audiences
- Young people

These objectives support the overarching objectives of FAN; project proposals should aim to contribute to one or more of these objectives:

- **Reach** – to increase and broaden audiences for specialised and independent British film
- **Breadth** – to considerably extend film choice for audiences across the UK
- **Depth** – to enhance opportunities for audiences to engage with and learn about film, leading to a better understanding of audiences
- **Sustainability** – to contribute to the sustainability of the specialised and independent British film exhibition sector
- **Partnerships** – a collaborative Network which works together effectively to deliver an exciting programme of film in a range of settings or platforms
- **Leverage** – to raise additional investment for film exhibition activity across the network
- **Diversity** – catering to underserved audiences, making a variety of contexts widely accessible, please see below for the updated BFI Diversity Standards

Project proposals can contribute to these objectives by aiming to:

- Increasing the frequency of opportunities for audiences to engage with specialised and cultural cinema
- Increasing the diversity of films shown
- Increasing the number of venues showing specialised film
- Developing and engaging young audiences
- Developing and engaging rural and underserved audiences
- Developing and engaging hard to reach and culturally diverse audiences
- Increasing the opportunities for audiences to learn about film including screen heritage
- Enriching the audience experience of specialised cinema

### **BFI Diversity Standards**

Projects applying for Lottery support will be asked to demonstrate how their project will contribute to reducing under-representation in four key areas.

The groups that the BFI are focussing on are disability, gender, race, age and sexual orientation as they pertain to the Equality Act 2010, as well as seeking to ensure that people from lower socio-

economic groups are represented. The groups refer to both audiences and on screen representations where appropriate.

Applicants are expected to show an awareness of the BFI Diversity Standards and this should be reflected in your application. For more information regarding the BFI Diversity Standards you can view the BFI Diversity Standards PDF by [clicking here](#). Alternatively email [Sam@filmhubnorth.org.uk](mailto:Sam@filmhubnorth.org.uk) for more information.

### 3. Eligibility

#### Who can apply?

In order to apply you must be a Film Hub North member organisation. If you are not already a member you can submit a [FHN Membership Application Form](#) at the same time as applying for investment.

FHN can only accept investment applications from legally constituted organisations operating in Cumbria, Yorkshire, County Durham, Northumberland and Tyne & Wear. A legally constituted organisation may be one of the following:

- Private company limited by guarantee
- Private company limited by shares
- Legally constituted partnership
- Universities
- Local authorities
- Other public sector bodies
- Charities

#### What we can support

- Screenings and events for the public (e.g. film licences, venue hire, guest fees)
- Audience development research and activities
- R&D for programme development or event planning activity
- Publicity and marketing costs
- Project travel costs to deliver the programme
- Staffing (either new or a proportion of existing staff time)
- Training for staff or volunteers
- Office costs and additional equipment that supports the enhanced activity that you are requesting financial support to deliver
- Evaluation and data collection

#### What we cannot support

- Please note that due to our current timescale we are unable to support activity that goes beyond March 2017
- Activity that does not meet FHN's objectives or the investment opportunities' criteria
- Activity taking place outside of the FHN region
- Applicants based outside the FHN region even if their project takes place in the region
- Applications already covered by existing agreements with other funding bodies as part of your ongoing programme of delivery

- Activity that is covered by or already benefiting from BFI funding e.g. Programme Development Fund, Festivals Fund, BFI Academy, Neighbourhood Community Cinema Fund etc.
- Activity that duplicates what already exists in the same location or which serves the same audience
- Activity that has already taken place or goods and services already paid for at point of application
- Activity that is not related to film or moving image
- Activity which should be covered by statutory education provision
- Any costs that are not directly related to the proposed programme of activity
- Ongoing overheads including core organisational and staffing costs, although applications can include an allocation of administrative and overhead costs
- Support for significant capital expenditure, venue alterations or improvements
- The core programme of film festivals – film festivals are welcome to apply to open calls – however we cannot support the costs of their core programme
- Programmes of activity entirely comprised of free events. We strongly recommend that at least a nominal box office income is included in your proposed activity – or you make a very clear case as to why admission is free
- Filmmaking activity
- Fundraising events
- Student projects

### **Partnership funding**

For the Strategic Audience Development investment opportunity we require partnership funding of at least 30% of the amount applied to FHN for. This partnership funding should comprise at least 50% cash and can include anticipated income such as box office or other ticket sales; programme booking fees; sponsorship; philanthropic support; private donations; charitable funding; or funding from other public sector sources (excluding funding from BFI sources). For this opportunity we encourage applicants to work in partnership with other FHN members where it will enhance and strengthen proposals.

For the Pilot Audience Development investment opportunity we do not insist on partnership funding, however, partnership support whether in cash, volunteer time or other in-kind contributions is an important demonstration that there is genuine support for the programme from the community and potential added value or leverage. As such, projects that have secured some partnership funding are more likely to be supported.

## **4. Application Process**

To be considered for the available investment opportunities, please read these guidelines carefully and download and complete the following:

- [FHN Strategic Audience Development Application Form](#) or [FHN Pilot Audience Development Application Form](#)
- [FHN Investment Budget Template](#)

You are also required to provide the following supporting documentation:

- Relevant sections of your organisation's business plan relating to film exhibition or official documentation providing evidence of your commitment to film exhibition
- Child protection policy – where relevant

- Your organisation's most recent statutory accounts and management accounts – showing any organisational profit and loss
- Risk register – relative to delivery of the project
- **Applicants to the Strategic Audience Development opportunity require a letter of support for the applicant organisation. This must be from an organisation that formally endorses your existing activity such as a core or major project funder or local authority.**
- If not already a FHN member please complete a [FHN Membership Application Form](#)

Completed applications should be submitted via email to [Sam@filmhubnorth.org.uk](mailto:Sam@filmhubnorth.org.uk)

### **April 2016 Open Call – key dates:**

- Deadline for applications – **Monday 25<sup>th</sup> April 2016 @ 12 noon**
- Pilot Audience Development applicants notified – **Wednesday 1<sup>st</sup> June 2016**
- Strategic Audience Development applicants notified – **Wednesday 1<sup>st</sup> June 2016**

**Before applying to any of our investment opportunities we strongly recommend you get in touch with us to discuss your proposal so that we best understand the ambition and background of your project. Please contact Sam Barnett at Film Hub North via email on [Sam@filmhubnorth.org.uk](mailto:Sam@filmhubnorth.org.uk) or by phone on 0114 221 0227.**

## **5. Assessment**

Once the application deadline has passed, all proposals will be reviewed by an assessment panel comprised of the FHN Management team and an external assessor. If we require any additional clarification about your application during the assessment process a member of the team will contact you.

Proposals will be assessed for eligibility and scored against the assessment criteria formed of FHN three key areas of focus and FAN's objectives outlined above in these guidelines. Projects must demonstrate how they will contribute to one or more of FHN's areas of focus as well as the overarching FAN objectives – **Reach, Breadth, Depth, Sustainability, Partnerships, Leverage and Diversity.**

The information you give in the application form will also be used to assess how viable your project is and how capable your organisation is to deliver your plans. Assessment will also take into account geographical spread of projects and duplication of similar types of projects.

### **Pilot Audience Development Proposals**

The projects which score most highly with the assessment panel will be recommended to the FHN Steering Committee. Investment decisions will be discussed and ratified at the committee meeting within a month of the deadline. You will be notified of the outcome of your application following that date.

### **Strategic Audience Development Proposals**

Projects that score highly during the assessment period will be recommended to the FHN Steering Committee and ratified by Showroom Workstation's Board of Directors. Investment decisions will be discussed and ratified at this level within six weeks of the deadline. You will be notified of the outcome of your application following that date.

**Please note:** After investment decisions have been reached we may request additional information to support your application and an offer of support may be contingent on certain conditions being met. We may also offer a reduced amount of support than that applied for.

## 6. Next Steps

### Turnaround

We endeavour to notify applicants to the Pilot Audience Development opportunity as to the success of their application within 6 weeks of the deadline, and applicants to the Strategic Audience Development opportunity within five weeks of the deadline.

### Use of the award

Any award must be used exclusively for the purpose for which it was requested as set out in your application. Projects are intended to be for public benefit and not private gain. Any income received by the successful applicant or its partners is expected to be applied against the budgeted cost of the project. Any underspend on total budget should be reimbursed to Film Hub North in the proportion that the amount of the award bears to the total budgeted costs.

### Payment of the award

We will set out a cash flow schedule for payment of instalments of the award with the successful applicant. This will include a holdback against delivery of the final report.

## 7. Detailed guidance on completing the application

### Pilot Audience Development Application Form

#### Q1. Please describe your organisation with a specific focus on previous film screening activity.

In this question we are asking about the core activity of your organisation and how film screening activity fits within it. Outline your organisation's relevant track record in terms of specialised and independent British film exhibition. Please limit your response to 200 words.

#### Q2. Please provide a brief overview of your proposed project.

Here we would like you to provide a summary of the project activity you would carry out with support from Film Hub North. Please keep your explanation as clear and concise as possible, and limit your response to 300 words.

#### Q3. Please provide brief details of the proposed project activity.

In this question we are asking you to complete the activity table providing key details of the practicalities of your proposed project. Please limit your response to 20 words against each activity item.

**Proposed project start and end dates:** Provide the proposed start and end dates of the project.

**Screening start and end dates:** Provide the proposed start and end dates of screening activity.

**Number of screenings:** If known, provide the total number of screenings comprising the programme.

**Programme content:** If known, please list confirmed film titles forming the programme or provide example films to give an understanding of the proposed content.

**Venues and locations:** If known, where will the proposed activity be taking place? Please indicate if confirmed or provisional.

**Target audience:** Please describe who your proposed activity is for.

**Target audience numbers:** Please provide an estimate of the number of audience members your activity will reach.

**Pricing strategy:** Please provide information on the pricing strategy of your proposed project.

**Project personnel:** Who are the key people involved in delivering the proposed project? Please list Name, organisation and job title.

#### **Q4. How will people hear about your proposed project?**

Here we would like you to outline how you plan to promote your project to your target audience. Please limit your response to 200 words.

#### **Q5. Which of the Film Hub North areas of focus and BFI Film Audience Network objectives does your proposed project meet and how does it contribute to achieving these?**

In this question we would like you to explain how the project activity will contribute to one or more of FHN's key areas of focus – **Rural Audiences, Urban Hard to Reach Audiences, Young People** – and the overarching objectives of FAN – **Reach, Breadth, Depth, Sustainability, Partnerships, Leverage and Diversity** (please see Film Hub North's objectives above). Please limit your response to 500 words.

#### **Q6. How will you know if your proposed project has been successful?**

Evaluating and measuring the impact of supported projects is very important to the success of Film Hub North. In this question we would like you to outline how you will measure the success of the project and how you will evidence the impact. Please limit your response to 600 words.

### **Strategic Audience Development Application Form**

#### **Q1. Please describe your organisation with a specific focus on previous film screening activity.**

In this question we are asking about the core activity of your organisation and how film screening activity fits within it. Outline your organisation's relevant track record in terms of specialised and independent British film exhibition. Please limit your response to 200 words.

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#### **Q6. How will you evaluate and measure if your proposed project has been successful?**

Evaluating and measuring the impact of supported projects is very important to the success of Film Hub North. In this question we would like you to outline how you will measure the success of the project and how you will evidence the impact. Please limit your response to 600 words.

#### **Q7. How will your organisation deliver this project effectively?**

Here we would like you to describe how your organisation will adapt to ensure full advantage of the investment opportunity is taken and that proposed activity is covered comprehensively. This could be through recruitment, staff development or collaboration with partners. Please limit your response to 500 words.

#### **Q8. Please give an example of comparable activity your organisation has undertaken in the past.**

In this question you should reference publicity generated by the activity, how the project was evaluated and demonstrated audience growth. If you wish you can supply additional documents as an appendix to your application to support your response – e.g. box office reports, press reports or cuttings, evaluation reports. Please limit your response to 500 words.

#### **Q9. What will the impact of your project be on your organisation and activity beyond the end of the investment period?**

In this question you should describe how the outcomes of your Film Hub North supported project will contribute to the development of your organisation and future activity beyond the lifespan of the project. Please limit your response to 500 words.

## Investment Budget Template

- Please use the template provided to detail the income and expenditure of your proposed project.
- In both the income and expenditure sections of the budget template we wish to see income/expenditure relating to the activity for which you are requesting Film Hub North support.
- Please complete the budgeted column at the time of application.
- If your application is successful, you will be required to complete the actual column when your activity has been delivered.
- In the income section, please provide detail of all cash and in-kind funding, and indicate whether funding has been confirmed. If funding is not confirmed, please indicate when a decision is likely to be made.
- Please make sure that your income and expenditure balance before submitting your application.
- To support your application you are asked to attach the most recent statutory accounts and management accounts for your organisation showing any organisational profit and loss.

## 8. Questions and getting in touch

Please do not hesitate to get in touch if you have any questions, concerns or specific access requirements regarding the application process or guidance notes. We are very happy to discuss your project with you before you submit an application and will advise and support wherever possible.

Contact Sam Barnett at Film Hub North's office via email on [Sam@Filmhubnorth.org.uk](mailto:Sam@Filmhubnorth.org.uk) or by phone on 0114 221 0227.