



Frequently Asked Questions

What is BFI Film Audience Network (FAN)?

As outlined in the British Film Institute's plan for 2012-2017, [Film Forever](#), the ambition is to encourage people to build a lifelong relationship with film, to help build audiences for a broader range of films across all platforms and ensure that film culture can be accessed and enjoyed by everyone across the UK. The [BFI Film Audience Network](#) (BFI FAN) is at the heart of this; a network coalition of organisations across the UK that will work together to extend film choice, increase and broaden film audiences, and enhance opportunities for audiences to engage with and learn about film.

What are the Hub regions?

The Network consists of nine regional groupings (or Hubs) in the following areas: Wales, Scotland, Northern Ireland, London, the South East, the South West/West Midlands, Central and East, the North West/West Midlands and the Greater North. Each Hub is led by a **Film Hub Lead Organisation (FHLO)** based in these regions/nations. The role of these FHLOs will be a vital and influential one, providing cultural leadership within the Network, and working with the BFI to achieve shared ambitions for UK film audiences.

What is Film Hub North?

Film Hub North is a network of organisations that share a commitment to enhancing opportunities for people to engage with specialised and British cinema and to develop the cinema sector across the regions and beyond. Film Hub North is led by Showroom Workstation, Sheffield (Film Hub Lead Organisation).

What geographical areas are covered by Film Hub North?

Film Hub North covers Cumbria, Yorkshire, Durham, Northumberland and Tyne & Wear.

What is the vision for Film Hub North?

We want to create an integrated hub of organisations and experts that provides a vibrant and self-sustaining specialised film exhibition sector with more people enjoying more specialised film, more often.

How can I get involved?

If you are working in the film exhibition sector in the Film Hub North region you can become a [Member](#). Membership of Film Hub North is free.

What are the benefits of becoming a Member of Film Hub North?

As a Member of Film Hub North, you will be able to apply for project funding, training and travel bursaries, and access a gateway to a wider network.

How do I become a Member?

Hub Membership is free and all you have to do to apply is fill out a simple [registration form](#).

Can I be a Hub Member of two regions?

Membership would usually be in the Hub region where your main audience-facing work takes place. Most organisations will be a Member of just one Hub. However, where organisations are working across more than one Hub region, multiple Hub Membership would apply (for example, a touring cinema programme with venues in more than one Hub region).

What are the aims and objectives of Film Hub North?

The Hub aims to build audiences through film exhibition initiatives, to reach audiences including but not limited to:

- Rural Audiences
- Urban hard to reach audiences
- Young People

How will these aims be achieved?

These aims will be achieved by:

- Activity around our Hub specialisms, currently Documentary, Animation and Film for Young People
- Training and sector development – using the expertise within the region
- Advice and mentoring – utilising the entrepreneurial skills of Hub Members
- Providing access to investment in audience development projects

How can I apply for support?

You can apply for investment in your project via open calls for proposals. [See our Investment for Audience Development Projects page](#). You will need to read the [Open Call Guidelines](#) carefully and ensure you meet the criteria laid out for support.

How are decisions made?

All proposals will be assessed against the criteria laid out in our guidelines and application process. They will then be put forward to the next stage, where final decisions are ratified by a [Steering Committee](#). This committee represent the interests of Film Hub North membership and engage stakeholders in Hub development. The committee will provide oversight, monitoring and contribute to all investment decisions.

How much money has Film Hub North been awarded?

Film Hub North has been awarded £1.175 million over four years.

How is this money being distributed?

Film Hub North funding will be used for programme development activities across the region to increase audiences and for training and sector development initiatives with 30% of the funding covering overheads including staffing and facilities costs. Plans to support new and established exhibitors and festivals include:

- A Travel Bursary Scheme to allow members to attend Hub meetings, visit other festivals or venues and attend conferences and events relevant to Hub activity
- Open Calls for proposals to our Audience Development and our Young Audience Development initiatives
- Specific development programmes with identified partners

What is the BFI definition of specialised film?

The BFI's definition of 'specialised film' relates to those films that do not sit easily within a mainstream and highly commercial genre. The BFI believes in the diversity of film and of audiences. We want films to find their audiences and audiences to build their appreciation of a wide range of films. A wider knowledge of film gives us a wider knowledge of different cultures and ideas. We believe that the on-going development of film culture relies on both familiarity with the great titles of film history, and on experimentation with new ideas and forms.

- Foreign language films with subtitles: In almost all circumstances foreign-language films will be classified as 'specialised' due to most audiences' lack of familiarity with and resistance to subtitles.
- Documentaries: In almost all circumstances feature-length documentaries intended for theatrical distribution will be classified as 'specialised' because non-fiction cinema tends to have a narrower appeal than fiction.

- Archive / Classic films: Films from the beginning of cinema's history until the last 10-20 years, older titles shown again on the big screen so that today's audiences can experience important or overlooked titles in their original format.
- Artists Film / Experimental Feature-length films or programmes of shorts that express an artistic vision or particularly experiment with the film form for aesthetic purposes.
- Short Film Programmes: Short films give new filmmakers a chance to learn their craft, find their cinematic voice and to see how audiences respond to their work. Classic short films can give audiences the chance to see the first films by now famous filmmakers, and students of filmmaking the chance to see the format at its best. For these reasons, feature length (70 mins+) programmes of short films will be considered.
- Other Criteria: Films that fall outside of the above parameters may also be considered on the basis of unusual or undefinable genres; complex and challenging subject matter; innovative or unconventional storytelling/narrative structure. Films with stories and subjects relating to diversity (for example Black, Asian and minority ethnic people; disability; LGBT) may also be classified as 'specialised'.
- British film: 'British' films are those that are in receipt of a 'Certificate of a British Film' under the terms of Schedule 1 of the Films Act 1985 as amended i.e. films that pass the UK's Cultural Test. 'British' films do not include films certified as British under any of the UK's co-production treaties or under the European Convention on Cinematographic Co-Production for the purposes of eligibility for this funding.