

# INCLUSIVE CINEMA AWARDS

Funding Guidelines - 2019/2020



# INTRODUCTION

*Building a broad film culture*

Film Hub North is committed to building a broad film culture where all of our region's communities are able to enjoy a wide range of cinema. Our Inclusive Cinema Awards form a key part of this commitment by providing strategic support to organisations working to address under-representation among audiences for independent, British and international film.

Funding will support Hub Members to develop new ways of working and increase engagement among BAMER, disabled and LGBTQ+ audiences and audiences from lower socioeconomic backgrounds.

Organisations do not need to have extensive experience of delivering film programmes or a fully developed strategy for engaging under-represented audiences. They should, however, be committed to making inclusive cinema provision a central part of their work going forward and be willing to work with the Film Hub North team to develop this.

Projects will be delivered over at least 1 year and should have the potential to continue beyond the initial funding period, building a sustainable inclusive cinema offer that contributes to a vibrant exhibition sector in the long-term.



# AT A GLANCE

*Numbers, dates and deadlines*

## **The numbers**

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Awards between: **£15k – £30k**

Maximum awards in 2019: **2**

Delivery over at least **1 year**

## **Key dates**

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Apply from: **21/02/19**

Apply until: **01/04/19**

**Multi-year awards** available

# FOCUS AREAS

*Our funding priorities*

The Inclusive Cinema Awards' primary focus is on diversifying the audiences engaging with independent, British and international film in the North.

## **Audience groups**

The particular areas of under-representation our Inclusive Cinema Awards seek to address are among:

- Black, Asian, minority ethnic and refugee audiences
- Disabled audiences
- LGBTQ+ audiences
- Audiences from lower socioeconomic backgrounds

Proposals may focus on engaging one or more of these audience groups. We recognise that they do not exist in isolation and therefore welcome audience development strategies that adopt an intersectional approach. Such strategies should aim to engage under-represented audiences in a meaningful way, lower barriers that may prevent access to cinema and, ultimately, increase long-term participation in our shared film culture.

## **Embracing diversity**

Organisations are encouraged to tackle other areas of under-representation as part of their projects, provided the ultimate aim is to address inequality of access among audience groups. For example, an organisational commitment to diversity should be evident through a willingness to broaden your film programme and to embed inclusive recruitment practices.

## **Hub strategic objectives**

Projects may also respond to the Hub's wider strategic objectives of developing young audiences aged 16-30 and increasing engagement with screen heritage material. However, activity should be focused on the Inclusive Cinema Awards' core aim of addressing under-representation among audiences.

# FOCUS AREAS

*Our funding priorities*

## BFI Diversity Standards

As a Lottery funding recipient from the BFI, we uphold the **BFI Diversity Standards** to guide our own activities and the projects we fund. The Standards focus on under-representation in the film industry in relation to age, disability, ethnicity, gender, LGBTQ+, religion and belief (as they pertain to the Equality Act 2010), as well as socioeconomic background and geographical location.

Proposals should respond to the Standards in their entirety, whilst paying particular attention to the specific areas of under-representation among audiences that the Inclusive Cinema Awards set out to address. All projects should comfortably meet Standard D, which covers opportunities for diversity in audience development. The Film Hub North team are available to help Members interpret the Standards, please **get in touch** to discuss this further.



# EXAMPLE ACTIVITY

*Get inspired*

Proposals to the Inclusive Cinema Awards will be bespoke to the organisations involved and will grow out of their particular ambitions and the contexts in which they work.

As a guide, some examples of activity that we would expect to fund through the Awards include:

## **Community schemes**

Launching schemes that engage with parts of the community that you are not currently reaching; raising awareness of cinema provision and fostering meaningful links with your organisation. Inclusive Cinema Awards may support staffing and ambassador costs for community outreach work, audience development focus groups and workshops, programmes of off-site screenings, and marketing and peer-to-peer engagement expenses.

## **Co-curation**

Incorporating new voices into your organisation through inclusive programming, events and marketing. This could include co-curation partnerships with individuals and organisations that can support your specific audience

development aims. Inclusive Cinema Awards may support staffing and curation costs associated with these programmes, as well as film licensing costs, logistics and expenses associated with marketing and special event activity.

## **Access strategies**

Undertaking research into the barriers faced by audiences when interacting with your organisation, and putting in place access strategies to address them. Inclusive Cinema Awards may support consultancy and business planning in order to create an access strategy, staff and volunteer training costs associated with embedding best practice, and schemes piloting an improved approach to audience inclusion.

The above examples are not exhaustive and funding can be used to support a wide-range of activity, provided it is specifically related to your submitted project. We would expect all professional development costs related to your project - such as training and attendance at festivals and events - to be budgeted for within your funding proposal.

# AWARD DETAILS

*How to get involved*

## Preparing your project

Members submitting proposals to the Inclusive Cinema Awards should have the ability to plan, execute and evaluate long-term audience development strategies, with delivery taking place over the course of one year or more. Funding will give exhibitors the additional support they need to deliver these strategies; allowing them to increase capacity, respond to skills gaps and dedicate resources within their organisation.

Organisations interested in this fund should have an understanding of their catchment areas and of the audience groups they are currently reaching as well as those they have the potential to reach. Exhibitors looking to improve their knowledge in these areas may use Inclusive Cinema Awards support to undertake further research into audience composition and engagement levels.

After establishing audience baselines and agreeing a development strategy with the Hub, supported organisations should set ambitious targets to grow their existing audiences, with a clear sense of who they are engaging and why.

## Restrictions

Some areas of spending that are not eligible for support include: core expenses not related to the submitted project, capital costs and programmes of activity that are not primarily focused on film exhibition, including programmes focused on filmmaking or distribution. Our team is available to clarify whether spend is eligible should you have any concerns.

Please also note that we are not able to fund 100% of a project's costs. Whilst we do not have a set requirement percentage for match funding, we expect to see box office income and other partnership support - whether in cash, volunteer time or other in-kind contributions - form part of your project submission.

# AWARD DETAILS

*How to get involved*

## Who can access the Awards?

You must be a Hub Member in order to access Film Hub North funding opportunities. To become a Member, please read our [Membership Guidelines](#) and fill in our online [Application Form](#). Please email us if you are unsure if you are a current Member.

## How much can I apply for?

Members can request between **£15,000 - £30,000** per proposal. We envisage making no more than 2 awards this financial year.

## When is the deadline?

The deadline for Stage 1 proposals is **1 April 2019**. We are not able to consider late proposals. More details on the proposal stages can be found below.

If your project does not fit the Inclusive Cinema Awards timeline or you require a different level or type of support, there may be other funding options open to you - please get in touch to discuss this further.

## How long should activity take place?

We expect supported projects to be a minimum of 1 year long to allow for strategic delivery that is measurable against your current audience trends.

Multi-year awards will be considered. However, proposals for support over 1 year will only be awarded on the basis that subsequent Film Hub North business plans are signed off by the BFI, that Film Hub North funding remains in place and that the project meets the required key performance indicators and wider deliverables for year 1.



# APPLYING

*Submitting your proposal*

Submitting your proposal to Inclusive Cinema Awards involves a two-stage process.

## Stage 1

In the first instance, please email us a brief project overview. This should be no more than 500 words and should explain your organisation's plans for developing one or more of the Awards' priority audience groups. Your overview should also provide a timeframe outlining when activity will take place.

Email [roisin@filmhubnorth.org.uk](mailto:roisin@filmhubnorth.org.uk) with your brief project overview or if you have any questions about the submission process.

We will carry out an initial assessment of your project overview to ensure your plans respond to the aims of the fund. If your project is suitable, you will be invited to a development meeting with the Film Hub North Strategic Manager. During this meeting, we will discuss your proposal in detail, covering how it fits within your overall business plans and how it can support Film Hub North to address under-representation among audiences in the region.

## Stage 2

Following a series of development discussions, you will be asked to complete your formal project submission for final assessment. This will include an Inclusive Cinema Awards Proposal Form and a full Project Budget.

## Application queries

If you are interested in the Inclusive Cinema Awards, but are unsure if your project is suitable or uncertain about how to put a proposal together, our team is available to assist. We can discuss your plans before you submit your project overview, or work with you at an earlier stage to identify potential projects and develop ideas. To get in touch with the Film Hub North team, please contact: [roisin@filmhubnorth.org.uk](mailto:roisin@filmhubnorth.org.uk).

## Assessment criteria

Your formal project submission will be assessed by the Film Hub North team. We will specifically look at:

- **Activity eligibility:** does the proposed activity respond to the Awards' focus areas? Have priority audiences been identified and an appropriate audience development strategy devised?
- **Audience reach:** are the set audience engagement levels ambitious? Will the planned activity deliver them? Subsidy per head will be a consideration.
- **Impact:** will the project engage under-represented audience groups in a meaningful way? What is the cultural ambition of the proposed programme?
- **Partnerships:** Are relevant partnerships in place to effectively deliver the project? Has the organisation forged connections that will allow them to reach new audiences and address skills gaps within their current practice?
- **BFI Diversity Standards:** does the project clearly address the BFI Diversity Standards? Does the project comfortably meet the criteria for Standard D?
- **Organisational engagement:** is the organisation able to carry out the proposed activity, including delivering thorough marketing, audience development and evaluation plans? How is the project embedded into the organisation's overall business plans?
- **Budget:** are all reasonable costs considered and has match funding been included? Does the budget balance and are all costs eligible?
- **Legacy:** what are the longer-term plans to continue to reach under-represented audiences? Is there potential for the activity to develop beyond Inclusive Cinema Awards funding? Projects supported by Inclusive Cinema Awards should be sustainable in the long-term.

# FEEDBACK

*Making a decision*

## Successful proposals

If your proposal is successful, the assessment panel may discuss amendments to your project and wish to see a reworked plan before confirming an award.

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 award. These will cover payment information, branding guidelines and monitoring and reporting requirements.

## Unsuccessful proposals

If you are unsuccessful in your proposal, you will be contacted with feedback on reasons why. Being unsuccessful does not prevent you from accessing future Hub opportunities.





THE  
NATIONAL  
LOTTERY®



FAN

Film Hub North is a network of organisations committed to fostering a vibrant, flourishing film culture in the North of England. Led in partnership by HOME, Manchester, Showroom Cinema, Sheffield and Tyneside Cinema, Newcastle upon Tyne, Film Hub North supports and represents a wide-ranging group of exhibitors and filmmakers throughout the region.

Working across Cheshire, County Durham, Cumbria, Greater Manchester, Lancashire, Merseyside, Northumberland, North Lincolnshire, Tyne & Wear and Yorkshire, Film Hub North distributes National Lottery funds on behalf of the BFI Film Audience Network and BFI NETWORK. Film Hub North provides funding and training that helps exhibitors expand their reach, develops local filmmaking talent and, ultimately, ensures that audiences in the North have access to a rich variety of cinema.

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[www.filmhubnorth.org.uk](http://www.filmhubnorth.org.uk)

Please note: these guidelines are subject to change. Film Hub North reserves the right to review and alter its policies, procedures and assessment criteria.

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 and venues strategically placed around the country. 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.

Images: Viva! Festival, Leeds International Film Festival, Unpacking the BFI Diversity Standards workshop, Where Are We Now?.