

SHIFTING GROUND

Engagement Fund Guidelines



INTRODUCTION

Changing Times

Changing Times is a four-year nationwide programme of screen heritage screenings and events delivered by the BFI Film Audience Network (FAN). It is an exploration of over a century of social change as documented by the UK's public film and television archives. Each year, the programme takes a distinct thematic approach with the aim of discovering stories from the archive that can connect with contemporary audiences and highlight the many voices, hidden histories and forgotten records that make up our collective past.

Funding is available to support FAN Members across the UK to develop creative screenings and events that introduce audiences to new stories and new ways of experiencing film history.

What is *Shifting Ground*?

In 2019, our theme is *Shifting Ground*: an exploration of people's changing relationship with their environment. *Shifting Ground* is a response to the one of the most pressing issues facing society today and an invitation to FAN Members to develop projects that use archive film to contribute to contemporary debates around climate change, land use, and crises of industry and housing.

The UK's public film and television collections provide a wealth of programming options in response to the theme of *Shifting Ground*. The multiple eras and avenues of British film history illustrate the various ways filmmakers have explored the connection between peoples' way of life and their environment, and how these relationships have transformed over time. FAN Members can explore any part of the rich screen heritage held in the archives with support from *Shifting Ground*.

ABOUT THE FUND

Changing Times objectives

The Engagement Fund will support screenings and events that respond to the key objectives of the overall Changing Times programme. These are:

- To increase the exhibition of screen heritage material across the UK
- To explore our shared past through the histories of people and society
- To foster stronger links between the public film archive and exhibition sectors.
- To boost audience engagement with the UK's screen heritage, with a particular focus on reaching young people (aged 16-30) and engaging under-represented audiences

Responding to *Shifting Ground*

Projects should also demonstrate how they respond to the theme of *Shifting Ground* and the specific aims of the 2019 Engagement Fund. These are:

- To explore people's changing relationship with their environment
- To celebrate the diverse environments and communities people inhabit in the UK
- To unearth stories of the past that connect with contemporary debates on climate change, land use, and crises of housing and industry

ABOUT THE FUND

BFI Diversity Standards

All Engagement Fund proposals should respond to the **BFI Diversity Standards**. 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.

Priority will be given to projects that embrace the Standards in a clear and convincing way.



GET INSPIRED

Example activity

A range of ambitious screenings and events can receive support from the Engagement Fund. A particular focus of the Fund is to support projects that involve collaboration with the Regional and National Film Archives. Example projects may include:

- Immersive, site-specific, cross-arts or live accompaniment events - particularly larger-scale commissions with the potential to tour or scale-up
- Projects engaging with young people (aged 16-30) as co-curators, content creators or event partners
- Enhanced screening programmes featuring introductory speakers, Q&A sessions, panel discussions or workshops
- Pop-up or touring programmes that bring screen heritage to audiences in a range of locations

- Partnerships with relevant organisations working outside of conventional film exhibition - for example, heritage and outdoor arts organisations, environmental and conservation groups, and housing and community associations
- Programmes exploring how filmmakers have examined the link between people and their surroundings - from ethnographic film to folk horror to environmental cinema, and everything in-between

GET INSPIRED

Previous projects

Changing Times funding has been used to support a variety of projects in the past. In 2018/2019, we worked with FAN Members across the country to celebrate *Women's Histories* within the archives.

Activity supported through *Women's Histories* included Stretford Public Hall's (Manchester) Herstories festival which featured footage from local public archives, classic film screenings and community arts workshops. Live Cinema UK collaborated with Glasgow Film Festival to reframe screen heritage footage from the National Library of Scotland's Moving Image Archive in an experimental setting with the installation of a 360 viewing experience in a city centre shopping mall. And the Media Archive for Central England embarked on a co-curation project involving young people working in the archive and delivering screenings at Broadway (Nottingham) and Phoenix (Leicester).

More examples of work supported through the fund can be found on the [Women's Histories homepage](#).



THE ARCHIVES

Working with the archives

When submitting final projects that include content from the Regional and National Film Archives, we expect you to have consulted with the respective archive(s) in advance and include relevant fees and details in your budget overview.

We've put together a checklist to provide exhibitors with best practice tips on working with the archives to put together a screening project. Following the checklist will improve your project planning and the overall strength of your application.

A full list of Regional and National Film Archive contacts can be found in our [Archive Contact List](#).

Archive checklist

› **Research** - before contacting the archive, conduct some initial research to identify material that may be suitable for your project. Most archives have websites which you can use to search their collections. Note that not all material may be available to you and the archivists will be able to advise you about this.

› **Communicate** - get in touch with the archive during the project development stage. Explain your vision to the archivists and draw on their knowledge of the collection to find out what material is available, what is achievable within the timeframe and how the archive can support your project.

› **Plan** - allow sufficient time during the planning stage to develop your project with the archive. Time will be required for additional research and for agreeing costs and a schedule that takes into account the archive's workflow.

› **Collaborate** - The archive is more than a content resource and there may be opportunities to collaborate. Archives have considerable experience in audience-facing activity and you may wish to explore how they can contribute to the creative development of your project or the events themselves - for example, by curating content or participating in screenings.

› **Budget** - confirm all costs associated with curating, licensing and delivering archival material for public screenings - budget accordingly.

DATES & NUMBERS

Timeline

Projects supported through *Shifting Ground* should take place between **1 August - 31 December 2019**.

Expressions of interest to the Engagement Fund can be made at any time between **5 July - 11 October 2019**. Assessments will be made on a rolling basis.

We would expect larger proposals to reach us earlier in the submission window and reserve the right to close the fund early should all funds be awarded.

We will carry out an initial assessment of your expression of interest within 2 weeks of submission to see if your activity meets the Engagement Fund criteria.



DATES & NUMBERS

What can I apply for?

You can apply for support between **£500 - £15,000**.

We will review each project individually, but broadly speaking, we can support the following costs:

- Curation fees, rights clearances and editing costs relating to the materials in the Regional and National Archives
- Film rights and print transport
- Marketing and PR campaigns
- Speaker, talent or artist fees
- Staffing costs related to the delivery of the project - eg. curation or project management costs
- Venue hire and project-specific equipment costs
- Volunteer costs and evaluation expenses
- Outreach and community access costs - eg. providing transport for isolated audiences

- Event/wraparound activity costs
- Accessibility costs - eg. creating accessible supporting materials, subtitling fees

Please note that we are not able to fund 100% of a project's costs. Whilst we do not have a set 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. In particular, projects requesting higher amounts will be expected to bring partnership funds to the project and priority will be given to those that do.

APPLY NOW

How to apply

Accessing the Engagement Fund involves a two-stage proposal process.

Stage 1

In the first instance, you will submit a short Expression of Interest Form.

This form is your chance to describe your project and the support you require. Projects don't need to be completely finalised at this stage as the form is the first step in getting involved in *Shifting Ground*. If you'd like to discuss your proposal prior to submitting an expression of interest, or if you would like some guidance on completing the form or budget, get in touch.

[Download the Expression of Interest Form.](#)

Please submit your completed Expression of Interest Form to our Programme Coordinator, Roisin Mullins: roisin@filmhubnorth.org.uk.

Stage 2

We will carry out an initial assessment of your expression of interest within 2 weeks of submission. If your submitted project is eligible, we will work with you to develop your proposal further.

You will then be asked to submit an Engagement Fund Proposal Form and a full project budget. These documents should be submitted at least 6 weeks before your planned activity.

If you are planning screenings and events in August, please get in touch to discuss these with our team at the earliest opportunity.

FEEDBACK

Assessment criteria

Your final Engagement Fund Proposal Form will be reviewed by FAN's screen heritage team. We will specifically look at:

- **Activity eligibility** - does the proposed activity meet Changing Times' key objectives and the specific aims of *Shifting Ground*?
- **Audience reach** - what are the audience targets, will the planned activity deliver them?
- **Subsidy per head** - does the project represent value for money? A reasonable subsidy per head is around £5-8, but we recognise that there can be increased costs when exhibiting screen heritage material. We are therefore able to be flexible depending on the nature of your project - get in touch with our team to discuss this further.

- **BFI Diversity Standards** - does the project clearly address the BFI Diversity Standards?

- **Impact and partnerships** - what is the cultural ambition of the proposed programme? Have partnerships with Regional or National Film Archives been established?

- **Budget** - are all reasonable costs considered and has match funding been included?

Note that in order to receive Changing Times support, you must be a FAN Member and your activity must focus on UK screen heritage.

FEEDBACK

Successful proposals

Once the Engagement Fund Proposal Form and budget have been received and approved, you will be sent a contract setting out the terms and conditions attached to the award. Your contract will contain clauses on the following areas, along with relevant templates, guidelines and assets:

- **Branding** - Promotional materials for all supported activity must carry the BFI Film Audience Network logo, additional crediting may also be required. All promotional materials must be signed off by the Film Audience Network prior to publishing, printing or sharing.
- **Monitoring and reporting** - Successful proposals will be required to survey audiences and undertake project reporting and evaluation. Reporting requirements will be proportionate to the scale of your project and the size of your award and will be confirmed at the contracting stage.
- **Payment** - Film Hub North are leading Changing Times activity on behalf of FAN. The Sheffield Media and Exhibition Centre Limited (Showroom), as signatory for

Film Hub North, will pay your award by BACS. For awards over £1,500, payments will be split with a lump sum upfront and the remaining amount paid post-activity and only after we have received all agreed reporting requirements. You will be asked to submit an invoice for both payments. For awards between £500 - £1,500, you will be asked to submit an invoice after we have received all agreed reporting requirements. If this is an issue, then please get in touch.

- **Use of award** - Support must be used exclusively for the purpose for which it was requested, as set out in your Proposal Form and budget. Note that projects will need to maintain financial records, including invoices, and that these may be audited.

Unsuccessful proposals

We expect this fund to be oversubscribed and will unfortunately not be able to support all submitted projects even if they are eligible. If we're unable to support your activity, we will offer feedback on the reasons why via email.

GET IN TOUCH

Contact us

Film Hub North are managing Changing Times on behalf of the BFI Film Audience Network. We advise you to get in touch with our team to discuss ideas and raise any queries before submitting your Expression of Interest Form:

Andy Robson, Screen Heritage Producer
andy@filmhubnorth.org.uk

The BFI Film Audience Network

Supported by National Lottery funding, the BFI Film Audience Network 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, the BFI Film Audience Network is a unique, UK-wide collaboration made up of 8 Hubs managed by leading film organisations and venues strategically placed around the country.

To get involved with Changing Times and other Film Audience Network funding opportunities and activity, join your local film hub. The eight Film Hubs are:

- [Film Hub London](#)
- [Film Hub Midlands](#)
- [Film Hub North](#)
- [Film Hub Northern Ireland](#)
- [Film Hub Scotland](#)
- [Film Hub South West](#)
- [Film Hub South East](#)
- [Film Hub Wales](#)

GET IN TOUCH

Regional and National Film Archives

Get in touch with your local archive:

- [BFI National Archive](#)
- [East Anglian Film Archive](#)
- [Lincolnshire Film Archive](#)
- [London's Screen Archives](#)
- [Media Archive for Central England](#)
- [The National Library of Scotland Moving Image Archive](#)
- [The National Screen and Sound Archive of Wales](#)
- [North West Film Archive](#)
- [Northern Ireland Screen](#)
- [Screen Archive South East](#)
- [South West Film and Television Archive](#)
- [Wessex Film and Sound Archive](#)
- [Yorkshire Film Archive](#)
- [North East Film Archive](#)

