

ENGINE FUND

Guidelines – updated August 2021



INTRODUCTION

Moving your organisation forward

Engine Fund

Film Hub North is committed to providing exhibitors in the region with long-term, strategic support to help them welcome back previous attendees and grow new audiences in their community.

The Engine Fund will help to restart the North's independent film exhibition sector by supporting screening and audience development activity across 2021/22. Supported activity will engage in-person audiences with British, independent and international film.

The Engine Fund is for large-scale audience development projects that have the potential to reach significant audience numbers. We will, however, take into account changing capacity restrictions when gauging the appropriate level of audience impact for supported projects.

In order to reach the expected number of audiences, applicants should be established exhibitors who provide a regular, year-round cinema programme - one-off or temporary projects are not eligible for this fund.

Support of up to £30,000 is available for projects taking place **from June 2021 - March 2022**. However, applicants should aim to continue their work beyond this period of support. The deadline for proposals is **31 December 2021**.

Applicants will be asked to show how their proposal responds to Film Hub North's key strategic objectives and the fund aims, which are outlined in the following pages. General information on the Hub's aims and priorities can be found in [BFI Film Audience Network: An Overview](#).

The primary focus of the Engine 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 may wish to refer to the UKCA's guidelines: [Cinemas - keeping workers and customers safe during Covid-19](#).

Projects involving online and hybrid events will be considered where this represents a valuable opportunity for audience development.

INTRODUCTION

Key information

At a glance

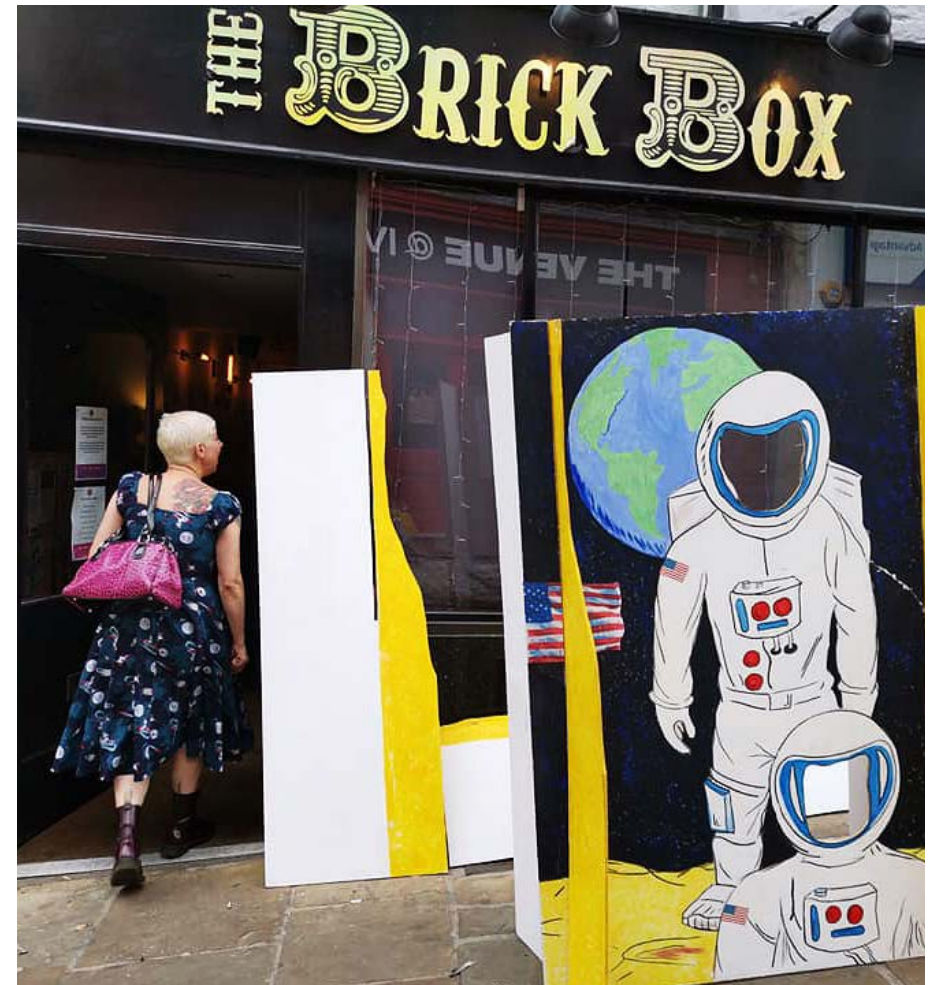
Apply for **up to £30k**

Applications open: **5 May '21**

Applications close: **31 December '21**

Submit at least **6 weeks in advance**

Supporting activity: **June '21 – March '22**



Cultural engagement

The primary objective of the Engine Fund is to support exhibitors to increase in-person audiences for British, independent and international film in the North of England. All activity supported through the fund should respond to this objective.

Beyond this, there are 3 key focus areas and other considerations which inform the Engine Fund's wider objectives. These are outlined in the following pages and include the Hub's ambitions of developing young audiences, promoting inclusivity and showcasing screen heritage.

Applications which effectively respond to one or more of these focus areas will be given priority.

1. Developing young audiences (16-30)

Young audiences are key to the success 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. Programmes focused on young people may target a segment of the 16-30 audience or the group as a whole.

2. Promoting inclusivity

We are committed to ensuring that the breadth of our communities are able to enjoy a range of film and we 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, ethnically diverse and LGBTQ+ audiences.

3. Showcasing Screen Heritage

Screen heritage material deepens our understanding of the past and present. The Engine Fund can support exhibitors to increase the role screen heritage material plays in their programme. This might include collaborating with the national archive, your local regional archive or other moving image collections; or showcasing films from UK and world cinema history.

BFI Diversity Standards

The BFI Diversity Standards are a set of principles which inform the Hub's work and the activity we fund. The Standards primarily focus on under-representation in the screen industries in relation to the protected characteristics defined in the Equality Act 2010, as well as geographical location, socio-economic background and caring responsibilities.

We are particularly committed to ensuring that audiences for cultural film programmes are ethnically diverse, and that cinema spaces are welcoming and inclusive to under-represented audiences such as disabled, Deaf, and neurodivergent people. We encourage projects produced by or in collaboration with under-represented groups.

All Engine Fund proposals will be asked to respond to the Standards, demonstrating how/if their activity promotes inclusivity among audiences, on screen and in the workforce. Projects do not need to meet every Standard or criteria, but we encourage applicants to engage with the Standards as fully as possible.

Responding to the Standards

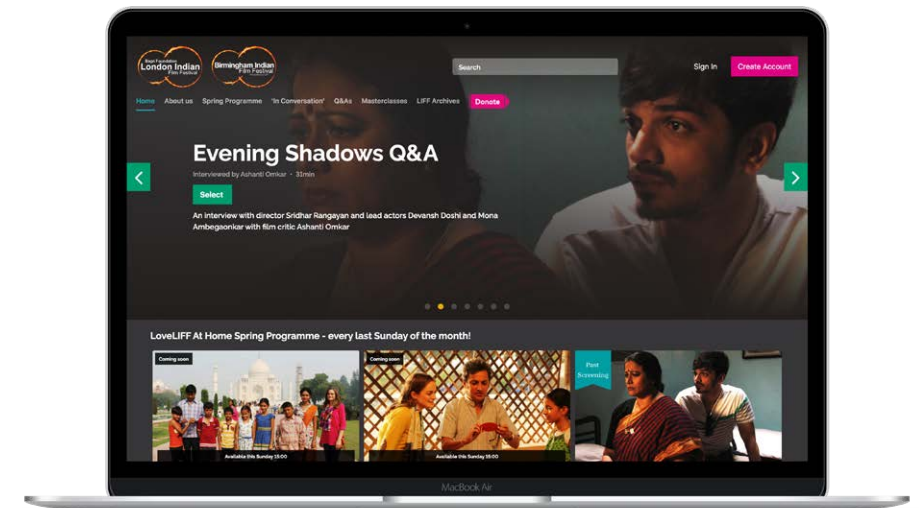
We've provided a brief guide to the sort of information you should provide under each Standard below. The Hub team is on hand to help applicants interpret the Standards further, please [get in touch](#) to discuss this.

- **Standard A - On screen representation:** Tell us about your film programme; does it feature meaningful representations of lead characters and supporting characters from under-represented groups? Do the films feature themes, stories or locations not often seen in cinema?
- **Standard B - Project team:** Tell us about your team; are key personnel representative of your local area and/or the project's intentions? If your project involves recruitment or partnership working, are processes in place to ensure these opportunities are inclusive? You also may wish to discuss volunteer/community participants and/or the filmmaking teams represented in their programme.
- **Standard C - Industry access:** Tell us about any professional or informal development opportunities within your project; will the team take part in training or mentoring programmes? Will your activity provide employment opportunities or career progression for team members from under-represented groups? Will you be engaging community participants?
- **Standard D - Audience development:** Tell us about your audiences; are you planning to engage under-represented groups? How will you do this - do you have a community engagement strategy or appropriate partnerships in place? What steps are you taking to make your events accessible and welcoming to disabled audiences?

Online Events

If your proposal involves online activity, it should meet all of the Engine Fund's basic criteria. In addition, it should meet the expectations outlined below for culturally valuable, accessible and sustainable virtual events.

- Online activity should support your organisation's existing film offer and brand, and should function in some way as an audience development tool for in-person activity in the North.
- There should be clear reasoning for activity that takes place online if in-person or hybrid events are also viable options.
- Online events should provide audiences with an enhanced experience - they should be clearly differentiated from widely available streaming services.
- Activity should deliver best practice in terms of accessibility, safeguarding, rights management and presentation standards.



Environmental Sustainability

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

Some inspiring examples of exhibitors working in this area include: [Curzon](#), [Depot](#), [HOME](#) and [Scott Cinemas](#). The BFI has a number of [recommended resources](#) that may be useful when planning around sustainability.

Safeguarding

Projects involving children, young people or vulnerable adults should have appropriate safeguarding and child protection policies in place. Where relevant, you will be asked to confirm this in your application.

For more information on safeguarding, read the [Guide to Safeguarding for Film Exhibitors](#) published by our colleagues at Film Hub London.

Bullying, Harassment and Racism

Bullying, harassment and racism have no place in our industry 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 [BFI's Bullying, harassment and racism prevention hub](#). We ask all applicants to engage with these principles by, as a minimum, reading these documents and sharing them within your organisation.

Environmental Sustainability, Safeguarding and Bullying, Harassment and Racism are not formal assessment criteria, but the information you provide will be used to gauge how we may support you further in these areas and ensure best practice across the BFI Film Audience Network. If a proposed action will incur additional costs, you can include these in your budget for consideration.

Your audience development plans

In addition to our key objectives, proposals to the Engine Fund should clearly articulate your audience development plans, and how they respond to the needs of your organisation and local communities.

Some examples of the sort and scale of activity that we expect to fund are:

- **Developing film exhibition activity in geographical areas with limited access to independent film.** Funding can support organisations to increase their commitment to independent film - for example when adding new screens or changing their programming policy.
- **Providing audiences with rich, enhanced experiences of independent film.** This might include participating in national film seasons or touring festivals; producing specialised film programmes in-house; hosting events or educational programmes alongside film screenings; or screening footage from the regional and national film archives.



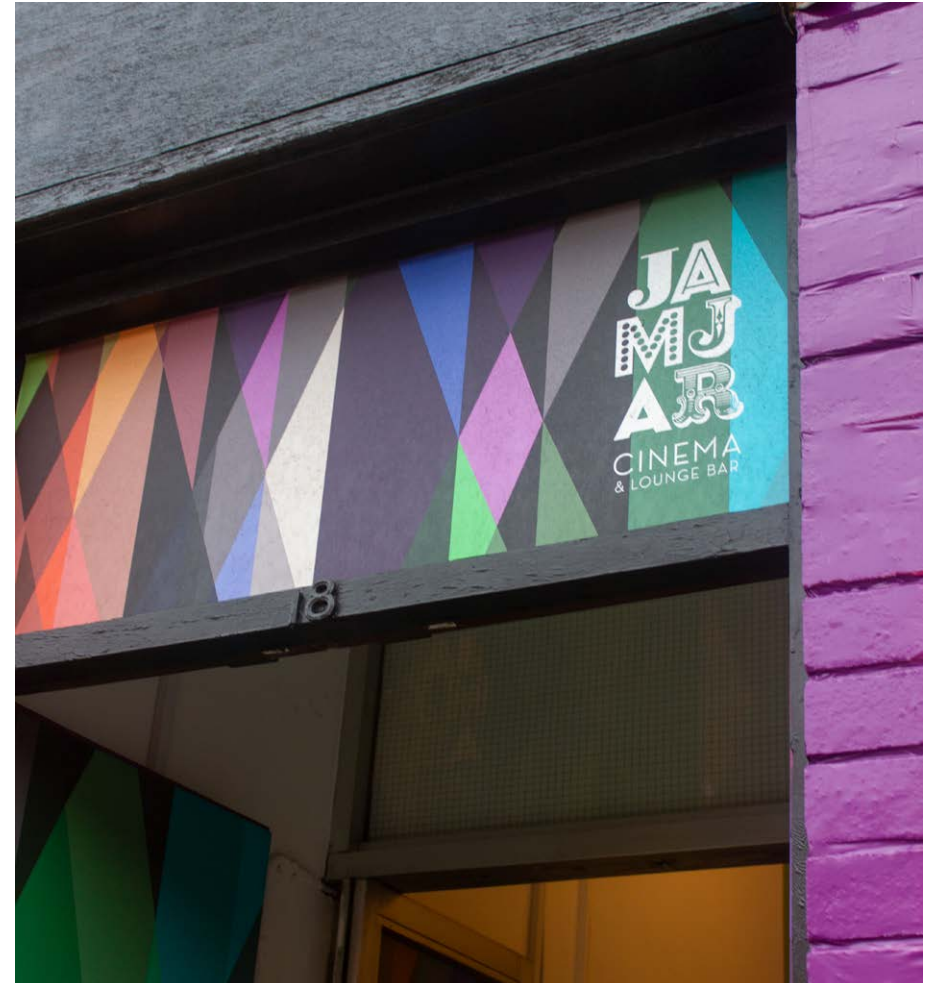
FOCUS AREAS

Bespoke support for your organisation

Your audience development plans

- **Exploring the barriers faced by audiences, and working to reduce them.** Funding is available to support audience research, staff training, pilot outreach schemes and the creation of access strategies.
- **Embedding community participants within an organisation.** This might include setting up a young programmers scheme, or establishing new partnerships with local groups and empowering them to shape your programme.
- **Piloting ticket schemes to make independent cinema more accessible.** This might include launching a membership or supporters initiative, introducing concessionary rates for young people or other groups, or adopting a flexible pricing structure (eg. Pay What You Can).

All proposals must include extensive audience-facing screening activity. Research and outreach costs will only be supported where they contribute to a wider programme that has the potential to reach significant audience numbers.



Who can apply?

You must be a Hub Member in order to access Film Hub North funding opportunities. To become a Member, fill in our [application form](#).

The Engine fund is aimed at Hub Members already providing a regular, year-round programme who wish to broaden, enhance or strengthen their audience offer.

Film Hub North's lead venues - HOME and Showroom - are not eligible for the Engine Fund.

How much can I apply for?

The maximum amount that can be applied for is **£30,000**. Film Hub North will support you to put together a budget that is appropriate to your needs and that meets our criteria.

We would expect budgets to include costs for any related staff development - such as training or attendance at events - and would not typically support additional requests through our professional development support schemes.

If your project requires less financial support, you might consider applying to the [Film Exhibition Fund](#) (up to £10k) or our [Propeller microgrant scheme](#) (between £250 - £1,500). Get in touch with our team if you'd like to discuss the best funding option for your organisation.

When is the deadline?

Applications can be made at any time from **5 May 2021 - 31 December 2021**. Application instructions are outlined in the following pages.

We reserve the right to close the fund early if it is over-subscribed.

Duration of support

We are only able to provide Engine Fund support on a year by year basis. However, we welcome applications that outline your activity or ambitions over more than 1 year, if this helps demonstrate the full impact of your plans.

Funding restrictions

There are some areas not suitable for support from Engine Fund. These include:

- One-off, temporary or smaller scale projects which are unable to provide audiences with regular access to independent film
- Activity taking place outside of the North
- Plans already covered by existing funding arrangements or that duplicate provision in the same location
- Programmes not primarily focused on film
- Activity primarily focused on filmmaking, distribution, or programmes that primarily engage filmmaker audiences
- Programmes entirely comprised of free events, unticketed events, or screenings where audience numbers cannot be effectively reported
- Activity that should be covered by statutory education, including events taking place on school grounds/in school hours
- Events taking place in a venue that is not open to the public - eg. members only venues
- Plans that require support for capital expenditure, venue alterations or improvements

This list is not exhaustive and other items may be considered ineligible.

Applying to the Engine Fund involves a 2-stage process.

Stage 1

If you are interested in discussing your audience development plans with Film Hub North and feel that it meets the objectives of the fund, please send an overview of your project to the Hub team.

This overview should be no more than 500 words and should briefly explain your development plans, including how your activity will meet one or more of the fund objectives. Your overview should also provide a timeframe outlining when activity will take place.

We will carry out an initial assessment to ensure your activity is eligible and reflects the aims of the fund. If your proposal is suitable for further development, you will be invited to a meeting where we will discuss your proposal in detail, covering how it fits within your overall business plan and how it responds to the Hub's strategic objectives.

Your stage 1 project overview should be sent to: info@filmhubnorth.org.uk.

Stage 2

Once a series of development discussions have taken place, you will then be asked to complete a proposal form and a full project budget for formal assessment.

Application support

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](#).

If you have any questions about the fund or the application process, or would like to discuss submitting an application in a different way, please get in touch.

Assessment criteria

Proposals will be assessed by the Film Hub North team. External assessors may also be brought in to review your proposal. The panel will consider the following assessment criteria:

- **Organisational commitment:** How is the project embedded into the overall business plan, strategy and audience development plans for the organisation? Are key staff involved? What are the long-term aims to continue engaging audiences?
- **Fund objectives:** Will the activity increase in-person audiences for British, independent and international film? Does the project respond to one of more of the fund's key focus areas?
- **Impact:** What are the audience targets and will the activity deliver them? Is there a clear need for the activity - does it add something new or different to local film culture?
- **Marketing & Evaluation:** Who are the target audiences and how will they be reached? Does the applicant have experience of reaching audiences in

this way? What does success look like and what will the applicant learn from the project?

- **BFI Diversity Standards:** Does the proposal clearly respond to the BFI Diversity Standards? Will activity address under-representation among audiences, on screen or in the workforce?
- **Budget:** Have all costs been considered and are they reasonable/eligible? Does the budget balance? Have details of income been provided? Have access costs been included? Have appropriate staff costs been included? Does the project represent value for money? Subsidy per head will be a consideration, but the team will take into account reduced venue capacities upon reopening.

Proposals will be scored using the [Engine Fund Assessment Form](#). You might find it useful to refer to this form when writing your proposal to ensure that you're providing all the information the assessment panel will be looking for.

Successful proposals

If your proposal is successful, you will receive confirmation via email.

Prior to contracting, the Hub may undertake an ID check on the lead applicant as part of our due diligence processes.

You will then be sent a contract setting out the terms and conditions attached to the funding. These will cover payment information, branding guidelines and monitoring and reporting requirements.

Unsuccessful proposals

If your project is not suitable for the Engine Fund, you will be contacted with feedback on reasons why. Being unsuccessful does not prevent you from accessing future Hub opportunities.

For more information on how to feedback on this funding opportunity or the Hub's work more generally, please consult our [Feedback & Complaints Policy](#).



Film Hub North is a sector development organisation supporting film culture in the North of England. 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, and proud to award, National Lottery funding as part of the BFI Film Audience Network and BFI NETWORK.

E: info@filmhubnorth.org.uk

W: filmhubnorth.org.uk

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.

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

Images: Hyde Park Picture House - On the Road, Live Cinema @ The Brick Box, Love LIFF At Home, The Dukes Cinema - BFI Musicals, Jam Jar Cinema.