



Major Programmes

BFI Comedy Genius

Screening Support Application Guidelines
Last updated October 2018

Introduction

What is the timeline?

Comedy Genius Screening Support is a rolling programme of support for screenings and events taking place between 01 October 2018 – 31 January 2019 as part of BFI's Comedy Genius season.

The fund opens for applications on Thursday 16 August and will close on Monday 3 December 2018, or earlier if all funds are committed before this date. Applications can be submitted at any time in this period and will be assessed on a rolling basis. Our aim is to assess and respond to applications within 2 weeks of their submission date.

Screening Support Application dates

- Fund opens for applications Thursday 16 August 2018
- Fund closes Monday 3 December 2018, or earlier if the fund is exhausted before this date.

Comedy Genius National Campaign

- The season is supported by a National campaign led by BFI and in partnership with the ICO. Campaign activity will be concentrated between Monday 22 October – Monday 24 December 2018
- We will support activity taking place in January 2019 with funding and inclusion in National listings however the BFI-led campaign will not be active in this period.

Touring packages

- The Independent Cinema Office (ICO) has a touring package of films related to Comedy Genius available to FAN members. Book these titles directly through ICO
- Comedy Genius is supporting targeted tours of works celebrating Black, Asian and LGBT comedy, managed by other FAN members. Contact us to find out more about these titles and who is managing activity.



Activity period

- The bulk of activity supported by Major Programmes should take place in the main campaign period (October-December 2018)
- Screenings booked from the ICO menu may continue to January 2019
- We may support independent projects in January 2019 dependent on funding available and the strength of the proposal

What is the Film Audience Network?

The Film Audience Network (FAN) was set up in 2012, using funds from the National Lottery to support a stronger and more connected approach to growing audiences for British and international film on the big screen.

FAN is made up of eight regional and national Film Hub Lead Organisations (FHLO) providing a comprehensive geographic reach across the UK with the aim of increasing the breadth and depth of film available to audiences. FAN is central to the BFI's commitment in BFI2022, its current five year plan, to giving everyone, everywhere in the UK the opportunity to enjoy and learn from the richest and most diverse range of great British and international filmmaking, past, present and future.

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

What is Major Programmes?

A UK wide audience facing programme of creative, accessible, and culturally ambitious screenings and events.

Our Objectives

The priorities for Major Programmes under BFI2022 are as follows:



- Increase audience engagement with film and deepen the quality of cultural experience
- Increase the confidence of FAN members to screen a wider range of films
- Boost the engagement of audiences aged 16-30
- Increase the diversity of FAN audiences
- Raise the profile of film as an art form and create a dialogue about its place in our cultural life

What is Comedy Genius?

The BFI's blockbuster season for 2018 is the UK's greatest ever celebration of film and TV comedy – bringing the gift of laughter just when we need it most! From October to December the comedy geniuses of the big and small screen will be making us laugh at BFI Southbank and cinemas across the UK, online on BFI Player and with a wide range of UK partners.

The Comedy Genius season runs from October to December 2018, and will be underpinned by:

- ★ A touring package of ten titles from the ICO, available to FAN members, with support available to enhance programming via major programmes funding
- ★ Theatrical re-releases of classic titles including: *Some Like it Hot* (1959), *9 to 5* (1980)
- ★ On screen talent, interviews and events across the UK
- ★ National campaign, assets with targeted support for regional and digital press
- ★ Support from Major Programmes for projects with scope to collaborate or 'scale up' their reach across the UK via an EOI programme
- ★ Support from Major Programmes for special events & seasons through dedicated small-scale funding programme - Screening Support

Screening Support

What are we looking for?

Screenings and events that respond to our creative brief, with a particular focus on:

- Projects with the clear potential to attract new audiences to Comedy Genius titles, and to illuminate the season's themes
- Activity aimed at tapping into an appetite for collective viewing (film, TV and online) and discussion, with a particular focus on innovation and reaching new audiences and audiences aged 16-30 through site specific events and outreach



- Programming which adds value to an existing venue or festival's offer, or which offers audiences in underserved areas films which they wouldn't otherwise have the chance to see
- Programmes and projects to illuminate works that otherwise wouldn't get shown including archive, forgotten films, and under-exposed viewpoints
- Projects that celebrate the diversity of UK and international comedy talent on screen

BFI Diversity Standards

All of our projects must be open and accessible. In order to reach the widest possible audience through our supported projects, we are committed to the BFI Diversity Standards.

The standards can be broken down broadly into the following four areas:

- Industry access or training (ensuring that we offer accessible opportunities through our projects and organisations).
- On screen (diverse narratives, cast and places depicted).
- Catering for audiences (provision of disability access, specialist projects for target audiences, providing for specific UK regions etc).
- A diverse crew (exploring who makes the films we screen and offers project leadership).

How much money can I ask for?

Screening Support awards can be granted from £150 and are capped at £1,500.

For more ambitious projects, the Comedy Genius EOI fund is open for applications between Monday 25 June – Friday 24 August 2018.

What costs will major programmes funding support?

We will review each project submitted individually and can support the following:

Screening costs, print fees
Marketing & Promotion
Project Coordination



Curation

Wrap around event costs (eg.musicians, event producers)

Production costs that are central to delivery of your project

How to submit an application for Screening Support

We've provided an online Screening Support form for everyone to use and hope you find this makes the process straightforward, letting you tell us the information we need in the shortest time possible.

1. Download and read the Creative Brief, FAQs and Application Guidance, to make sure your proposal is eligible for support
2. Tell us about your idea using the online form
3. Complete the Major Programmes budget template for your project and email it to annabel@filmhubmidlands.org

Links to the online application form, budget template, guidance and the creative brief for Comedy Genius are available at <https://filmhubmidlands.org/show/major-programmes/comedy-genius/>

Please don't hesitate to get in touch if you would like some guidance on how to use the form or budget template – email annabel@filmhubmidlands.org or call us on 0115 850 7851

What we will ask you

The online form is two pages long and will ask you for key information, such as your contact details, confirmed or indicative film titles, project dates and what costs you are seeking support for.

We will also ask you to complete four narrative questions about the project:

- * Tell us about your project - what do you plan to do? (max 300 words)
- * How does your idea meet the creative brief for Comedy genius (200 words)
- * How does your idea embrace BFI diversity standards (200 words)
- * Do you have any partnerships in place to deliver your idea (200 words)

Making a decision



Once we have received both the online form and budget template, we will acknowledge receipt of the application. Our aim is to assess and advise you of our decision on your application within two weeks of the date you sent us a complete submission. We may also contact you within this period for further information to help us assess your project.

Your proposal will be assessed against how well it meets the creative brief for the season (available to download via the link above), whether it meets the overarching aims of Major Programmes (as outlined earlier in this document) and whether the budget is for reasonable costs to support the proposed activity and your request is within the funding threshold of £1,500.

We will make decisions about applications for Screening Support on a rolling basis, until Monday 3 December or until the fund is exhausted (whichever is earlier).

If we're unable to support you within a funding round, then we'll offer feedback and advice to help you move forward.

Successful Ideas

Agreement

If your project is successful, we will make an offer of funding based on deliverables outlined in your application and any recommendations from the funding team.

Once we are all happy with the plan, we will send an agreement to confirm the terms of your award, and the project you will deliver.

As this award will be coming from National Lottery Funds we want to be clear about what will be expecting from you. When you receive your agreement it will contain clauses on the following:

Branding

We ask you to use the BFI Film Audience Network and BFI logo plus season-specific branding on your website and marketing materials. This includes prominent acknowledgement of the National Lottery, as it is crucial that we promote to the general public that your project is supported by the National Lottery funding.

Evaluation and Reporting



It is very important that the success of projects is evaluated and learned from. We try to make this process as easy for you as possible, so you can concentrate on making the project a success. We ask you to report on progress at the end your project through three templates:

Narrative Report

We ask you to complete a narrative report answering questions on how the activity is progressing, identifying highlights and challenges so far.

Audience Admissions

We ask you for a list of screenings and admissions data, using the project log template that we will provide.

Demographic and Survey Data

We ask you to use the Film Audience Network audience survey, to capture information back from your audience. We'll identify the number of responses we expect back depending on the size of your project.

We only ask for this data in an aggregated form, and won't be asking you to transfer any personal data about your audience.

Depending on your project, we may ask you to identify additional metrics that indicate how a project is progressing. At the end of the project we'll ask you for a complete expenditure report, to make sure the funds have been spent how we agreed they should be.

You can download all reporting templates at <https://filmhubmidlands.org/evaluation/>

Contact Information

To discuss any aspect of your project please feel free to contact

Annabel Grundy, Major Programmes Project Manager
annabel@filmhubmidlands.org
0115 850 7851

<https://filmhubmidlands.org/show/major-programmes/comedy-genius/>