

Film Hub Midlands

Pitch Pot Guidelines

Introduction

What is the timeline?

Expression of Interest Open	April 16th
Activity Delivered	June 1st 2018 - March 31st 2019

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 Film Hub Midlands?

Film Hub Midlands is formed as a partnership between [Broadway Nottingham](#) and [Flatpack Projects](#) in Birmingham.

We provide resources, training and funding for film exhibition with a particular emphasis on growing new audiences for British independent and international film and raising awareness of film and film culture in the region.

We're covering the counties of Derbyshire, Birmingham/West Midlands, Herefordshire, Leicestershire, Lincolnshire, Nottinghamshire, Northamptonshire, Rutland, Shropshire, Staffordshire, Warwickshire, and Worcestershire.

Our Objectives

Film Hub Midlands vision is to inspire a new generation by presenting film and film culture in new ways which make it an essential and compelling part of learning, understanding, and valuing ourselves and the communities in which we live.

The priorities for Film Audience Network under BFI2022 are as follows:

- **Engaging audiences** - maximising the number of audiences engaging with FAN activity and increasing the quality and cultural depth of their experience
- **Broadening film choice** - increasing access to a wide range of independent British and international film for audiences – especially those outside London
- **Diversity** - increasing the diversity of audiences engaging with FAN activity
- **Young audiences** - boosting participation of 16-30 year olds in FAN activity
- **Screen heritage** - facilitating greater access to archive content with a particular focus on national and regional collections

Pitch Pot

What are we looking for?

Film Hub Midlands' Pitch Pots are available to help support a risk and try something new. Whether you are new to film exhibition and want to put on your first screening or an established cinema or community screen who wants to trial a new type of programming, we want to help audiences in the Midlands engage with the widest range of film in as many places as possible. We will be prioritising proposals that seek to engage with new and diverse audiences and that can amplify regional cultural opportunities.

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).

What support is available?

The total amount attributed to this scheme is: £10,000 for proposals to deliver activity from June 1st - March 31st 2019.

How much money can I ask for?

We are anticipating making awards up to £1,500.

What will we support?

We will review each budget submitted individually, but broadly, we can support the following:

Screening costs
Marketing & Promotion
Project Coordination
Curation

How to submit a proposal

We've provided a short proposal form for everyone to use. Hopefully you'll find this makes the process straightforward, letting you tell us the information we need in the shortest time possible.

We ask that you submit any proposals to us at least eight weeks in advance of any planned events.

Successful Proposals

If we like your proposal, we'll be in touch and work with you to firm up your project and its budget. 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 Film Audience Network and Film Hub Midlands logo on your website and marketing materials.

This includes prominent acknowledgement of the National Lottery, as it is crucial that the 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 are 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 of every quarter, 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.

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.

