

Film

Hub

**FILM FEELS:
OBSESSION**

GUIDANCE FOR
SCREENING SUPPORT

Midlands

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FAN
BFI FILM AUDIENCE NETWORK

INTRODUCTION

About Film Feels Obsession Screening Support

Film Feels is a curated campaign launching in summer 2019 across the UK, designed to celebrate film's unique ability to transport us, to illuminate ideas, and to spark a conversation. It is open to all film exhibitors who can approach the season in an engaging and enhanced way. In 2019, we invite cinemas, festivals and arts producers to present seasons, events and screenings that explore the theme of Obsession across the UK in June - July 2019.

We are offering Screening Support up to £500 for organisations wishing to present films, mini seasons or events as part of the season.

With Screening Support, you can get help to fund your own independent programming and events or apply for support to do wrap around activity related to our core titles.

What is the timeline?

Film Feels Screening Support proposals can be submitted at any time between Monday 20 May and Friday 5 July 2019.

Applications will be assessed on a rolling basis with a target turnaround time of 2 weeks for a decision. We will award projects as they come in and therefore this fund may close earlier than 5 July if the pot is oversubscribed.

We expect you to focus your activity on June and July 2019 - this is the period in which the main campaign will be live - but will allow projects to run until 9 August 2019. After this date, we will not support activity.



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How much funding is available?

You can apply for up to £500 to support screening, marketing and event costs as part of the season.

About Major Programmes

Major Programmes is a 'cross FAN' project, led by Film Hub Midlands, to deliver two UK wide audience facing programme of creative, accessible, and culturally ambitious screenings and events annually.

Our two seasons for 2019 are Film Feels: Obsession in June & July and BFI Blockbuster: Musicals in October - January.

Our Objectives

The priorities for Major Programmes under BFI's current strategy (BFI 2022) 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

ABOUT FILM FEELS

Film Feels is a curated campaign launching in summer 2019 across the UK, designed to celebrate film's unique ability to transport us, to illuminate ideas, and to spark a conversation. It is open to all film exhibitors who can approach the season in an engaging and enhanced way.

Film Feels aim is to inspire programming that offers the viewer something different - whether that's live engagement, special events or rediscovered works presented in new ways - that foregrounds the power of film on the big screen. We want to offer audiences a chance to discover films across eras, genres and national borders, and the venues and festivals that curate them.

Film Feels is the framework for FAN's UK-wide season, with its own identity and marketing, designed to reach key audiences and support your programming.

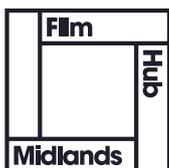
Highlights for FAN members

- Support for special events & seasons through dedicated funding
- Media campaign and social media activation to broaden awareness
- Access to critical assets and support to deepen engagement
- Core menu of titles addressing the theme, available to book at flat rates
- Ring-fenced support for activity addressing young and diverse audiences

Thematic programming prompt

Each year we will have a unifying theme for programmers and curators across the UK to respond to, and in 2019 Film Feels will be delving into Obsession....

For more information about the season please read our Creative Brief before submitting an application.



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PREPARING YOUR APPLICATION

What we are looking for

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

- Projects with the clear potential to attract new, and in particular young (aged between 16-30), audiences
- Activity aimed at enhancing critical or curatorial engagement and offering something new
- Projects that create partnerships for audience development with relevant community or locally based organisations, in particular those working with FAN priority audiences
- Projects that serve diverse and underrepresented audiences

Addressing the BFI Diversity Standards

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:

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

For most projects seeking funding for FAN-led projects, we expect you to fully address standard C in your application and subsequent project.

What kind of costs we will support

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

- Screening costs, print fees for specialist titles
- Project Coordination
- Curation and critical engagement (for example, commissioned criticism, research)
- Wrap around event costs (for example, musicians, event producers, speakers)
- Production costs that are central to delivery of your project

What we will NOT support

Our funding is primarily for audience development therefore we will not fund film production, standalone publications or talent development activity.

We also do not generally support free screenings presented as fundraising activity for other causes, as our aim is to strengthen and widen engagement with film culture.

Budgeting and subsidy per head

We want our projects to reach as many people as possible, and we always consider the value we provide per screening.

As a guide we suggest the following awards would aim to reach the accompanying number of audiences. This is a guide and we do anticipate flexibility, particularly if your project is targeting under-served audiences or clearly addressing access issues.

Amount Awarded	Anticipated Admissions
£ 500	125
£ 1,000	250
£ 1,500	375
£ 2,000	500

HOW TO SUBMIT A PROPOSAL

We've provided an online 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.

Links to the application form, budget template, guidance and the creative brief for Film Feels Obsession are available [online](#).

1. Read the Creative Brief for the season to make sure your idea fits with our aims
2. Apply using the online form
3. Download and complete a project budget using the template provided on our funding page, and email this to filmfeels@filmhubmidlands.org

Our aim is to offer a transparent, and simple process. Our application form asks for key information about the number of people you will reach, the film titles you will present and your marketing strategy so that we can see how well it fits with the season and whether the proposal is realistic. The more specific you can be about these elements the better we can assess your proposal.

Please don't hesitate to get in touch if you would like some guidance on how to use the form or budget template.



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HOW WE ASSESS YOUR PROJECT

Screening Support projects are reviewed by Film Hub Midlands team and may be referred to our programme advisors for a second opinion.

We'll look at your proposal and budget to make a decision about whether we can support it. As part of this we will consider:

- how well the project meets the creative brief;
- the creative quality of the idea, partnerships and team behind it;
- whether it will reach any priority audiences for BFI FAN
- value for money including subsidy-per-head

WHAT HAPPENS NEXT

Letting you know if you've been successful

We will make decisions on a rolling basis as applications come in, and will try to give every submission a decision within two weeks of receipt.

If we're unable to support you within this funding round, we'll let you know within 2 weeks of you making your application and then we'll offer feedback and advice to help you move forward.

If we agree to support your project, we'll send you an offer detailing target audience and any award conditions, which will then form the basis of the funding agreement.

Successful Ideas - Agreement

Once we are all happy with the plan and agreed outcomes, 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.



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Evaluation and Reporting

It is very important that the success of projects supported by FAN 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, based on audience surveys which we'll provide to you

Final Budget

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.

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.

CONTACT US

To discuss any aspect of your project or to set up an informal conversation about your idea contact us by email at:
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What is Major Programmes?

Major Programmes is a 'cross FAN' project, led by Film Hub Midlands, to deliver two UK wide audience facing programme of creative, accessible, and culturally ambitious screenings and events annually.

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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 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



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