

**Film**

**Hub**

**AWARD  
PACK  
2019**

**Midlands**

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Congratulations, you've received an award from Film Hub Midlands.

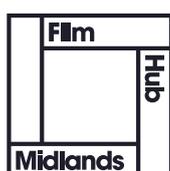
We've assembled a little guide on how to navigate various aspects of your award.

In this pack you'll find guidance on our marketing, evaluation, and reporting needs.

If you have any questions, just get in touch with us.

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- Administration
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hello@filmhubmidlands.org



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## Administration

Once we've approved your award and received your project plan, we'll then issue a agreement that details the terms of the award. We'll ask you to sign and scan a copy to send back to us through email, or you can sign and post two copies by post. We'll then return a signed copy to you.

We use a drawdown request form to issue the funds to you, we'll attach a copy alongside your agreement and ask you to complete and return back to us.

For awards above £2,000 we'll drawdown 70% of your award on receipt of your signed agreement, with the further 30% to follow on approval of your final report.

For awards below £2,000 we use a shorter agreement, and drawdown the entire award to you on receipt of your signed agreement.



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# Marketing

## Branding Guidelines

We ask that you include the BFI Film Audience Network logo in any marketing materials produced.

We also expect logo presence on your website, newsletters, and social media; next to any screenings, activity, or other supporters as well.

You can find our latest branding assets and guidelines on our website at: [filmhubmidlands.org/branding](http://filmhubmidlands.org/branding)

Note that there are two versions of the logo, one for regular use, and one for "small use".

And then three colourways (colour, monochrome, and white), feel free to choose the scheme that matches best with your marketing.



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# Evaluation

## Film Audience Network Audience Survey

We require you to use the FAN audience survey at all supported screenings and activity. As this survey is used to evaluate audiences nationwide, we're unable to make any changes.

You can use the completed copies to complete reporting requirements outlined in the reporting section below. We do not require you to send us copies of these surveys.

You can find the audience survey online at: [filmhubmidlands.org/evaluation](http://filmhubmidlands.org/evaluation)

As well as A Guide to Best Practice Data Collection to help.



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# Reporting

## Film Audience Network Audience Survey

It is very important that the success of activity is reported back to us, we work closely with the BFI to measure the impact of funding.

We capture project reporting in three main ways:

- Screening and Audience Figures
- Narrative Report
- Audience Surveys

You can find all the documents you need for reporting on our website at [filmhubmidlands.org/evaluation](http://filmhubmidlands.org/evaluation)

Please:

- Do not amend the structure of any of the templates, as this will impact reporting of data to the BFI.

## Events Data

- Audience figures and film breakdowns are captured through the Project Log, inside the Film & Events sheet.

## Survey Data

You should use the Audience Survey as part of the Evaluation section above to capture this data.

We then monitor the data through the Project Log, inside the Aud Survey Input sheet. Enter each individual survey into the columns, which then automatically adds up the total responses Aud Survey Totals sheet.



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## Narrative Report

We use the Narrative Report to capture an explanation of how the activity went, as we're keen for projects to be measured through the quality of activity with relevant context.

We're really looking for an open explanation, with successes and challenges outlined, and discussion of marketing efforts.

You also need to complete the Member Questions sheet in the Project Log.

## Budget and Expenditure Report

For your final report you need to send us a final expenditure report, detailing where the funds were spent compared to the original budget.

## Submitting Reports

Please check your agreement for reporting deadlines.

Please return all the documents back to  
[hello@filmhubmidlands.org](mailto:hello@filmhubmidlands.org)

To conclude, this is what we expect to receive back from you:

- Project Log Spreadsheet
- Narrative Report Document
- Budget and Expenditure report (only on final report)



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THE  
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**FAN**  
BFI FILM AUDIENCE NETWORK

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# ABOUT US

## 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.

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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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