

Film

Hub

BFI MUSICALS!
SCREENING SUPPORT
GUIDELINES
2019

Midlands

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INTRODUCTION

About BFI Musicals! Screening Support

The BFI's blockbuster season for 2019 celebrates Musicals - the Greatest Show on Screen. We invite cinemas, festivals and arts producers to present seasons, events and screenings that celebrate the form, history, and fun of Musicals over four months from October 2019 to January 2020.

We are offering Screening Support up to £2,500 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 [core titles](#) (see our touring packages below).

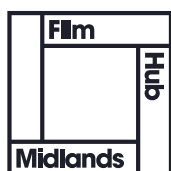
What is the timeline?

Screening Support proposals can be submitted at any time between Monday 9 September and Friday 13 December 2019.

Applications will be assessed in three rounds:

- **Round 1 deadline:** Friday 27 September for a decision the week of 30 September
- **Round 2 deadline:** Friday 1 November, for a decision the week of 4 November
- **Round 3 deadline:** Friday 13 December, for a decision the week of 16 December

We expect you to deliver your project during the BFI Musicals! season which runs from 1 October 2019 to 31 January 2020. After this date, we will not support activity.



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How much funding is available?

You can apply for up to £2,500 to support screening, marketing and event costs as part of the season.

The total 'pot' for Screening Support is £45,000, to be distributed across three rounds, therefore the amount of funding available in round 2 and round 3 will reduce as awards are made.

Touring packages

[The Independent Cinema Office](#) (ICO) has a touring package of films related to BFI Musicals! available to FAN members. Book these titles directly through ICO.

BFI Musicals! is supporting specialist touring programmes managed by FAN members which include:

- Celebration of Barbra Streisand, led by **Birds Eye View**
- Live events to enhance CABARET and HEDWIG AND THE ANGRY INCH, as well as Musical-themed karaoke, led by **Live Cinema**
- A season and tour of Russian Musicals, led by **Kino Klassika**
- A series of events celebrating the Art of the Black Visual Album, led by **We Are Parable**

For more information about this activity visit:

<https://filmhubmidlands.org/major-programmes/bfi-musicals/>
or contact the named organisations directly.

About BFI FAN 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, between 2018-2022.

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

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 .

ABOUT BFI MUSICALS!

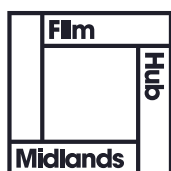
The BFI's blockbuster season for 2019 will celebrate Musicals - the Greatest Show on Screen. From October 2019 to January 2020 we'll be bringing the finest films celebrating the spectacle of Musicals talent from Hollywood to the present day, at BFI Southbank and cinemas across the UK, online on BFI Player and with a wide range of UK partners.

In Musicals protagonists sing songs to bring the story to life and drive it forward, defying realism and leading with emotional expression. If you find you have to have to explain WHY a film is a musical, it probably isn't. But of course this continually evolving genre has exciting intersections with TV genres and music videos, and the long-form visual album represents a tantalising glimpse of a new evolutionary wave for this hybridising genre.

BFI Musicals! season runs from 1 October 2019 to 31 January 2020, and will be underpinned by:

- A touring package of up to twelve titles curated by the ICO, available to FAN members, with support available to enhance programming via Major Programmes funding
- Theatrical re-releases of classic titles including: *Singin' in the Rain* (1952), *Tommy* (1969)
- 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)

For more information about the season please read the BFI Musicals! Creative Brief before submitting an application.



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PREPARING YOUR APPLICATION

What we are looking for

- Projects with the clear potential to attract new audiences to on-screen Musicals, and to illuminate the season's themes by championing new audiences/old titles
- Celebrating film heritage with fun interactive events and contemporary contextualisation
- 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 enhances an existing venue or festival's core programme, 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 Musicals talent from the past to present day

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:

- 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 (such as provision of disability access, specialist projects for target audiences, providing for specific UK regions).
- A diverse crew (exploring who makes the films we screen and offers project leadership).



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

Guidance on costs we will support

We will review each project submitted individually to assess value for money and realistic costings in relation to the proposed activity. Costs we can support include the following:

- Screening costs, print fees (exclusive of ICO touring titles)
- Marketing & Promotion costs
- Project Coordination
- Curation and contextualisation
- Wrap around event costs e. g. musicians, performers, event staffing
- Production costs that are central to the 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.

For BFI Musicals! We will not support costs of booking ICO tour titles, as these are already subsidised by BFI.



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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	100
£ 2,500	500
£ 10,000	2,500

HOW TO SUBMIT YOUR PROPOSAL

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.

- Read the Creative Brief, FAQs and Application Guidance, to make sure your proposal is eligible for support
- Apply using the online form
- Download and complete a project budget using the template provided on our funding page, and email this to blockbuster@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 - email blockbuster@filmhubmidlands.org or call us on 0115 850 7851.



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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:

- what you want to do and 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

We will make decisions about applications for Screening Support in three rounds:

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WHAT HAPPENS NEXT

Letting you know if you've been successful

If we're unable to support your project, we'll let you know and then 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.

Evaluation and Reporting

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 of 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.

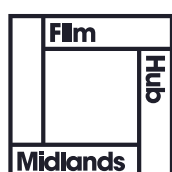
We only ask for this data in an aggregated form, and won't be asking you to transfer any personal data about your audience.

Depending on your project, we may ask you to identify additional metrics that indicate how a project is progressing.

Download the templates

You can download all reporting templates at:

<https://filmhubmidlands.org/major-programmes/major-programmes-evaluation/>



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CONTACT US

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

blockbuster@filmhubmidlands.org

Telephone: 0115 850 7832

What is Major Programmes?

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

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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