

Film

Hub

**SHOW FUND
GUIDELINES
2019**

Midlands

SHOW FUND

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 SHOW Fund is our largest open fund, and is for film exhibition projects that support our priorities. It is open to all film exhibitors, from full time cinemas, film festivals, to community groups.

Our priorities for the 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

If you are in the business of showing films, and would like support to expand your programme and audience, or have an ambitious project you would like to get off the ground - please submit an Expression of Interest.

In particular reflecting our priorities, we are especially keen to work with organisations who want to reach young audiences, and or those from BAMER communities, those who identify as LGBTQ+, those with access needs, or who are from disadvantaged backgrounds.



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Key Dates

Expression of Interest Open	Monday 19 August
Expression of Interest Deadline	Friday 13 September
Activity Delivered	From October 2019

We will be reopening the Show Fund in Spring 2020.

How much money can you ask for?

We are anticipating making awards between £2,500 and £15,000.

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.

Amount Awarded	Anticipated Admissions
£ 2,500	500
£ 5,000	1,100
£ 7,500	1,750
£ 10,000	2,500

What we will support

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

- Screening Costs
- Archive Access Costs
- Marketing & Promotion
- Project Coordination
- Curation Costs



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What we will not support

Our funding is primarily for audience development therefore we are unable to support film production, distribution, publications, showcases, or talent development activity.

Unless you can demonstrably prove why your event cannot happen otherwise, we will not support events that are exclusively free to audiences.

How we address the 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 to submit an Expression of Interest

We've provided an Expression of Interest 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.

Our aim is to offer a welcoming, transparent, and engaging Hub; so we'd like to emphasise that an Expression of Interest is not an application, but the start of a conversation on how we



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might collaborate. Please don't hesitate to get in touch if you would like some guidance on the templates.

We do ask you also complete an indicative budget template for your project, with the understanding that it will have flexibility as the project progresses.

We recommend that you always contact us ahead of submitting an EOI, so we can talk you through the process, and help you determine which fund is best for you.

You must be a member of Film Hub Midlands to receive our support, joining is free and quick to do:
filmhubmidlands.org/join

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

How we assess your project

All projects are reviewed by an assessment panel that includes Film Hub Midlands and our advisory board.

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

- How well the project meets our objectives
- The creative quality of the idea, partnerships and team behind it
- Whether it will reach the priority audiences for BFI FAN
- Value for money including subsidy-per-head
- Potential legacy and long term impact



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SUCCESSFUL PROJECTS

If we like your project, 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 points 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 we promote to the general public that your project is supported by the National Lottery funding.

We ask you to send any marketing material to us for approval.

You can find our branding and guidelines on our website:
filmhubmidlands.org/branding

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:



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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 supported 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 anonymous 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.

You can find our evaluation documents and audience survey on our website: filmhubmidlands.org/evaluation



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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

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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.

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