

Film

Hub

**PITCH POTS
GUIDELINES**

Midlands

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BFI FILM AUDIENCE NETWORK

1. INTRODUCTION

Film Hub Midlands supports film exhibitors to reach audiences with independent, British and international film.

As part of the BFI's UK wide Film Audience Network (FAN) our vision is to build a wider, more diverse cinema audience with a richer appreciation of British and international film.

FAN's aims are twofold:

- to develop a larger, more diverse, confident and sustainable audience for a wider range of independent British and international film - with a primary focus on the collective viewing experience
- to create a stronger, more connected and confident sector for the distribution and exhibition of independent British and international film.



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2. WHAT ARE PITCH POTS

We are now seeking proposals from Hub members that will help us to meet FAN aims during the period June 2021 – March 2022.

Our 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 welcome both in-venue, online, and hybrid proposals for activity.



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3. KEY INFO AT A GLANCE:

Total amount available: £ 15,000

Financial support: up to £2,000

Applications open: Monday 17 May 2021

Applications close: Rolling until funds are exhausted

Activity window: July 2021 - Mar 2022



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4. WHAT ARE OUR STRATEGIC OBJECTIVES?

The following are key priorities for Film Hub Midlands, proposals must be focussed on one or more of these areas:

- **Cultural Engagement**

Our ambition is to give everyone, everywhere in the UK the opportunity to engage with the richest and most diverse range of great British and international filmmaking, past, present and future. Cultural Cinema should be for everyone, everywhere. This fund aims to maximise the number of audiences engaging with independent film across our region.

- **Developing young audiences (16-30)**

Young audiences are key to the health of the exhibition sector both now and in the future. By engaging with young people, organisations can introduce new audiences to their work and foster future generations of cinemagoers. Activity focused on young audiences may target a segment of the 16-30 audience or the group as a whole.

- **Promoting inclusivity**

We are committed to ensuring that the breadth of our communities are able to enjoy a range of film and are working to tackle under-representation in the exhibition industry: be that on our screens, in the workforce or among audiences. We are particularly interested in supporting proposals that address under-representation among disabled, ethnic groups, and LGBTQ+ groups.

- **Showcasing Screen Heritage**

Screen heritage material deepens our understanding of both the past and present. The fund can support activities that showcase various types of screen heritage material. The focus



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is on material from the national and regional archives and from other moving image collections, as well as fiction films from UK and world cinema history. If your proposal includes archival material, please ensure you have contacted the relevant collection before applying.



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5. OUR COMMITMENT TO INCLUSION

BFI Diversity Standards

In line with the [BFI Diversity Standards](#) we encourage activity aimed at, and/or co-produced with, under-represented groups. The Standards focus on under-representation in relation to age, disability, ethnicity, gender, LGBTQ+, religion and belief (as they pertain to the [Equality Act 2010](#)), as well as socio-economic background and geographical location.

We are particularly committed to ensuring disproportionately affected audiences, such as Black, disabled, Deaf, and neurodivergent people, can experience independent film and be welcomed into cinema spaces.

All proposals will be asked to demonstrate how their activity promotes inclusivity among audiences, on screen and in the workforce.

We ask that all proposals embrace the Standards, and priority will be given to proposals that do this in a clear and convincing way. Applicants should particularly focus on Standard D and how their proposal provides inclusive audience development opportunities.

The Hub team is on hand to help applicants engage with the Standards, please get in touch for more information.



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6. ADDITIONAL AREAS OF FOCUS

- **Environmental Sustainability**

We are committed to minimising the negative environmental impact of the work we support and ask all funding recipients to contribute to this aim. In your proposal please summarise steps you are taking to minimise the environmental impact of your activity.

Some inspiring examples of exhibitors working in this area include: Scott Cinemas, HOME, Curzon and Depot. The BFI has a number of [recommended resources](#) that may be useful when planning around sustainability.

- **Bullying and Harassment**

Bullying, harassment and racism have no place in our industries and we expect all organisations we fund to share our commitment to this principle.

The BFI and BAFTA have developed a set of principles and zero-tolerance guidance in consultation with organisations, unions and industry bodies across the film, television and games industry in response to urgent and systemic issues.

These documents can be found in the BFI's [Bullying and harassment prevention hub](#). We ask all applicants to engage with these principles by, as a minimum, reading these documents and sharing them within your organisation.

All our funding agreements include a warranty seeking compliance with all applicable legislation and codes of practice relating to this matter.



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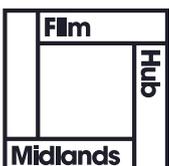
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7. WHO CAN APPLY?

You must be a Hub Member in order to access Film Hub Midlands funding opportunities. Our Membership includes organisations of various sizes and shapes - from community cinemas to festivals to multi-arts centres. To become a Member, fill in our [Application Form](#). Please email us if you are unsure whether you are a current Member.



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8. HOW MUCH CAN I APPLY FOR?

Members can request up to £2,000 per proposal, but please refer to the guide below to see where your project fits in terms of scale.

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

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.

<u>Amount Supported</u>	<u>Number of Admissions</u>
£500	125
£1,000	250
£1,500	375
£2,000	500

Please note that we are not able to fund 100% of activity costs. While we do not have a set percentage requirement for match funding, we expect to see box office income and other partnership support - whether in cash, volunteer time or other in-kind contributions - included in the budget.

9. USE OF FINANCIAL SUPPORT

Each organisation will have its individual needs - however, broadly speaking, Pitch Pots can support the following costs.

Eligible expenses:

- Film rights and print transport
- Activity-specific staffing costs - for example curation, marketing or project management expenses
- Venue hire and activity-specific equipment costs
- Marketing, Advertising and PR campaigns
- Event costs for enhanced screenings - for example speaker, talent or artists fees
- Volunteer and evaluation expenses
- Accessibility costs - for example creating accessible supporting materials, subtitling fees
- Outreach and community inclusion costs - for example providing transport for isolated audiences,
- Audience development expenses - for example young programmers' workshops
- Rights clearances and curation fees for screen heritage materials
- Costs related to online activity such as web platform or hosting fees
- This list is not exhaustive and other items may be considered.

Ineligible Expenses:

All proposed spend should contribute to the activity proposed. Beyond this, there are some areas not suitable for support from Pitch Pots. These include:

- Filmmaking costs (including workshops), support for filmmakers to develop or distribute their own work, or for programmes that exclusively engage filmmaker audiences
- Capital costs covering building repairs, additional health and safety measures required due to Covid-19 including the



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purchasing of PPE.

- Programmes entirely comprised of free events, unticketed events or screenings where audience numbers cannot be reported
- General running costs of organisations not specifically related to the activity
- Activity that should be covered by statutory education, including events taking place on school grounds/in school hours
- Events not primarily focused on film exhibition
- Activity covered by existing funding arrangements
- Programmes that duplicate provision in the same area
- Activity taking place in a venue not open to the public - for example members only venues



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10. HOW TO APPLY FOR FINANCIAL SUPPORT

Application instructions are provided in the following pages. If you have particular access requirements (for example easy read documents), would like to submit your application in another way or have queries about the application process, get in touch with our team who will be happy to discuss this.

If you have access requirements that mean you need assistance when applying for support, you may be able to request financial support through the BFI Access Support Scheme. Find out [more information here](#).

In order to apply you will be asked to submit a short proposal form. The proposal form will give you the opportunity to describe your activity and how it contributes to Film Hub Midland's priorities. If you have any questions about the fund, the submission process or would like to discuss your proposal before applying please get in touch.



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11. ASSESSMENT CRITERIA:

Your proposal will be assessed by the Film Hub Midlands team.
We will specifically look at:

- Activity eligibility: does the proposed activity meet the priorities and timescale of the fund?
- Audience reach: what are the audience targets, and will the planned activity deliver them? Subsidy per head will be a consideration. Whilst we appreciate projecting admissions in the current context will be difficult please provide estimates.
- Impact: what is the cultural ambition of the proposed programme? Are relevant partnerships in place to effectively deliver the activity?
- Organisational experience: is the organisation able to carry out the proposed activity, including delivering marketing, audience development and evaluation plans?
- Legacy: what are the longer-term plans to continue to reach audiences?
- BFI Diversity Standards: does the proposal clearly address the BFI Diversity Standards?

Please note that we expect this fund to be oversubscribed and may not be able to fund your activity even if it meets the criteria.



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12. DECISIONS AND FEEDBACK

Unsuccessful proposals

If you are unsuccessful in your proposal, you will be contacted by email. Being unsuccessful does not prevent you from accessing future Hub opportunities.

Successful proposals

If your proposal is successful, the assessment panel may discuss any required amendments and wish to see a revised plan before confirming financial support. This process can take additional time. Activity timelines will need to accommodate this.

If there are no recommendations or amendments to be made, you will be sent a confirmation email setting out the terms and conditions attached to the financial support.

These will cover payment information, crediting guidelines and monitoring and reporting requirements. All funded activity will need to survey their audiences using our standard template - please bear this in mind when planning your evaluation strategies.

13. COMPLAINTS AND APPEALS

The funding decision is final. Inevitably applications will be turned down and applicants may be disappointed by this result. Formal appeals against the final decision will not be considered unless the applicant has good cause to believe that the procedures for processing the application were not adhered to, or applied in such a way as to prejudice the outcome of the application.

A copy of the Complaints and Appeals procedure can be found [here](#).



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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:

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Film Hub Midlands is a sector development organisation supporting film culture in the Midlands region. The Hub collaborates with a range of organisations and individuals to help great films get made, screened and seen in the region. Our work is supported by National Lottery funding and we are proud to be a member of the BFI Film Audience Network and BFI NETWORK.

Supported by National Lottery funding, the BFI Film Audience Network (FAN) is central to the BFI's aim to ensure the greatest choice of film is available for everyone. Established in 2012 to build wider and more diverse UK cinema audiences for British and international film, FAN is a unique, UK-wide collaboration made up of eight Hubs managed by leading film organisations. FAN also supports talent development with BFI NETWORK Talent Executives in each of the English Hubs, with a mission to discover and support talented writers, directors and producers at the start of their careers.



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