

Art of Action – Application Form

//INTRO//

BFI FAN is proud to unveil a new UK-wide season – Art of Action – celebrating the artistry of real action choreography that’s kept audiences on the edge of their seats since the early days of cinema.

This season offers an action-packed journey through cinema from the jaw-dropping stunts of silent cinema pioneers via the daredevil ethos of Hong Kong filmmaking to today’s intricate dynamic visual choreography.

Art of Action will explore the cinematic artistry, skill and craft involved in creating iconic sequences and films, as well as engage with the historic roots and cross-cultural influences of action cinema. You can also expect behind-the-scenes insights into the daring and ground-breaking world of the film action community and opportunities for the next generation of creatives.

We recommend that you read the Art of Action Creative Brief and Guidelines.

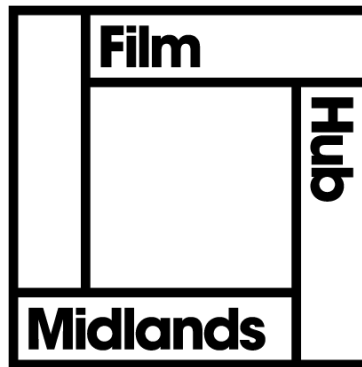
The Creative Brief gives you an overview of the curatorial framework for the season and the types of activities we are looking to support.

The Guidelines give you an overview of our strategic objectives, our commitment to access and inclusion and additional areas of focus, as well as our eligibility and assessment criteria.

You must be a member of the BFI Film Audience Network to access support from this programme. If you are not a member, please get in contact with us.

1/ Contact & Organisation Information

- Organisation name
- Name of applicant
- Job title
- Organisation address



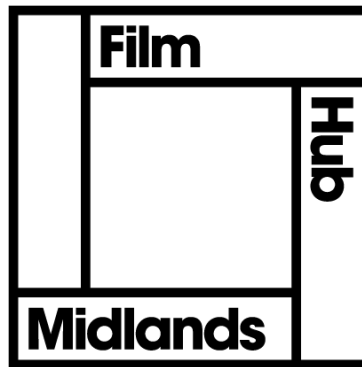
- Website
- Email
- How do you prefer to be contacted? Please specify and we will do our best to accommodate your request:
- How would you describe your organisation?
 - Options
 - Cinema (independent)
 - Cinema (part of a regional/national circuit)
 - Mixed arts venue
 - Film society
 - Community cinema
 - Touring operator
 - Event Producer
 - Film festival
 - Screen archive
 - Other

2/ Project Information

What activity are you looking to engage in for Art of Action:

There are three ways you can engage with the programme and access support BESPOKE & CROSS-FAN; refer to guidelines for details:

- 1) **BESPOKE: Apply for up to £15,000** (average awards likely to be circa £5,000) to develop a more bespoke season of films within the parameters of the [Creative Brief] diving deeper into the history of action in cinema and the evolution of stunt performance on screen. There is also scope for site-specific, immersive and 'event cinema' projects activity. If your bespoke activity includes Menu titles, please include costs associated with those screenings within your activity budget rather than applying separately for the menu.
- 2) **CROSS-FAN: Apply for up to £15,000** to support programme/marketing/outreach activity with the potential to scale or tour across the UK and/or projects involving multiple site-specific events in more than one region/nation. If your Cross FAN activity includes Menu titles, please include costs associated with those screenings within your activity budget rather than applying separately for the menu.



For BESPOKE and CROSS-FAN projects, see Creative Brief for inspiration and a longer list of titles available through your Film Hub.

You will be asked to fill in an application form online and upload a budget in the template provided.

3/ Outline of activity

- Project title
- Project start date
- Project end date
- Please provide a 100 word description of your project.

If successful, this summary may will be shared with the BFI and used to describe your event on public listings.

- Amount you are applying for (£)
- Total projected in-person audience numbers
- Number of in-person screenings or events planned
- List the films you plan to programme
- List the venue(s) you are planning on using for your activity

Describe the activity and how it will engage with audiences in the context of BFI Screen Culture 2023 and referring to the guidelines. (1000 words max)

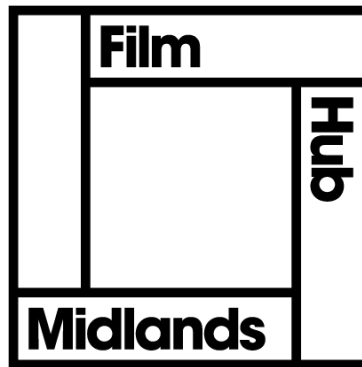
4/ Marketing and Audience Development

How will you market this activity to audiences? (200 words)

Will your activity support one or more of the following priority audience groups?

Please refer to the [BFI diversity standards](#) for audiences.

Tick box:



- Rural
- Older (60+)
- Young (under 25)
- Families (kids and parents/carers)
- D/deaf audiences or disabled
- Neurodivergent
- Working class and/or currently experiencing economic hardship
- Ethnically diverse communities and audiences
- Speakers of minority languages
- LGBTQIA+ people
- Other

Please tell us how your project will engage the target groups you have ticked above in line with the BFI Diversity Standards. Please refer to the [BFI diversity standards for exhibition](#) for more detail. We recommend that you focus on **Standard D** - how your proposal provides inclusive audience development opportunities and **Standard E** - showing conscious commitment and tangible actions to improve overall accessibility. Refer to [Inclusive Cinema](#) for resources and ideas.

5/ Experience

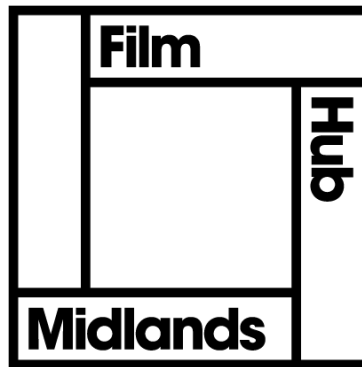
- Tell us about your experience in running similar activity before. (200 words)

Give examples of how your organisation has previously programmed for, marketed to or grown audiences for independent film?

- How is your organisation proven to programme for, market to and grow audiences for independent film? (150 words)

6/ Legacy and Evaluation

- How will your activity support your organisation and your audiences in the future? (200 words)
- How will you evaluate your activity?
We will supply a report template and link to an online survey, but please share



how else you might engage your audiences for post-screening feedback. (200 words)

7/ Other information

Environmental Sustainability

We encourage Film Hub Midlands members to be proactive in addressing the challenges of climate change, pollution and the global decline in biodiversity. As part of your application, please outline any practical actions you may take to promote the principles of environmental sustainability for your proposed activity. This may be entirely behind the scenes within your organisation or an element of your audience-facing activities. The BFI and [Julie's Bicycle](#) have a number of [recommended resources](#) that may be useful when planning around sustainability.

Please confirm that you have, or intend to put in place, an [environmental impact or green policy](#) for your organisation.

TICK (Mandatory Yes to progress) I confirm that I have, or intend to put in place, an environmental impact or green policy for my organisation.

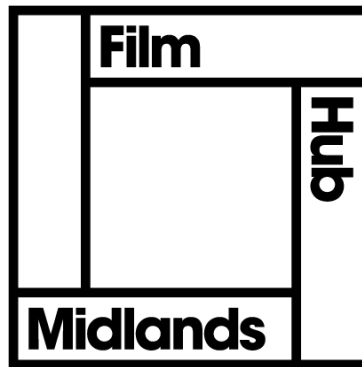
Bullying & Harassment

BFI FAN Lead Organisations afford no tolerance of abuse, bullying and harassment in our own organisations and the FAN members that we fund.

The BFI and BAFTA 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.

Please confirm below that you have read and understood the [BFI's Bullying and Harassment guidelines](#) and circulated them within your organisation.

TICK (Mandatory Yes to progress) I confirm that I have read and understood the BFI's Bullying and Harassment guidelines and circulated them within my organisation.



Safeguarding

For initiatives involving children, young people aged 18 or under, or vulnerable adults only.

We ask that you to confirm if you have safeguarding and child protection policies in place.

This is a requirement for projects focusing on Young Audiences and Access projects as stated in the guidelines. If you do not, please inform us and we can signpost you to resources such as inclusivcinema.org

- Yes - I have a policy in place
- No - I require assistance

- My project does not involve children and/or vulnerable adults

8/ Budget

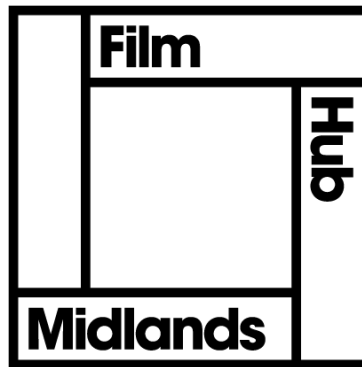
Please complete your activity budget using the template provided on the Hub website:

Support from other funders:

Please let us know if you have applied for funding from other distributors of National Lottery awards for this activity (such as other Film Hubs, BFI Audience Fund, Ffilm Cymru, Screen Scotland, NI Screen, National Lottery, Heritage Lottery Fund, or similar.

9/ Conflict of Interest

BFI FAN members are required to identify all relevant financial or personal interests that may exist between board members or employees of Film Hub Lead organisations, BFI and applicants. This is to ensure that measures can be introduced to prevent a conflict of interest arising between those persons assessing the application for BFI and such applicants.



If you have any financial or close personal relationships with any trustee, board member or employee of the Film Hub team or BFI, please give details of the nature of the relationship/s.

YES / NO

YES -> give details

10/ Data Protection

The information you supply as part of this proposal may be held for the duration of the Screen Culture 2033 programme. Note that some of the information may be shared with BFI and FAN partners and external assessors to process proposals and to evaluate the impact of the project.

We may also be obligated to share information under the freedom of information act. Read our Privacy Policy on our website.

Note that some of the information will be shared with BFI and FAN partners

11/ Signatures and Declarations

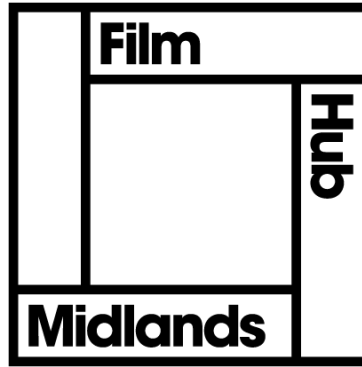
Please note that the signatory must be the individual named in Section 1.

- I agree to share this information with the Film Hub Lead Organisation team, BFI FAN partner organisations and BFI.
- I confirm that all other proposals to other distributors of Lottery awards for cinema have been declared.
- I undertake to inform the Film Hub Lead Organisation team fully and immediately of any changes affecting this proposal or related materials.
- I agree that from time to time the Film Hub Lead Organisation team can put me in touch with official Film Hub members/partners via email (if relevant).
- I confirm I have the authority to make this proposal on behalf of the organisation.

Submission of this form is confirmation of the above.

Printed name:

Date:



Thank you

Upon submission of this form, you will get receive a confirmation of your submission. The Film Hub Midlands team will be in touch to confirm whether or not your application has been successful or not. If you have any questions, please contact us.