



# Comedy Genius

Expression of Interest Guidelines June 2018

## Introduction

### What is the timeline?

Comedy Genius Expressions of Interest can be submitted at any time between 25 June and 24 August 2018. We will make decisions at two points within this period and would expect larger proposals to reach us early in the submission window.

Funding available will be allocated on the strength of project submissions rather than in two equal rounds, therefore applications that reach us after 27 July will be competing for a smaller pot.

#### **Expressions of Interest Open June 25<sup>th</sup>**

- Round 1 awards approved July 27<sup>th</sup> (apply by 25 July)

#### **Expressions of Interest Close August 24<sup>th</sup>**

- Round 2 (final) awards approved August 31<sup>st</sup> (apply by 24 August)

#### **Activity Delivered October 1<sup>st</sup> – December 31<sup>st</sup> 2018**

We strongly encourage large-scale projects to submit their EOI before the end of July, in order to maximise opportunity for partnerships and inclusion in National press. As funding is competitive, projects coming to us for the second round of awards will be competing for a smaller pot; we also reserve the right to close the fund if it is fully committed before 31 August.

### 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,



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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 eight Film Hubs are:

- Film Hub London
- Film Hub Midlands
- Film Hub North
- Film Hub Northern Ireland
- Film Hub Scotland
- Film Hub South West
- Film Hub South East
- Film Hub Wales

## What is Major Programmes?

A UK wide audience facing programme of creative, accessible, and culturally ambitious screenings and events.

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

## What is Comedy Genius?

The BFI's blockbuster season for 2018 is the UK's greatest ever celebration of film and TV comedy – bringing the gift of laughter just when we need it most! From October to December the comedy geniuses of the big and small screen will be making us laugh at BFI Southbank and cinemas across the UK, online on BFI Player and with a wide range of UK partners.

The Comedy Genius season runs from October to December 2018, and will be underpinned by:



- ★ A touring package of ten titles from the ICO, available to FAN members, with support available to enhance programming via major programmes funding
- ★ Theatrical re-releases of classic titles including: *Some Like it Hot* (1959), *9 to 5* (1980)
- ★ 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
- ★ Support for special events & seasons through dedicated funding

## Expression of Interest

### What are we looking for?

Screenings and events that respond to our creative brief, with a particular focus on:

- Projects with the clear potential to attract new audiences to Comedy Genius titles, and to illuminate the season's themes
- Activity aimed at 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 adds value to an existing venue or festival's offer, 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 create partnerships for audience development that have the potential to 'scale up' to extend across the UK or regionally
- Projects that celebrate the diversity of UK and international comedy talent on screen

### 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.



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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 much money can I ask for?

If you are seeking help with your project for less than or up to £1,500 then we can support you via our Screening Support programme, open from August and running through to December 2018

Through Expression of Interests you can submit ideas for support at a level above £1,000 and less than £30,000

## What costs will major programmes support?

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

Screening costs, print fees

Marketing & Promotion

Project Coordination

Curation

Wrap around event costs (eg.musicians, event producers)

Production costs that are central to delivery of your project

# How to submit an Expression of Interest

We've provided an online Expression of Interest 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.



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Our aim is to offer a welcoming, transparent, and simple process; so we'd like to emphasise that an Expression of Interest is not a final, one-way, application, but the start of a conversation on how we might collaborate.

Please don't hesitate to get in touch if you would like some guidance on how to use the form or budget template.

Links to the EOI application form, budget template, guidance and the creative brief for Comedy Genius are available at <https://filmhubmidlands.org/show/major-programmes/comedy-genius/>

For EOI projects over £1,000 we'll also ask you to submit a separate budget by email, using the template provided.

## Making a decision

If your proposal meets the creative brief, we'll be in touch within 2 weeks and work with you to firm up your project and its budget before final review with the major programmes team and BFI curatorial.

We will make decisions at two review points within the period 25 June – 24 August and will inform successful applicants of our decision on either 27 July or 31 August, depending on when you submitted your idea to us.

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

# Successful Ideas

## Agreement

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 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

It is very important that the success of projects 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.

### 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. 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

## Contact Information

To discuss any aspect of your project please feel free to contact

Annabel Grundy, Major Programmes Project Manager

[annabel@filmhubmidlands.org](mailto:annabel@filmhubmidlands.org)

0115 850 7851

<https://filmhubmidlands.org/show/major-programmes/comedy-genius/>