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# Film Feels: Obsession

Guidance for Expression of Interests

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## Introduction

### About this funding strand

Film Feels is a curated campaign launching in summer 2019 across the UK, designed to celebrate film's unique ability to transport us, to illuminate ideas, and to spark a conversation. It is open to all film exhibitors who can approach the season in an engaging and enhanced way. In 2019, we invite cinemas, festivals and arts producers to present seasons, events and screenings that explore the theme of Obsession across the UK in June - July 2019.

We are seeking expressions of interest for projects up to £15,000 from FAN members keen to explore, expand on, and engage audiences with this theme.

With this funding call, we expect to fund your own independent programming and event producing in response to the creative brief for Obsession.

You may choose to ask for a lower amount to present one or two programmes within your venue, or to propose something more ambitious at the higher end of the scale.

### Other ways you can get involved and access support

#### **Tour**

In May 2019 we will be offering a limited tour of between 3 - 5 feature titles that relate to theme of obsession, available to book by FAN members with support from Major Programmes.

#### **Micro funding**

We will also offer a micro fund of up to £500 for engagement activity or enhancement - such as criticism, introductions, in person events.

### What is the timeline?

Film Feels Obsession Expressions of Interest can be submitted at any time between 18 March and 26 April 2019.

This deadline has been revised from an original date of 30 April due to high demand.



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## How much funding is available?

You can apply for up to £15,000

Our micro funding pot will open in May and offer awards up to £500 on a rolling basis until the end of June.

- **Expressions of Interest Open Monday 18 March**
- **Expressions of Interest Close Friday 26 April at 5pm**
- **Activity Period: 1 June - 31 July 2019**

We will award funds on a rolling basis and will aim to process your application within 3 weeks of submission, if not sooner.

## About 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 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



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## About 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.

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

## Our Objectives

The priorities for Major Programmes under BFI's current strategy (BFI 2022) 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



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BFI FILM AUDIENCE NETWORK

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## About Film Feels

Film Feels is a curated campaign launching in summer 2019 across the UK, designed to celebrate film's unique ability to transport us, to illuminate ideas, and to spark a conversation. It is open to all film exhibitors who can approach the season in an engaging and enhanced way.

There is also potential to include larger-scale events - for example outdoor screenings, site specific events, festival collaborations to make the most of the Summer weather.

Film Feels aim is to inspire programming that offers the viewer something different - whether that's live engagement, special events or rediscovered works presented in new ways - that foregrounds the power of film on the big screen. We want to offer audiences a chance to discover films across eras, genres and national borders, and the venues and festivals that curate them.

Film Feels is the framework for FAN's Summer season, with its own identity and marketing, designed to reach key audiences and support your programming.

### Highlights for FAN members

- ★ Support for special events & seasons through dedicated funding
- ★ Media campaign and social media activation to broaden awareness
- ★ Access to critical assets and support to deepen engagement
- ★ Core menu of titles addressing the theme, available to book at flat rates
- ★ Ring-fenced support for activity addressing young and diverse audiences

### Thematic programming prompt

Each year we will have a unifying theme for programmers and curators across the UK to respond to, and in 2019 Film Feels will be delving into **Obsession....**

For more information about the season please read our Creative Brief before submitting an application.



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# Preparing Your Expression of Interest

## What we are looking for

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

- Projects with the clear potential to attract new, and in particular young (aged between 16-30), audiences
- Activity aimed at enhancing critical or curatorial engagement and offering something new
- Projects that create partnerships for audience development with relevant community or locally based organisations, in particular those working with FAN priority audiences
- Projects that serve diverse and underrepresented audiences

## 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:

- A. Industry access or training (ensuring that we offer accessible opportunities through our projects and organisations).
- B. On screen (diverse narratives, cast and places depicted).
- C. Catering for audiences (such as provision of disability access, specialist projects for target audiences, providing for specific UK regions).
- D. A diverse crew (exploring who makes the films we screen and offers project leadership).

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

## Funding Available

This fund will support proposals for projects up to £15,000.



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If you are seeking funding below £500 for one-off activity or support for a single screening, we will open a micro fund for request up to £500 that you can apply to in May 2019.

Please do not apply to us for single screening projects through this round of EOIs.

## What kind of costs we will support

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

- Screening costs, print fees for specialist titles
- Project Coordination
- Curation and critical engagement (for example, commissioned criticism, research)
- Wrap around event costs (for example, musicians, event producers, speakers)
- Production costs that are central to delivery of your project

## What we will NOT support

Our funding is primarily for audience development therefore we will not fund film production, 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.

## 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.

<b>Amount Awarded</b>	<b>Expected admissions</b>
£500	100
£2,500	500
£10,000	2,500



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## How to submit your proposal

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.

Links to the EOI application form, budget template, guidance and the creative brief for Film Feels Obsession are available at

<https://filmhubmidlands.org/show/major-programmes/film-feels-obsession>

1. Read the Creative Brief for the season to make sure your idea fits with our aims
2. Apply using the online EOI form at
3. Download and complete a project budget using the template provided on our funding page, and email this to [filmfeels@filmhubmidlands.org](mailto:filmfeels@filmhubmidlands.org)

Our aim is to offer a transparent, and simple process. For projects of scale we'll ask you for detail of your project, partnerships and track record as well as the target audience(s) you want to reach. Our application form asks for key information so 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.

## How we assess your project

All EOI projects are reviewed by Film Hub Midlands team and our programme advisors.

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:

- 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

If your project proposal is for over £12,000 we will also ask to review your company accounts before confirming any offer of funding.



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## What Happens Next

### Letting you know if you've been successful

We will make decisions on all proposals submitted between 15 - 26 April in one final round of assessments after the 26 April. This supercedes a previous process of continuous assessment, due to oversubscription of the available funding.

If we're unable to support you within this funding round, we'll let you know within 3 weeks of you making your application and then we'll offer feedback and advice to help you move forward.

If we agree to support or develop your project further, we'll be in touch within 3 weeks of you submitting your application to discuss agreed outcomes and next steps.

### 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.



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## 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 your project through three templates:

### 1. Narrative Report

We ask you to complete a narrative report answering questions on how the activity is progressing, identifying highlights and challenges so far.

### 2. Audience Admissions

We ask you for a list of screenings and admissions data, based on audience surveys which we'll provide to you

### 3. 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.

## Contact Information

To discuss any aspect of your project or to set up an informal conversation about your idea contact us by email at [filmfeels@filmhubmidlands.org](mailto:filmfeels@filmhubmidlands.org)