

In Dreams Are Monsters

October to December 2022 | Nationwide

Project Guidelines for FAN members UK wide

Introduction

Fear unites us all.

For over a century, Horror cinema has brought to life the horror within us, and the horror outside.

Running from October-December 2022, IN DREAMS ARE MONSTERS will be a major UK-wide film and events season, charting how the monsters of horror have evolved, made physical the anxieties of their times, and how we react when faced with the monster within.

We invite cinemas, festivals and multi arts & media organisations to present in-venue and hybrid seasons, events and screenings that celebrate this experimental and experiential genre over four months, from October to December 2022.

Send us your pitch for a project to be part of the season. If your project meets the brief and offers something “extra” for audiences, we can help with costs towards your event(s) and screening(s).

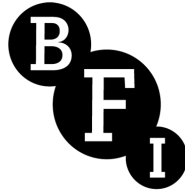
The creative brief is available on our website.

If you are interested in taking part in another way, read on for information about the ICO touring menu and titles available to book for your venue.

What is the timeline?

- Call opens: 21 June 2022
- Call closes: 29 July 2022
- Decisions made: w/c 15 August 2022

Please note: we expect you to deliver your project during the season window - which runs from 1 October until 31 December 2022. We will not be able to support any activity taking place outside these dates.



How much support is available?

Up to £15,000 is available to support special curated events and enhanced screenings, as well as marketing and event costs. For those projects seeking the maximum level of support, we would expect to see very distinctive proposals that will reach sizeable audiences or contribute significantly to audience development.

You can also apply for single screening support for up to £500- for example to contribute to licence fees, marketing or speaker costs.

Other ways to get involved

FAN Major Programmes is pleased to be commissioning the **ICO Touring Menu for In Dreams Are Monsters**. 6 films with subsidised minimum guarantees, reflecting the BFI Southbank programme, will be available to book for your venue. The list of available titles available for booking will be available 1st July.

For more information about titles and bookings, please get in touch with ICO Projects and Business Manager Duncan Carson at duncan.carson@independentcinemaoffice.org.uk

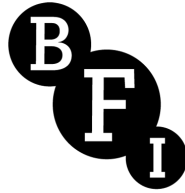
UK-wide campaign - The BFI will make available marketing assets for participating FAN members as well as offering support for the season via social media and editorial.

The BFI 'blockbuster' is an opportunity for audiences across the UK to immerse themselves in a connected theme and filmic moment and for exhibitors to join in a celebration of storytelling on screen. In addition to the activity being supported via BFI FAN, the BFI will also be delivering a range of activities in person, in print and online.

BFI will be mounting a major season of films, discussions and immersive events. They will announce their programme for the season, including the BFI Southbank programme, BFI Distribution titles, and UK-wide events soon. If you have any queries about the titles screened at Southbank, please get in touch with Cultural Programme Manager Ruby McGuigan at Ruby.McGuigan@bfi.org.uk

Access support for Film Audience Network applicants

The BFI is committed to making its funding accessible for all. We can provide assistance to applicants who are D/deaf, hard-of-hearing, Disabled or neurodiverse people, and people with sight loss, where this support is needed in order for someone to make a funding application. This means we can contribute to specific costs involved with completing an application form.



Access support is provided by TAPE Community Film and Music. TAPE is an award-winning community arts charity based in North Wales. You can contact TAPE by telephone at 01 492 512 109 or by completing TAPE's contact form [HERE](#).

[Find out more about our access support here.](#)

About BFI FAN Major Programmes

Major Programmes is a 'cross FAN' project, led by Film Hub Midlands, which delivers two UK wide audience facing programmes of creative, accessible, and culturally ambitious screenings and events each year, across the BFI Film Audience Network (FAN).

Our Objectives

- 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 cinema audiences aged 16-30
- Increase the diversity of cinema audiences in independent venues
- Raise the profile of film as an art form and create a dialogue about its place in our cultural life

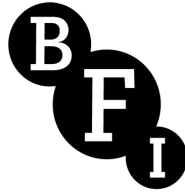
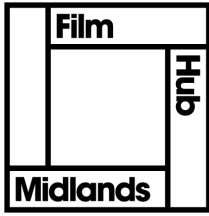
About your pitch

Your pitch must adhere to our creative brief and show us what you will add to the UK-wide season.

We are also keen to support activity that helps to achieve wider aims for the BFI and FAN around audience development, access and inclusion.

For example:

- Encourage risk taking, support ambition and help audiences discover and explore the riches of Horror, through creative commissions, live events, curation, and debate
- Broaden audiences understanding of the genre's politicised nature, radical heritage and the evolution of its imagery as a reflection of the world around us
- Celebrate the riches and complexities of Horror cinema, and shed lights on diverse filmmaking talent and work from the past to present day



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- Attract new, underserved and underrepresented audiences with programming that celebrate the diversity of UK audiences for cinema
 - Engage with and introduce new and young audiences to old and underexposed titles through interactive engagement and contemporary contextualisation
 - Programming that support and promote lesser-known works that otherwise wouldn't get shown, including archives, forgotten films, and under-exposed viewpoints
 - Tapping into an appetite for collective viewing of work and discussion, with a particular focus on innovation and original formats of engagement

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.

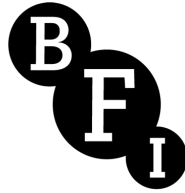
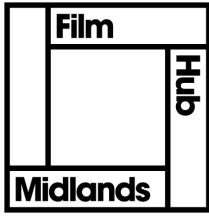
All proposals will be asked to embrace the standards and demonstrate how their activity promotes inclusivity among audiences, on screen and in the workforce. Priority will be given to proposals that do this in a clear and convincing way.

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, so please get in touch for more information.

Access and inclusion

We expect you to think about access for your project, particularly if you are targeting people who don't typically attend or have access to your events.



We will ask you to tell us what you will do to remove barriers to participation as part of your application.

This might include (but is not limited to): sliding scales and discounted tickets ; pay what you can afford schemes ; relaxed screenings for audiences with autism ; dementia-friendly screenings ; accessible screenings for d/Deaf and HoH audiences.

We strongly encourage you to factor in access costs in your proposal's budget. If you are delivering a hybrid programme with online activity, we expect to see provisions for subtitling, captions and/or audio description in your project budget and narrative proposal.

We recommend you consult the [Inclusive Cinema's](#) how to guides, case studies and training services. If you have any questions about how to make your screening more inclusive, please get in touch with Inclusion Project Manager Megan Mitchell at megan@filmhubwales.org.

We also recommend Matchbox Cineclub's professional subtitling service, Matchbox Cine Sub, for SDH/captions for D/deaf audiences. More information can be found on their [website](#).

SQUIFF's Deaf and Disabled Accessibility Guide is also available as a word document [here](#).

Use of financial support

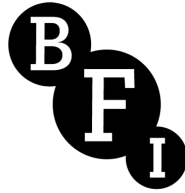
Members can request up to £15,000 per proposal. **Please note we are not able to cover 100% of activity costs.** While we do not have a set percentage requirement for match funding, **we expect to see box office income and other partnership support** - whether in cash, volunteer time or other in-kind contributions - included in the budget.

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

Eligibility

You must be a member of the BFI Film Audience Network in order to access support from this programme. If you are not a member, please contact your Film Hub Lead Organisation – you can find a list of lead organisations here:

[Find your local BFI Film Audience Network film hub | BFI](#)



Eligible expenses

- Marketing costs – for example social media spend such as boosted posts or targeted advertising
- Graphic design (note funded projects will need to follow brand guidance and use the adequate logos, provided assets and wordings)
- Host and speakers fees
- A reasonable estimate of project coordination time
- Online transaction fees and screening licences
- In-venue screening licences
- Captioning or other access resources
- Event or screening costs such as venue or equipment hire

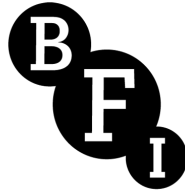
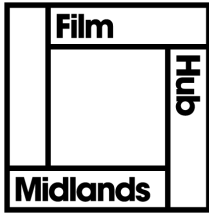
If you are applying for the maximum level of funding we will expect to see a detailed breakdown of costs in your budget and would also expect to see income generation as matched funding.

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 the fund. 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 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



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- Activity taking place in a venue not open to the public - for example members only venues
 - The set-up of new film clubs and opening of new cinema venues

Please note: proposals must be additional activity **not covered by any support your organisation receives from your local Film Hub or by existing partners for activity already supported** as part of your activity.

We will **not support costs to develop a new or unique standalone streaming platform for your organisation.**

If you are a venue or established festival and have already developed your own player, we will accept costs relating to specific screening, hosting or transaction fees for this season but we will not support annual licence or infrastructure costs.

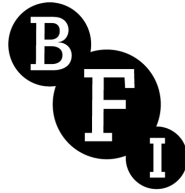
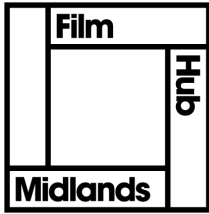
Budgeting and subsidy per head

We want our projects to reach as many people as possible, and try to make pragmatic judgements around costs and impact when we are allocating funds.

As a guide we suggest the following amounts would aim to reach the accompanying number of audiences.

Please note that this is a guide and we are flexible, particularly if your project is targeting under-served audiences or clearly addressing access issues, and given the still ongoing impact of the pandemic on audience admissions.

Amount Allocated	Minimum admissions
£500	60+
£2,500	300+
£5,000	600+



BFI FILM AUDIENCE NETWORK



£7,500	800+
£10,000	1,000+
12,500	1250+
£15,000	1,500+

Environmental Sustainability

BFI FAN is committed to minimising the environmental impact of the work we support and is asking all recipients of financial support to do what they can to contribute to this aim. We therefore expect you to have a Green Policy in place, and that you try to keep the environmental impact of this project to a minimum.

Some inspiring examples of exhibitors working in this area include: Scott Cinemas, HOME, Curzon and Depot.

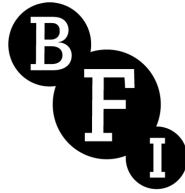
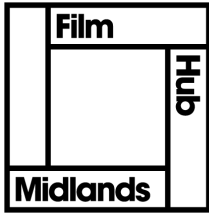
The BFI has a number of recommended resources that may be useful when planning around sustainability. You can find those resources, including the [ICO's green cinema toolkit](#), on the BFI's website [HERE](#).

How to submit your proposal

1. Read the Creative Brief, and the guidance above, to make sure your proposal is eligible for support
2. Submit your proposal using the online google form
3. Download and complete a project budget using the template provided on our funding page, and email this to blockbuster@filmhubmidlands.org

Advice

Our form asks for key information about the number of people you will reach, the film titles you will present and your marketing strategy so that we can see how well it fits with the season and whether the proposal is realistic. The more specific you can be about these elements the better we can assess your proposal.



If you are having trouble completing an application or would like to talk to us before you submit a proposal please get in touch via either blockbuster@filmhubmidlands.org or by phone: 0115 850 7851

How we assess your pitch

Project pitches are reviewed by the Film Hub Midlands team and the BFI 'blockbuster' programme lead. Project pitches may be referred to external programme advisors for a second opinion.

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:

- what you want to do and how well the project meets the creative brief
- the creative quality of the idea, partnerships and team behind it
- the coherence and curatorial rationale behind the activity/programme proposed
- whether it will reach priority audiences for BFI FAN
- value for money including subsidy-per-head

What Happens Next?

If your project pitch is successful

If we agree to support your project, we'll send you an offer detailing target audience and any grant conditions, which will then form the basis of the funding agreement.

Please note that for amounts above £2,000, you will be required to submit an ID check.

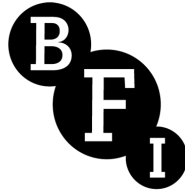
Film Hub Midlands is required to collect data to enable the BFI to undertake annual ID checks of all successful grant applicants before a contract is issued. This is not a credit check and will not affect your ability to receive credit from other organisations.

If your project pitch is unsuccessful

If we're unable to support your project, we'll let you know and then offer feedback and advice to help you move forward.

Successful Ideas – Agreement

After you accept your offer and any targets or conditions, we will send an agreement to confirm the terms of your award, and the project you will deliver.



Payment schedule

Your funding agreement will include a payment schedule and any conditions that need to be met before payment is made.

As a rule, we generally stage payments 60% on receipt of signed contract and 40% after completion, when we have received your reporting information.

We reserve the right to vary these ratios for larger-scale or risky projects.

National Lottery credit and conditions

As this award will be coming from National Lottery Funds we expect you to fulfil funding conditions that apply for all National Lottery Funded projects.

When you receive a funding agreement it will contain clauses on the following:

Branding

You must 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 how well The National Lottery supports film in the UK.

Evaluation and Reporting

We need to evaluate projects and programmes to make sure they are fit for purpose and so that we can make them better.

We ask you to report on progress at the end of your project through three templates:

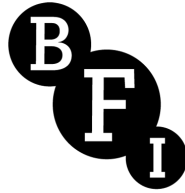
- **Narrative Report**

We ask you to complete a narrative report answering questions on how the activity was delivered, identifying highlights and challenges.

- **Project Log**

We ask you for a log including the list of screenings, admissions data and further information (event type, number of accessible screenings, type of accessibility, etc...)

- **Final budget**



We'll ask you for a complete expenditure report, to make sure the funds have been spent how we agreed, and to show our funders any leverage on the programme overall.

- **Demographic and Survey Data**

You must use the Film Audience Network online audience survey provided by our team, to capture information back from your audience.

We only ask for this data in an aggregated form, and won't be asking you to transfer any personal data about your audience.

Contact us

To discuss any aspect of your project pitch, your ideas, or to ask a question about our seasons, please feel free to contact Major Programmes Manager Manon Euler at manon@filmhubmidlands.org

Office telephone: 0115 850 7851

Our office hours are 9am - 5pm Monday to Friday