

# Film Hub South East ↘

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## Bringing your community together through film

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Guidelines  
2018-19

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# Contents

Introduction	3
Objectives of the scheme	4
How does the scheme work?	5
What support is offered?	6
Who is eligible for support?	7
Monitoring & reporting	8
FAQs	9
Contact us	10

# Introduction

## What is the BFI Film Audience Network?

The [BFI Film Audience Network \(or FAN\)](#) was originally 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. It divided film exhibition activity in the UK into regions, each led by a regional Film Hub.

From 2017, FAN is part of the BFI's five-year plan [BFI2022](#) and central to BFI2022's commitment to give 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 priorities for FAN under BFI2022 are to:

- Increase access to a wide range of independent British and international film for audiences – especially those outside London;
- Extend engagement with BFI supported activities across the UK and enhance the quality and cultural depth of audience experience;
- Increase access to the UK's screen heritage especially via the BFI's National Film and TV Archive and those of the regions and nations;
- Enhance the quality of audience-facing activity, deepen knowledge and build capability in its membership, and;
- To do this with a particular emphasis on increasing the diversity of audiences and boosting the number of 16-30 year olds engaging with film activity.

## What is Film Hub South East?

[Film Hub South East](#) is the Hub region for the South East of England. Geographically it has grown from the previous iteration of FAN and now covers the following local authority areas: Bedfordshire, Bracknell Forest, Brighton and Hove, Buckinghamshire, Cambridgeshire, East Sussex, Essex, Hertfordshire, Kent, Luton, Medway, Milton Keynes, Norfolk, Oxfordshire, Peterborough, Reading, Slough, Southend-on-Sea, Suffolk, Surrey, Thurrock, West Berkshire, West Sussex, Windsor and Maidenhead and Wokingham.

From 2018, Film Hub South East is managed by the [Independent Cinema Office \(ICO\)](#), the UK's national agency for the development and support of independent film exhibition.

## What does Film Hub South East do?

Like all of the regional Film Hubs, Film Hub South East works on behalf of the BFI and in partnership with its members to deliver specific outcomes in its region against the priorities listed above.

## Objectives of the scheme

Our research has highlighted that there are a wealth of valuable, vibrant organisations operating in the FHSE region, developing and delivering dynamic work with local community groups. The aim of this scheme is to further enhance the work of these groups by providing resources to encourage and support the development of a film screening programme that will complement their existing portfolio of activities.

Showing films in your community brings people together to share an amazing experience. If you are working or volunteering in one of the South East's vibrant community groups, we want to help you make film part of the work you're doing. You don't need any experience of working with film to take part in this scheme and we are offering skills and support to help you.

We want to develop new audiences for film across the South East region, specifically those audiences as outlined by the [BFI Diversity Standards](#), which directly address disability, race, age, gender, and sexual orientation, as well as acknowledging the need to better include people from lower socioeconomic groups in film industry engagement (which includes industry employment, on-screen representation and audience make-up).

Data shows that the audience for watching film outside mainstream contexts does not accurately represent the UK population's diversity, particularly in terms of ethnic origin and those who consider themselves to have a disability. We are keen to address this by creating more opportunities and places to access a wide and rich range of cultural cinema.

By building stronger audiences for this type of cinema we aim to influence wider film exhibition industry trends. By demonstrating these audiences exist and are passionate about film, we hope to encourage the emergence of a more inclusive and challenging film culture.

## How does the scheme work?

With this scheme we will select organisations that are operating in the FHSE region and currently work closely with one or more groups identified in the [BFI Diversity Standards](#). These organisations will be given the opportunity to work closely with an experienced consultant to develop a film programming strategy specifically tailored for their audiences. This will be followed by continued support to develop the film programme from the point of initial investment and consultation. We are particularly keen to support organisations that are currently working with young people from identified groups.

The consultant's goal will be to establish a film programme strategy that will work for you, from identifying individual titles through to broader programming themes and narratives, as well as delivering comprehensive advice on the range of associated areas such as logistics, finance, marketing and audience development.

However, as an active organisation in your community, you are the expert on your audience so film programming choices will always be made in partnership with you. The main principle of this scheme is that while it begins as a collaborative initiative working closely with the film programming consultant, there remains an underlying goal of building capacity so the film programme becomes a regular, sustainable activity for your organisation, ensuring continued access to and exhibition of a diverse and engaging range of film.

You may have already started thinking about or even delivering a film programme as part of your organisation's ongoing activities, or this may be something you have not previously considered and would therefore be approaching as a completely new initiative. This is an open call for applications irrespective of current/previous experience in this field.

## What support is offered?

The support offered will be a bespoke package of consultancy based on the needs and objectives of the selected organisations. In some cases we will also cover costs related to showing films e.g. film hire costs and marketing. The support could help you to put on your own screenings or partner with a local cinema/ community cinema to arrange screenings together.

## Who is eligible for support?

This opportunity is available to organisations in the FHSE region that currently have a strong, demonstrable relationship with, and who are running activities for, one or more groups identified in the [BFI Diversity Standards](#).

Applicants must have an interest in starting and / or developing their film programme and a member of staff nominated to take a lead on the project.

You do not need to have the space or equipment to show films already as where appropriate we will match successful applicants with partner organisations already showing films.

# Monitoring and reporting

## Audience surveys

BFI FAN is funded with money from the National Lottery and one of the central goals of National Lottery funding is that money goes towards valuable projects and benefits all members of society. In-line with this, BFI FAN aims to develop more diverse, confident and sustainable audiences for British and international film. All projects supported through BFI FAN (including any project supported through this scheme) will need to collect information on their audiences to see if this aim is being achieved. A standard audience survey has been devised for this iteration of BFI FAN, which will need to be used to collect information on audiences who attend any BFI FAN supported event.

You can download best practice guidelines on collecting data from audiences and example templates of the standard audience survey [here](#). You are free to adapt the standard audience forms (e.g. use your own branding, insert additional questions etc.), as long as the core questions and BFI FAN and National Lottery logos are preserved.

The collated information from the audience surveys will need to be submitted in your reporting.

## Reporting

You will be required to submit a final report within one month of completion of your project, and you will need to carry out audience surveys. Full details and guidance on this will be provided.

# FAQs

## **What are the BFI Diversity Standards?**

The standards focus on disability, gender, race, age and sexual orientation (as they pertain to the Equality Act 2010), because there continues to be significant under-representation in these areas. They also seek to ensure that people from lower socio-economic groups are better represented. The standards broadly look to achieve:

- » Meaningful representations of diversity on-screen;
- » In project leadership and creative practitioners;
- » Through providing access and opportunities to industry, and;
- » Through a commitment to ensuring greater access for as wide an audience as possible.

More information can be found on their [website](#).

## **How long does it take for a decision to be made on my expression of interest?**

We will take a maximum of four weeks after the deadline for expressions of interest to make a decision about which expressions of interest we would like to have a more detailed discussion about. During that time, if we have questions we will contact you.

## **What happens if I submit a late expression of interest?**

Film Hub South East has the right to decline expressions of interest submitted late. If you anticipate it cannot be submitted on time, please contact us to discuss the situation.

## **What do we mean by "South East"?**

The Film Hub South East region covers the counties of Bedfordshire, Berkshire, Buckinghamshire, Cambridgeshire, Essex, Hertfordshire, Kent, Norfolk, Oxfordshire, Suffolk, Surrey and Sussex. We are thrilled to be able to work with cinemas, film festivals, film societies and community groups across the region to realise our vision for the South East.

## **Who should I contact if I have other questions?**

We strongly recommend that you contact us if these FAQs do not answer your questions. Please email questions to: [filmhubse@independentcinemaoffice.org.uk](mailto:filmhubse@independentcinemaoffice.org.uk).

## Contact us

If you have any questions about the guidelines or submitting a proposal please get in contact with us. We're happy to discuss your project before you submit a proposal.

### **Email**

[filmhubse@independentcinemaoffice.org.uk](mailto:filmhubse@independentcinemaoffice.org.uk)

### **Telephone**

0207 636 7120

## Important information

The information in these guidelines can change. Film Hub South East reserves the right to review and change its policies, procedures and assessment criteria.

If there are any conflicts of interest between proposals and Film Hub South East staff members, e.g. a personal relationship or vested interest in a project, the relevant member of Film Hub South East staff will not be involved in assessing the proposal or making a decision on the support.

Film Hub South East reserves the right to withhold an support if a proposal has been filled in dishonestly or incorrectly, or if during the term of the agreement the recipient acts dishonestly or negligently.