

Film Hub
South East ↘

Developing an inclusive approach to film audiences

Guidelines
2018-19



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

The aim of this scheme is to provide bespoke consultancy to selected cinemas and film festivals in the South East region to identify and attract particular new audiences to film screenings. In some cases we will fund activity that venues and film festivals have already identified as essential for them to better work with new audiences.

This scheme aims to enable film exhibitors to attract specific new audiences as delineated 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 (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, and we are keen to help exhibitors begin to address this and become more inclusive spaces and places for all members of the community to enjoy a wide variety of film.

In response to our consultation with Film Hub South East members in late 2017, when asked what would help them increase their audience diversity, the largest response (64%) was 'facilitated partnerships with community groups and other arts organisations'.

How does the scheme work?

With this scheme we will select 2 or 3 cinema venues or film festivals for a pilot project in the South East region, in which they will work closely with an audience development specialist to identify and target priority underserved communities within their area. These will be distinct depending on the location of the venue: those who consider themselves disabled, those with learning difficulties, those with mental health issues or audiences from Black and Minority Ethnicity (BAME) communities. We are particularly keen to support venues and festivals looking to attract young audiences from underrepresented groups.

The main principle of this initiative is that it should be venue-led. The support available can be used to work closely with a specialist to look at all areas of operation, outreach, marketing and programming to enable venues to maximise their resources, train staff and build specialism in their dialogue with specific audiences. In some cases we will support activity a venue has already identified as key for them to start reaching a new audience, but in most cases we would expect the venue to work with an audience development specialist to identify future activity. Venues may already have identified this specialist, but we are also happy to facilitate a relevant connection to a specialist if applicable. We don't envisage this support lasting longer than a year.

This is an open call for applications from venues and festivals who would like to develop a priority audience.

We are keen to build capacity in organisations to ensure the funding we have is used in the most cost-effective way, whilst at the same time instigating a level of cultural change in terms of thinking about questions of access and inclusivity. We anticipate working with three organisations in the first year and matching them with an audience development consultant to audit areas of operation and to develop an audience development plan with them.

What support is offered?

The total budget for this scheme is £7,500.

The support offered will in most cases be for a bespoke package of consultancy based on the needs and objectives of the selected venues. It is envisaged this support will last between six months to a year and will be tailored to the specific needs of the venue and community / group they seek to engage with. We can help match organisations with a relevant consultant where appropriate.

In some cases we can also award support for activities or specialist training the venue or film festival has already identified as essential for developing deeper engagement with new communities or groups. In these cases we can fund no more than 90% of the overall cost of the identified activity, but would not usually expect to be contributing more than 60%.

Who is eligible for support?

This opportunity is available to cinemas, film festivals and arts centres in the South East region that have a regular film programme.

Applicants must nominate a member of staff to lead the project.

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. This report will include the following:

- A financial report (if appropriate) – detailing actual expenditure incurred and income received against the original budget and certifying that the report is a true extraction from the financial records of the organisation
- A final project log – detailing the total number of screenings, total audience admissions and audience demographic (collated from the audience surveys)
- A short narrative report – evaluating the project

You can download templates for these reports [here](#) to help estimate how much money you should incorporate into your proposal for evaluation costs.

If the screening activities in your project last for longer than three months you will also have to submit interim quarterly project logs detailing the number of screenings, audience admissions and demographics of the audience (collated from the audience surveys).

The deadlines for interim quarterly project logs are 14 days after the end of the preceding quarter:

Quarter	Report Deadline
Quarter 1: April - June 2018	14 July 2018
Quarter 2: July - September 2018	14 October 2018
Quarter 3: Oct - December 2018	14 January 2019
Quarter 4: January - March 2019	14 April 2019

You will not have to complete an interim quarterly project log if your screening activity runs across two quarters, only if the total duration of your screening activity is longer than three months.

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 proposal?

We will take a maximum of four weeks after the deadline for proposals to make a decision. During that time, if we have questions on your proposal, we will contact you.

What happens if I submit a proposal late?

Film Hub South East has the right to decline proposals submitted late. If you anticipate your proposal cannot be submitted on time, please contact us to discuss the situation.

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.

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

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.