



PITCH POTS GUIDELINES

FUNDING FOR SCREENINGS & EVENTS





PITCH POTS GUIDELINES

OVERVIEW

Pitch Pots are a simple way for you to access additional support to enhance new or existing one-off projects and screenings of independent British and specialised film.

Film Hub Scotland will prioritise projects that promote diversity and increase inclusion, engage young people and/or celebrate screen heritage.

The ambition for the fund is that members will be able to create impactful, one-off events to enhance their programme, or to deliver special activities tied to local, Scotland and/or UK events and initiatives.

Support is available for projects taking place from April 2019 – March 2020. Projects must be completed by 31 March 2020.

Film Hub Members are invited to submit proposals for grants of up to £1,000, from a total pot of £10,000 for marketing or audience development activity that corresponds to the BFI 2022 priority areas as outlined below. Please note that applications can be for any sum of money from £200 up to £1,000.

As a rule of thumb subsidy per head should be around the £5 mark, however it depends on the audience reach and impact of the event. Please discuss your idea with Hanne if your request is significantly higher than this.

The fund is open now and funding will be allocated on a rolling first-come, first-served basis to projects that meet the criteria of the fund.

We are working to reduce our impact and become more sustainable. We ask you to consider the environmental sustainability of your project and take steps to reduce the impact where possible and feasible. If you'd like advice and support to do this please speak to Film Hub Scotland staff or use [Creative Carbon Scotland's resources](#). For further information about read about [Creative Scotland's Environment](#) connecting theme and the [BFI's Sustainability Policy](#) (with specific exhibition information and resources [available here](#)).

PRIORITY AREAS FOR PITCH POT

The following are key priorities for Film Hub Scotland, and the BFI Film Audience Network. Projects which address one or more of these priority areas will be prioritised.

- **Diversity, inclusion and access**
 - Specialised and independent film covers a broad range of themes and stories but certain groups remain under-provided for or excluded both through representation on screen and in the audience. We are looking to support projects that are targeted at and co-developed with underrepresented groups.
- **Young People (15 - 30 year olds)**
 - The audience for specialised film skews older and therefore we would like to support organisations that are keen to increase attendance and engagement with young people.

Please note we are unable to support school screenings.

- **Screen Heritage**
 - The screening of archive film is essential for audiences to understand and appreciate their screen heritage and therefore will be looking to support projects that present archive and classic material to audiences in new contexts.

As we have a focus on developing younger audiences (15-30) and widening access to groups who are underrepresented both on screen and in audiences, it is important if projects are being delivered with children or protected adults that you follow appropriate safe-guarding measures, such as having a criminal check from [Disclosure Scotland](#).

Film Hub Scotland is committed to the [BFI Diversity Standards](#).



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WHO CAN ACCESS SUPPORT?

Your organisation must be legally constituted and a member of Film Hub Scotland.

If your organisation is not already a member please contact us on info@filmhubscotland.com for more information. Full details can be found on [our website](#).

If you wish to apply from outside of Scotland then we would expect you to work in partnership with a Film Hub Scotland member who will act as lead on the project. Your activity must be of sole benefit to audiences in Scotland.

HOW TO SUBMIT YOUR IDEA

Please complete the **Pitch Pot proposal form** our [website](#). Film Hub Scotland staff assess applications and identify the proposals that are felt to best meet the aims of this programme (as detailed above).

Applications must be received a minimum of two weeks prior to the event start time

to allow sufficient time to process and consider the application. Applications received less than two weeks before the event start date will not be considered.

All applicants will be given feedback.

When assessing the proposals, we will consider the following questions:

- Activity eligibility: Is the audience development or marketing activity targeted towards one or more of the priority areas?
- How the project increases the reach, depth and breadth of audience engagement with specialised and independent British cinema?
- Is the proposed work additional to core activity?

- Geographical spread: we seek to ensure a wide range of venues and areas are receiving Film Hub Scotland support.
- Target audience: How does the event target under-provision or an audience gap in the target area?
- Partnership working: activity that is developed with members of the target audience, e.g. a young persons event co-produced with young people, will be more likely to receive support

Successful applicants are required to acknowledge Film Hub Scotland support on any publicity for supported screenings or events (print & online). Branding Guidelines and Logos will be shared with successful applicants.

REPORTING REQUIREMENTS

Reporting is requirement of funding and we will provide successful applicants with all the necessary documents and guidelines.

Audience Surveys

We will provide an audience survey that you can hand out to audience members and we can also provide an online version.

Project Log

After the event, you must fill in a full project report to let us know how the event went and the impact of our support.

Reporting must be received within two weeks of completion of activity. We will pay the award in a single instalment after the activity takes place upon receipt of the project log.

PARTNERSHIP SUPPORT

Cash, volunteer time or other in-kind contributions are an important demonstration that there is genuine support for your programme from the community and potential added value or leverage. As such, projects that have secured some partnership funding are more likely to be supported.

Examples of what we can support

All activity should be for the public and aimed at increasing the reach, depth and breadth of film choice in Scotland. The following suggestions are for guidance only, if you are unsure whether your idea fits the below criteria please get in touch with us:

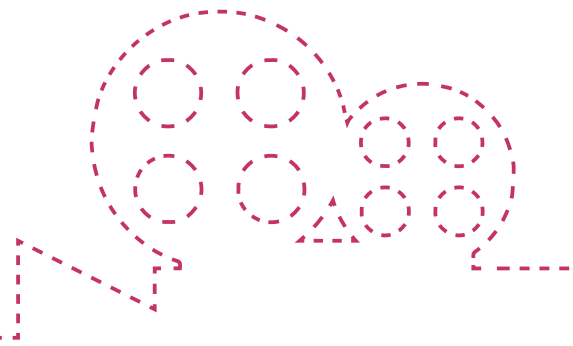
- Audience development activities
- Extending or targeted marketing campaign to priority audience groups
- Planning and delivery of seasons and programmes
- Archive and heritage screenings
- Screenings enhanced with relevant speakers
- Live soundtrack events
- Site-specific cinema
- Engagement activity e.g. film appreciation workshops and master classes that accompany screenings (Please note we cannot support workshops that cover aspects of film production)
- Projects from film festivals that extend their reach beyond their core activity and dates
- Events delivered in partnership with advocacy and special interest groups

What we can't support

- Core film festival costs
- Cinema exhibition infrastructure
- Capital expenditure on buildings or equipment
- Schools activity
- Teachers CPD and Moving Image Education
- Activity that takes place outside Scotland
- Duplication of activity already taking place in the same location
- Distribution
- Filmmaking projects (including workshops that cover aspects of film production)
- Fundraising projects
- Core staff costs and overheads that do not relate directly to the project
- Projects already funded by the BFI and/or Screen Scotland – please speak to us directly if that is the case

Information that will be provided if you are successful:

- Letter of Agreement
- Branding Guidelines and Logos
- Audience Survey
- Project Log



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ADDITIONAL INFORMATION

You will receive a decision on your application within two weeks of application.

Film Hub Scotland anticipates allocating approximately £10,000 from this fund

APPENDIX 1

BFI Definition of Specialised Film

The BFI's definition of 'specialised film' relates to those films that do not sit easily within a mainstream and highly commercial genre. The BFI believes in the diversity of film and of audiences. We want films to find their audiences and audiences to build their appreciation of a wide range of films. A wider knowledge of film gives us a wider knowledge of different cultures and ideas. We believe that the on-going development of film culture relies on both familiarity with the great titles of film history, and on experimentation with new ideas and forms.

Foreign language films with subtitles

In almost all circumstances foreign-language films will be classified as 'specialised' due to most audiences' lack of familiarity with and resistance to subtitles.

Documentaries

In almost all circumstances feature-length documentaries intended for theatrical distribution will be classified as 'specialised' because non-fiction cinema tends to have a narrower appeal than fiction.

Archive / Classic films

Films from the beginning of cinema's history until the last 10-20 years, older titles shown again on the big screen so that today's audiences can experience important or overlooked titles in their original format.

Artists Film / Experimental

Feature-length films or programmes of shorts that express an artistic vision or particularly experiment with the film form for aesthetic purposes.

Short Film Programmes

Short films give new filmmakers a chance to learn their craft, find their cinematic voice and to see how audiences respond to their work. Classic short films can give audiences the chance to see the first films by now famous filmmakers, and students of filmmaking the chance to see the format at its best. For these reasons, feature-length (70 mins+) programmes of short films will be considered.

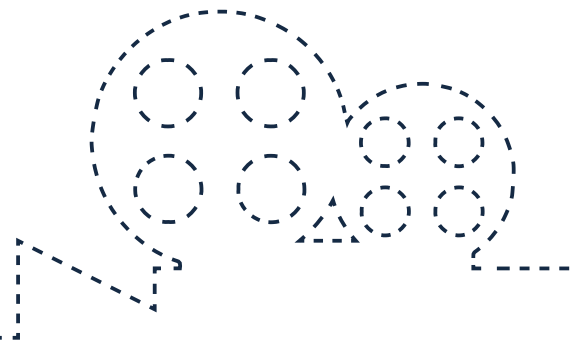
Other Criteria

Films that fall outside of the above parameters may also be considered on the basis of unusual or undefinable genres; complex and challenging subject matter; innovative or unconventional storytelling/narrative structure.

Films with stories and subjects relating to diversity (for example Black, Asian and minority ethnic people; disability; LGBTQ+) may also be classified as 'specialised'.

British film

'British' films are those that are in receipt of a 'Certificate of a British Film' under the terms of Schedule 1 of the Films Act 1985 as amended i.e. films that pass the UK's Cultural Test. 'British' films do not include films certified as British under any of the UK's co-production treaties or under the European Convention on Cinematographic Co-Production for the purposes of eligibility for this funding.



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APPENDIX 2

About Film Hub Scotland and the BFI Film Audience Network

What is Film Hub Scotland?

We were established to bring together and support a network of film exhibitors across Scotland with the primary aim of enabling them to extend film choice, increase and broaden film audiences, and enhance opportunities for audiences to engage with and learn about film. We work across Scotland and our members are from a wide-range of organisations that screen film to audiences in communal settings, including but not limited to; full and part-time cinemas, multi-arts venues, community cinemas, film societies, film festivals and pop-up initiatives.

Film Hub Scotland is led by Glasgow film and funded by Screen Scotland and Lottery funding from the BFI.

What is the BFI Film Audience Network?

Film Hub Scotland is one of eight Hubs set up across the UK. Together we form the [BFI Film Audience Network](#); established to enable film exhibitors to work in partnership to boost film audiences, particularly for specialised and independent British film. Each Hub receives funding from the BFI to deliver extensive programming and audience development activity and to support sector training in their region. The Film Hubs also work together to share initiatives and to further our aims through collaboration.