

BFI Film Audience Network

# FILM EXHIBITION FUND

SUPPORT FOR INDEPENDENT  
FILM EXHIBITION

Funding Guidelines 2021



SCREEN SCOTLAND  
SGRÌN ALBA

# INTRODUCTION

**Funded by Screen Scotland and National Lottery funding from the BFI, Film Hub Scotland supports film exhibitors to reach audiences with independent, British and international film.**

As part of the BFI's UK wide Film Audience Network (FAN) our vision is to build a wider, more diverse cinema audience with a richer appreciation of British and international film.

FAN's aims are twofold:

- to develop a larger, more diverse, confident and sustainable audience for a wider range of independent British and international film - with a primary focus on the collective viewing experience
- to create a stronger, more connected and confident sector for the distribution and exhibition of independent British and international film.

Whilst audiences are at the heart of everything FAN does, the sector's ability to reach those audiences in a collective setting is entirely dependent on the sustainability of the cinemas, festivals, community venues and other organisations that make up the Film Audience Network.

The Film Exhibition Fund aims to help restart the independent film exhibition sector by supporting screening activity in Scotland which engages in-person audiences with British, independent and international film.

# WHAT IS THE FILM EXHIBITION FUND?

The Film Exhibition Fund is to support FAN Members to resume cultural programming and engage broad and diverse audiences. Funding is open to the entire range of organisations in Film Hub Scotland's membership. This includes full-time cinema venues, mixed arts centres, community cinemas and film societies, film festivals and touring programmes.

Proposals can be made at any time from 6th April 2021 – 24th January 2022. This is to allow exhibitors to plan their own project timelines and respond to changes in the sector.

The primary focus of the Film Exhibition Fund is in-person events that bring audiences together for a communal viewing experience. Organisations delivering in-person events should be aware of local restrictions and industry advice regarding Covid-19 safety measures, and may wish to refer to the UKCA's guidelines: [Cinemas- keeping workers and customers safe during Covid-19](#).

Projects involving online and hybrid events will be considered where this represents a valuable opportunity for audience development.

All proposals should respond to Film Hub Scotland's key strategic objectives, which are outlined in the following pages. Hub Members must also be able to set out how they will address the BFI Diversity Standards. A key priority of the fund is to encourage film exhibitors to embed inclusion and environmental sustainability into their programme activity.

Activity supported by The Film Exhibition Fund can vary in length, scale and format - all delivery, however, should take place between May 2021 and March 2022. Members can apply for up to £5,000 and support can cover programming, marketing, staffing and associated costs.

## KEY INFO AT A GLANCE

Total amount available:  
**£88,000**

Funding ranges:  
**£1,000 - £5,000**

Applications open:  
**Tuesday 6<sup>th</sup> April 2021**

Applications close:  
**Monday 24<sup>th</sup> January 2022**

Please submit applications at least six weeks in advance of your planned activity start date.

## WHAT ARE OUR STRATEGIC OBJECTIVES?

The following are key priorities for Film Hub Scotland, proposals must be focussed on one or more of these areas:

- **Cultural Engagement**

Our ambition is to give everyone, everywhere in the UK the opportunity to engage with the richest and most diverse range of great British and international filmmaking, past, present and future. Cultural Cinema should be for everyone, everywhere. This fund aims to maximise the number of audiences engaging with independent film across our region.

- **Developing young audiences (15-30)**

Young audiences are key to the health of the exhibition sector both now and in the future. By engaging with young people, organisations can introduce new audiences to their work and foster future generations of cinemagoers. Activity focused on young audiences may target a segment of the 15-30 audience or the group as a whole. 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 record check from [Disclosure Scotland](#).

- **Promoting inclusivity**

We are committed to ensuring that the breadth of our communities are able to enjoy a range of film and are working to tackle under-representation in the exhibition sector: be that on our screens, in the workforce or among audiences. We are particularly interested in supporting proposals that address under-representation among D/deaf, disabled and LGBTQ+ people, and ethnically and culturally diverse people who experience racism.

- **Showcasing Screen Heritage**

Screen heritage material deepens our understanding of both the past and present. The fund can support activities that showcase various types of screen heritage material. These are: material from the national and regional archives, items from other moving image collections, and films from UK and world cinema history. If your proposal includes archival material, please ensure you have contacted the relevant collection before applying.

# OUR COMMITMENT TO INCLUSION

## BFI Diversity Standards

The [BFI Diversity Standards](#) are a set of principles which inform the Hub's work and the activity we fund. The Standards primarily focus on under-representation in the screen industries in relation to the protected characteristics defined in the [Equality Act 2010](#), as well as geographical location, socio-economic background and caring responsibilities.

We are particularly committed to ensuring that under-represented audiences can experience independent film and be welcomed into cinema spaces. We encourage projects produced by or in collaboration with under-represented groups.

All Film Exhibition Fund proposals will be asked to respond to the Standards, demonstrating how/if their activity promotes inclusivity among audiences, on screen and in the workforce. Projects do not need to meet every Standard or criteria, but we encourage applicants to engage with the Standards as fully as possible.

## Responding to the Standards

We've provided a brief guide of the sort of information you should provide under each Standard below. The Hub team is on hand to help applicants interpret the Standards further, please get in touch to discuss this.

- **Standard A**

On screen representation: Tell us about your film programme; does it feature meaningful representations of lead characters and supporting characters from under-represented groups? Do the films feature themes, stories or locations not often seen in cinema?

- **Standard B**

Project team: Tell us about your team; are key personnel representative of your local area and/or the project's intentions? If your project involves recruitment or partnership working, are processes in place to ensure these opportunities are inclusive? Smaller project teams may wish to discuss volunteer/community participants and/or the filmmaking teams represented in their programme.

- **Standard C**

Industry access: Tell us about any professional or informal development opportunities; will the project team take part in training or mentoring programmes? Will your activity provide new employment opportunities or career progression for team members from under-represented groups? Will you be engaging community groups or participants?

- **Standard D**

Audience development: Tell us about your audiences; are you planning to engage under-represented groups? How will you do this - do you have a community engagement strategy or appropriate partnerships in place? What steps are you taking to make your events accessible and welcoming to disabled audiences? Refer to [Inclusive Cinema](#) for resources and ideas.

# ADDITIONAL AREAS OF FOCUS

## Environmental Sustainability

We are committed to minimising the environmental impact of the work we support and ask all funding recipients to contribute to this aim. In your proposal please summarise steps you are taking to minimise the environmental impact of your activity..

Some inspiring examples of exhibitors working in this area include: [HOME](#), [Curzon](#) and [Depot](#), and please read the [ICO Green Cinema Toolkit](#). 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 read about [Creative Scotland's Environment Connecting Theme](#) and the [BFI's Sustainability Policy](#) (with specific exhibition information and resources available).

## Bullying, Harassment and Racism

Bullying, harassment and racism have no place in our industries and we expect all organisations we fund to share our commitment to this principle.

The BFI and BAFTA developed a set of [principles and zero-tolerance guidance](#) in consultation with organisations, unions and industry bodies across the film, television and games industry in response to urgent and systemic issues.

We ask all applicants to engage with these principles by, as a minimum, reading them and sharing them within your organisation. Applicants are also asked to confirm that they have, or intend to put in place, an anti-bullying and harassment policy for their organisation. If you do not currently have a policy in place, please get in touch and we can support you in this.

*Environmental sustainability and Bullying and Harassment are not formal assessment criteria, but the information you provide will be used to gauge how we may support you further in this area and ensure best practice across the Film Audience Network. If a proposed action will incur modest additional costs, you can include these in your budget for consideration.*

## ONLINE EVENTS

If your proposal involves online activity, it should meet all of the Film Exhibition Fund's basic criteria. In addition, it should meet the expectations outlined below for culturally valuable, accessible and sustainable virtual events.

- Online activity should support your organisation's existing film offer and brand, and should function in some way as an audience development tool for in-person activity in Scotland.
- There should be clear reasoning for activity that takes place online if in-person or hybrid events are also viable options.

- Online events should provide audiences with an enhanced experience - they should be clearly differentiated from widely available streaming services.
- Activity should deliver best practice in terms of accessibility, safeguarding, rights management and presentation standards.

## WHO CAN APPLY?

You must be a Hub Member in order to access Film Hub Scotland funding opportunities. Our Membership includes organisations of various sizes and shapes - from community cinemas to festivals to multi-arts centres. To become a Member, fill in our online [Proposal Form](#).

Please [email us](#) if you are unsure whether you are a current Member.

Film Hub Lead Organisations are not eligible to apply for their own activity even if they meet the above criteria.

Members in receipt of Film Exhibition Funding from 2020/21 should have completed activity related to that funding prior to applying to the 2021/22 Fund.

Film Hub Scotland welcomes collaborative approaches and partnership proposals to this fund. Please get in touch if you would like to discuss this approach further.

# HOW MUCH CAN I APPLY FOR?

Members can request between **£1,000 – £5,000** per proposal.

We will consider proposals of over £5,000 for exceptionally strong projects which meet our stated priorities; please contact us at [info@filmhubscotland.com](mailto:info@filmhubscotland.com) to discuss.

Please note that we are not able to fund 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.

# WHEN CAN I APPLY?

Proposals can be made at any time from 6th April 2021 until 24 January 2022. We hope that this will allow applicants to develop plans at their own pace and respond to changes as the exhibition sector restarts once again. Applicants should submit their proposals at least 6 weeks in advance of their project start date to allow time for assessment, project development and marketing lead-in.

Proposals will be assessed on a monthly basis from May 2021. To be considered in the next upcoming monthly assessment, your proposal should be submitted on or before the cut-off dates listed. When submitting your proposal you will be informed of your assessment date.

- 17 May
- 21 June
- 26 July
- 23 August
- 20 September
- 18 October
- 15 November
- 20 December
- 24 January

# USE OF FUNDING

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

## Eligible expenses:

- Film rights and print transport
- Activity-specific staffing costs - eg. curation, marketing or project management expenses
- Venue hire and activity-specific equipment costs
- Marketing, Advertising and PR campaigns
- Event costs for enhanced screenings - eg. speaker, talent or artists fees
- Volunteer and evaluation expenses
- Accessibility costs - eg. creating accessible supporting materials, captioning fees
- Outreach and community inclusion costs - eg. providing transport for isolated audiences,
- Audience development expenses - eg. young programmers' workshops
- Rights clearances and curation fees for screen heritage materials
- Costs related to online activity such as web platform or hosting fees

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

# HOW TO APPLY FOR FUNDING

To apply for funds please complete and submit the online proposal form and attach the documents listed below. Please prepare your proposal in advance as the Google Form is unable to save your proposal in stages. There are a full list of proposal questions at the end of this document to allow you to prepare your responses.

The Proposal form is your opportunity to tell us more about the proposed project and its target audience, and to demonstrate how your activity meets the funding objectives set out in these Guidelines.

More information about how your Proposal will be assessed is provided in the in the following pages. Please note that your proposal may be reviewed by an external assessor unfamiliar with your organisation or its work, so you should aim to describe your plans and relevant experience clearly and concisely.

## Please ensure you submit the following

- Online Proposal Form
- Budget Template
- Equality Monitoring Form

If you have access requirements that mean you need assistance when applying for funds, you may be able to request financial support through the [BFI Access Support Scheme](#).

Our Pitch Pots Online Cinema Fund (up to £1,000) may be more suitable for audience development proposals that focus on online screening and activity. For film festivals, funding may also be available from the [Screen Scotland Film Festival Fund](#). For community cinemas and local outreach, [Regional Screen Scotland](#) provide advice and information on setting up local screen facilities.

If you have questions about the proposal process, or would like to discuss submitting a proposal in a different way, please get in touch with our team who will be happy to discuss this.

# ASSESSMENT CRITERIA

Your proposal will be assessed by the Film Hub Scotland team. External assessors may also be consulted to review your proposal.

We will specifically look at:

- **Fund objectives:** Will the proposal re-engage audiences with culturally valuable film programming? Does the activity respond to any of the fund's other key focus areas? Are all eligibility criteria met?
- **Audiences:** Are projected admissions realistic? Is there a clear need for the activity and does it provide audiences with access to films otherwise unavailable locally?
- **Organisational capacity:** Are the proposed activities and timescale achievable? Does the organisation have the required staff, partnerships and venue buy-in to deliver the project?
- **Marketing & Evaluation:** Who are the target audiences and how will they be reached? Does

the applicant have experience of reaching audiences in this way? What does success look like and what will the organisation learn from the project? What are the longer-term plans to continue to reach audiences?

- **Budget:** Are all reasonable costs considered and are they reasonable/ eligible? Does the budget balance? Have access costs been included? Have Income details been included? Does the project represent good value for money? Have appropriate staffing costs been included?
- **BFI Diversity Standards:** does the proposal clearly address the BFI Diversity Standards? Will activity address under-representation amongst audiences, on screen or in the workforce?

Proposals will be scored using the Film Exhibition Fund Assessment Form. You may find it useful to refer to this form when preparing your proposal to ensure that you are providing all the information the assessors will be looking for.

## DECISIONS AND FEEDBACK

### Unsuccessful proposals:

If you are unsuccessful in your proposal, you will be contacted by email. Being unsuccessful does not prevent you from accessing future Hub opportunities.

### Successful proposals:

If your proposal is successful, the assessment panel may discuss any required amendments and wish to see a revised plan before confirming funding. This process can take additional time. Activity timelines will need to accommodate this.

If there are no recommendations or amendments to be made, you will be sent a confirmation email setting out the terms and conditions attached to the funding. These will cover payment information, crediting guidelines and monitoring and reporting requirements.

All funded activity will need to survey their audiences using our standard template - please bear this in mind when planning your evaluation strategies.

## COMPLAINTS AND APPEALS

**The funding decision is final. Inevitably proposals will be turned down and applicants may be disappointed by this result.**

Formal appeals against the final decision will not be considered unless the applicant has good cause to believe that the procedures for

processing the proposal were not adhered to, or applied in such a way as to prejudice the outcome of the proposal.

Our full comments and complaints procedure can be found at [glasgowfilm.org/what-we-do/feedback](http://glasgowfilm.org/what-we-do/feedback).

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### Film Hub Scotland is a sector development organisation supporting film culture in Scotland.

The Hub works with a range of organisations and individuals to extend film choice, increase and broaden film audiences, and enhance opportunities for audiences to engage with and learn about film. The Hub is supported by Screen Scotland, and the National Lottery as part of the BFI Film Audience Network (FAN) and BFI NETWORK.

E: [info@filmhubscotland.com](mailto:info@filmhubscotland.com)

Supported by National Lottery funding, the BFI Film Audience Network (FAN) is central to the BFI's aim to ensure the greatest choice of film is available for everyone. Established in 2012 to build wider and more diverse UK cinema audiences for British and international film, FAN is a unique, UK-wide collaboration made up of eight Hubs managed by leading film organisations.

# APPENDIX

## EXAMPLE ONLY: APPLICATION FORM QUESTIONS

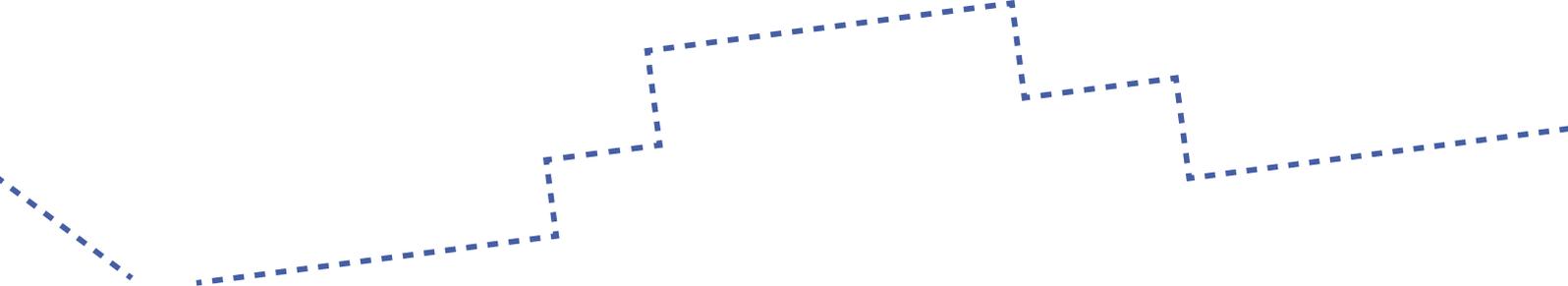
- Please prepare your answers in advance of completing the online Film Exhibition Fund Application at <https://forms.gle/WNHHU1YMMbcHha9L6>
- If you require assistance to complete this application, the BFI provides an access support fund, which you can apply for here: [bit.ly/AccessSupportFund](http://bit.ly/AccessSupportFund)
- We have given a suggested word count for some questions.

## SECTION 1: KEY DETAILS

- Organisation name
- Name of applicant
- Phone
- Email

## PROPOSED ACTIVITY

- Activity title
- Amount you are applying for
- Activity start date
- Activity end date
- Does Activity Take Place Online/ In Person/ Both:
- Proposed Venue(s)
- Total audience numbers projected
- Number of independent films projected
- Number of screenings or events planned:  
(Note that Film Hub Scotland cannot cover 100% of costs, you should show match funding through box office, cash or in-kind contributions)



## FILM EXHIBITION FUND

### 1. PROPOSAL SUMMARY

Tell us about your planned activity. You should include as complete a film/event programme as possible, as well as information about venues, event formats and any additional audience development work you are planning. (up to 300 words)

### 2. CULTURAL ENGAGEMENT

Tell us how your activity will re-engage audiences with cultural film? You should also detail how / if your activity meets one or more of the fund's key focus areas, these are: - Developing young audiences; - Promoting inclusivity; - Showcasing screen heritage. (up to 300 words)

### 3. PROJECT MOTIVATION

Tell us why your project is important. Is it offering audiences something different and culturally valuable? Is it engaging local groups who are under-represented in cinema audiences? Are you targeting activity at Rural, Older or Younger people, D/deaf, disabled or Neurodivergent people, those from low socio-economic groups, speakers of minority languages, under-represented ethnic groups or others? (up to 300 words)

### 4. BFI DIVERSITY STANDARDS

Tell us how your activity responds to the BFI Diversity Standards. You provide information on each relevant Standard, these are: - A. On screen representation; -B. Project team; - C. Industry access; - D. Audience development. The funding guidelines document provides examples of the sort of information you should share. (up to 300 words)

### 5. ORGANISATIONAL PROFILE

Tell us about your organisation. Do you have experience of running programmes similar to this proposal? Will you be working with any partner organisations to support project delivery? Please indicate how confirmed this partnership is and include letters of support if possible (up to 300 words)

### 6. MARKETING

Tell us about your target audience and how you intend to reach them. If you have an organisational or project-specific marketing plan, you might want to attach this alongside your application. (up to 300 words)

### 7. EVALUATION

Tell us what you hope to learn from this activity. What does success look like and how will this be measured? We will supply a report and survey template but do you have any interesting additional methods of engaging your audiences in feedback and research? (up to 300 words)

### 8. LEGACY

How will this activity reconnect your organisation with audiences and support you and your audiences for the future? What is its legacy? (up to 200 words)

### 9. ENVIRONMENTAL IMPACT

Tell us about your commitment to sustainability. You should briefly outline what steps you will take to reduce the environmental impact of your activity. For further support in this area, please refer to the resources listed in the funding guidelines. (up to 300 words)

## FILM EXHIBITION FUND

### **BULLYING, HARASSMENT AND RACISM**

Please read the BFI's bullying, harassment and racism guidelines and circulate them among your organisation.

Please confirm that you have, or intend to put in place, an anti-bullying, harassment and racism policy for your organisation:

- Yes/No

Would you like to receive an email with additional online resources to help you develop your policy:

Yes/No

### **COVID-19 SAFETY**

All activity must adhere to sector guidance, which can be found here: UK Cinema Association, Cinemas – keeping workers and customers safe during Covid-19.

Please confirm your organisation has read the guidelines and has a Covid-19 risk assessment in place:

- Yes/No

### **CONFLICT OF INTEREST**

BFI, Screen Scotland and Glasgow Film (Film Hub Scotland) are required to identify all relevant financial or personal interests that may exist between board members or employees of BFI, Screen Scotland and/or Glasgow Film (Film Hub Scotland) and applicants. This is to ensure that measures can be introduced to prevent a conflict of interest arising between those persons assessing the application for BFI, Screen Scotland and/or Glasgow Film (Film Hub Scotland) and such applicants.

If you have any financial or close personal relationships with any trustee, board member or employee of BFI, Screen Scotland and/or Glasgow Film (Film Hub Scotland), please give details of the nature of the relationship/s (up to 100 words):

### **CHECKLIST**

Please send us the following documents to complete your application:

- ✓ Completed Proposal Form
- ✓ Completed budget document
- ✓ Equal opportunities monitoring form
- ✓ Marketing/audience development plans (if applicable)

### **DATA PROTECTION**

Please note that the information you supply will be held in computer files. It may be used to prepare statistics and summary data. We may also be obliged to share information under the Freedom of Information Act.

### **APPLICANT CONFIRMATION**

I confirm that all of the information provided on this form and in any material submitted in support of it is truthful and accurate. I agree that this information can be stored by Film Hub Scotland and used for statistical and monitoring purposes.

eSignature

Date