



BFI Film Audience Network

FILM EXHIBITION FUND

SUPPORT FOR INDEPENDENT
FILM EXHIBITION

Funding Guidelines 2024



Film Hub
Scotland



FAN
BFI FILM AUDIENCE NETWORK



THE
NATIONAL
LOTTERY

SCREEN SCOTLAND
SGRÌN ALBA

INTRODUCTION

The BFI Film Audience Network (FAN) reaches people across the UK to ensure that they have the maximum possible opportunity to watch and enjoy a diverse range of films, regardless of geography or circumstance.

As part of FAN, Film Hub Scotland has been awarded funding from Screen Scotland and the BFI National Lottery to reach a broad range of audiences with independent UK and international film and deliver against the priorities set out in the [BFI's Screen Culture 2033 strategy](#).

When completing your Film Exhibition Fund application, your activity should respond to at least one of the FAN and BFI Screen Culture 2033 outcomes set out below (p.4).

The more support you are seeking, the more outcomes we expect you to address:

- Engaging with children and young people
- Accessing a wider choice of film
- Tackling social, economic and geographic barriers
- Engaging with heritage collections that reflect the diversity of the UK

Hub Members must also be able to set out how they will address the [BFI Diversity Standards](#).

WHAT IS THE FILM EXHIBITION FUND?

The fund will support activity taking place from May 2024 – March 2026 and we are now seeking suitable proposals from Hub members during the period May 2024 – March 2025.

The Film Exhibition Fund supports FAN Members to reach new and diverse audiences and offer the best in independent film and broader screen experiences to their local communities in line with FAN's priority outcomes. Film Hub Scotland Members can apply for £2,000 - £10,000 per year to support audience-facing screening projects.

Support 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. Overall, priority will be given to those Hub members with a demonstrable track record of work that meets FAN's objectives.

Proposals can be made at any time from 12 February to the deadline on 8 April.

There will be a second deadline on 6 August 2024.

If you anticipate delivering activity in April or May 2024, please contact the Hub team at info@filmhubscotland.com.

Online Activities

The primary focus of the Film Exhibition Fund is in-person events that bring audiences together for a communal viewing experience. Online activities are not a priority but will be considered where they add value and create meaningful engagement (for example, by removing barriers and improving access for disabled audiences).

We are unable to support core programme. Activity will need to target specific audience groups and show how our funds are necessary to reach those identified audiences.

Activity Timeframe

Activity supported by the Film Exhibition Fund can vary in length, scale and format, however all delivery should take place between May 2024 and March 2025. Multi-year projects into 2026 may be considered, subject to organisational capability and demonstrable need. Applications for multi-year projects must closely fit the criteria and have a strategic plan in place. If you think this applies to your project, please [contact the team](#) ahead of any submission.

Early submission is recommended.

Please note: the Film Exhibition Fund is in high demand, and we expect to be oversubscribed. We advise members to consider carefully how their proposal meets this guidance, but we acknowledge that due to the competitive and limited nature of the fund, even proposals that meet the criteria may not be supported.

Where a member has been funded in the previous year, the outcomes of that project, how well it achieved its aims and how the funding was managed, will be taken into account when assessing a new proposal.

WHAT IS THE FILM EXHIBITION FUND? continued

Additional Advice and Support

We may be able to offer additional advice and support for projects with strong inclusion aims, that specifically address:

- Economic barriers and / or engagement of working-class audiences,
- Disability,
- Engaging children, families and young audiences.

Proposals that focus on one or more of these areas may be shared with specialist freelancers, who will review a select number of projects, from across FAN, UK wide.

Any eligible applicants will be contacted to discuss what, if any, support might be of use. If you require more information at the application stage, please contact us.

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](#).

KEY INFO AT A GLANCE

Total amount available:

£134,000

Funding ranges:

£2,000 - £10,000

Film Exhibition Funds opens:

Monday 12 February 2024

Applications close:

Monday 8 April 2024

First Assessment deadline

Monday 6 August 2024

Second Assessment deadline

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

BFI FAN PRIORITY OUTCOMES

Film Hub Scotland is focused on increasing access and growing audiences that are representative of the UK population.

Audience development activity supported by the Film Exhibition Fund must deliver against at least one of the following BFI FAN priority outcomes:

- **Engaging with children and young people**

Early cinema visits are important for the health of the exhibition sector. We want to support organisations in engaging with children, families and young people, to introduce them to their work, stimulate their appetite for a more diverse screen culture and nurture future generations of cinemagoers. Activity focused on young audiences may target a segment of those aged 25 and under, or the group as a whole. Organisations will need to demonstrate that they have safeguarding policies in place.

- **Accessing a wider choice of film**

We want to give everyone the chance to see the greatest possible choice of film and moving image on the big screen, be it classic films, international cinema, British cinema, documentaries, screen heritage, new works by emerging talents or immersive and interactive content. We want to support ambitious activity to broaden audiences' horizon and allow them to develop personal and meaningful relations with film.

- **Tackling social, economic and geographic barriers**

We want to improve access to screen culture for people across Scotland, by lowering barriers such as prohibitive costs, lack of cultural provision and lack of accessible screenings. We are particularly keen to support projects that engage audiences from rural locations, from working class backgrounds and projects engaging with deaf and disabled people, LGBTQAI+ people, Black, South Asian, South East and East Asian people and others of the global majority.

- **Engaging with heritage collections that reflect the diversity of the UK**

We want audience to experience screen heritage in creative, relevant and engaging ways through screenings and exhibitions of work reflecting the diversity of the UK, and Scotland in particular. The fund can support activities that showcase various types of screen heritage material. If your proposal includes archival material, please ensure you have contacted the relevant collection before seeking support from us.

CROSS-CUTTING PRINCIPLES

Underpinning our work are the following cross cutting principles that all supported activity will need to address:

- **Equity, Diversity and Inclusion**

FAN champions everyday inclusion. We would like to see how your project will meaningfully contribute to diversifying audiences for the widest range of cinema and how it will broaden the range of stories represented on screen. Where applicable we also seek opportunities to tackle under representation in the exhibition workforce.

- **Environmental Sustainability**

We are committed to minimising the negative environmental impact of the work we support and ask all members recipients to contribute to this aim. In your proposal, please summarise steps you are taking both to minimise the environmental impact of your activity and to improve audience awareness of the climate and biodiversity crises.

Inspiring examples of exhibitors working in this area include: [Curzon](#), [Depot](#), [HOME](#) and [Scott Cinemas](#). The BFI and [Julie's Bicycle](#) have a number of [recommended resources](#) that may be useful when planning around sustainability.

OUR COMMITMENT TO INCLUSION

BFI Diversity Standards

In line with the [BFI Diversity Standards](#) as updated in 2022, we encourage activity aimed at, and/or co-produced with, under-represented groups. The Standards focus on under-representation in relation to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, sex, sexual orientation, and religion and belief (as they pertain to the [Equality Act 2010](#)), as well as socio-economic background, caring responsibilities and geographical location.

We are particularly committed to ensuring disproportionately affected audiences, such as disabled people, those with a longstanding physical or mental condition, and those identifying as deaf, hard of hearing or neurodiverse, can experience independent film and be welcomed into cinema spaces.

All Film Exhibition Fund proposals will be asked to demonstrate how their activity promotes inclusivity among audiences and on screen.

We ask that all proposals embrace the Standards, and priority will be given to proposals that do this in a clear and convincing way - especially those seeking larger amounts of financial support. You should particularly focus on **Standard D** and how your proposal provides inclusive audience development opportunities and **Standard E** that requires evidence of conscious commitment and tangible actions to improve overall accessibility.

If your project has additional accessibility requirements these are eligible to be added to your budget. The Hub team is on hand to help applicants engage with the Standards, [please get in touch](#) for more information.

OUR COMMITMENT TO INCLUSION continued

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 you 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?

[Inclusive Cinema](#) has useful resources and ideas.

- **Standard E**

Accessibility: Tell us about your accessibility plans; Is your website / venue accessible? Do you programme new release captioned films? What steps are you taking to make your events accessible and welcoming to disabled audiences?

ADDITIONAL AREAS OF FOCUS

Safeguarding

Projects involving children, young people or vulnerable adults should have appropriate safeguarding and child protection policies in place.

Where relevant, you will be asked to confirm this in your proposal. For more information on safeguarding, read the [Guide to Safeguarding for Film Exhibitors](#) published by our colleagues at Film Hub London.

Prevention of 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.

Bullying and Harassment policies 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.

AM I ELIGIBLE?

You must be a Film Hub Scotland Member in order to access our funding opportunities. Member organisations include full-time cinema venues, mixed arts centres, community cinemas and film societies, film festivals and touring programmes. To become a Member, [please complete our online Membership Application Form](#).

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

Film Hub Scotland welcomes collaborative approaches and partnership proposals to this fund. Please [get in touch](#) if you would like to discuss this further.

HOW MUCH CAN I ASK FOR?

Members can request between **£2,000 – £10,000** per proposal.

We will consider proposals of over £8,000 for exceptionally strong projects which meet our stated priorities; please [contact us](#) to discuss these.

Please note: that we are not able to support 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.

Other Available Funds

If your project requires less financial support (up to £2,000), you might consider applying to our [Pitch Pot Fund](#). Or, if your focus is on activity for children and/or young people, our [Adventures in Cinema Fund](#) supports projects in this area (up to £2000).

WHEN CAN I SUBMIT MY PROPOSAL?

Proposals can be made at any time from 12 February 2024 and there will be two assessment deadlines: the first on **8 April** and the second on **6 August 2024**. Film Hub Scotland has confirmed funding from BFI National Lottery for 2024-26 and from Screen Scotland in 2024-25 (tbc).

Your activity must be completed by 31st March 2025 unless multi-year funding is appropriate and has been agreed.

You should submit your proposal at least 6 weeks in advance of your project start date to allow time for assessment, project development and marketing lead-in. Awards cannot be made retrospectively. When submitting your proposal you will be informed of your assessment date.

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 (if these are the only costs you require support for you may wish to apply to the FHS Access Fund instead)
- 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
- We are unable to support core programmes; activity will need to target specific audience groups and show how our funds are necessary to reach those identified audiences. Our overall focus is championing programmes of independent UK film, world cinema and screen heritage.
- 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
- Closed events which are not open to the public, including student film events, industry showcases, or un-ticketed events where numbers cannot be reported
- Film festivals that are submission based
- 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
- Charity fundraising screenings

WHAT NEXT?

If you are interested in applying to the Film Exhibition Fund, please complete and submit:

- [Online Proposal Form](#)
- [Budget Template](#)

These can also be accessed on the [Film Exhibition Fund webpage](#).

Please prepare your proposal in advance as the Google Form is unable to save your proposal in stages. There is a list of the proposal questions at the end of this document to allow you to prepare your responses.

More information about how your proposal will be assessed is provided 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.

For film festivals and larger scale screening, funding may also be available from [Screen Scotland](#). For community cinemas, [Cinema For All](#) provides 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 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 and is the basis upon which they've been reached clear and logical? Is there a clear need for the activity and does it provide audiences with access to films otherwise unavailable locally? Is the activity targeted at an audience group that is currently underserved or underrepresented?
- **Organisational capacity:** Does the organisation have the capacity to carry out the proposed activity? This will include consideration of project management, management oversight, risk management, marketing, audience development and evaluation plans. It will also consider previous performance for those who have previously received FHS funding.
- **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 appropriate/eligible? Does the budget balance? Have access costs been included? Have income details been included? What is the audience Cost per Head for the activity? Does the project represent good value for money? Have appropriate staffing costs been included?
- **BFI Diversity Standards:** does the proposal address the [BFI Diversity Standards](#)? Will activity address under-representation amongst audiences, on screen or - where applicable - in the workforce?
- **Environment:** does the proposal convincingly set out how it will mitigate its negative environmental impact? Where applicable, will the proposal boost audience awareness of the climate and biodiversity emergencies?

Proposals will be scored using the [Film Exhibition Fund Assessment Criteria](#). This can also be accessed on the [Film Exhibition Fund webpage](#).

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. The larger the amount you are seeking, the higher we would expect your project to score in assessment.

Please note that we expect this fund to be oversubscribed and may not be able to fund your activity even if it meets the criteria. The larger the amount you are seeking, the higher we would expect your project to score in assessment.

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, however you will not be able to resubmit a declined proposal to the Film Exhibition Fund in the 2024-25 financial year. If you wish to submit the same or a similar proposal in 2025-26, you should contact us first to discuss your plans.

You may seek funding for a new and different proposal in 2024-25 but you should [contact the Hub team](#) in advance to discuss this. You may also submit proposals to other Hub opportunities including other open funds and bursaries.

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 a financial due diligence check, payment information, crediting guidelines and monitoring and reporting requirements.

Please note that final confirmation will be subject to availability of Lottery funding.

All supported activity will require organisations to survey their audiences using our online template - please bear this in mind when planning your evaluation strategies.

COMPLAINTS AND APPEALS

Our decision on support is final. Inevitably some 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/feedback.

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).

Email: 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

PROPOSAL FORM QUESTIONS

- Please fill in the online [Film Exhibition Fund Proposal Form](#). Please prepare your answers in advance of completing this form as your answers cannot be saved in stages.
- We have given a suggested word count for some questions.

SECTION 1: KEY DETAILS

- Organisation name
- Name of applicant
- Phone
- Email

SECTION 2: PROPOSED ACTIVITY

- Activity title
- Amount you are applying for
- Activity start date
- Activity end date
- Proposed venue/s and the capacity of venue/s
- Total audience numbers projected (target needs to be explained)
- Ticket pricing
- Number of independent films projected
- Number of screenings or events planned, and their frequency.

(Note that Film Hub Scotland cannot cover 100% of costs, you should show match funding through box office, cash or in-kind contributions)

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)

SECTION 3: PRIORITY OUTCOMES

Tell us how your activity will 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:

1. Engaging with Children and Young People,
2. Accessing a wider choice of film,
3. Tackling social, economic and geographic barriers and
4. Engaging with screen heritage.

(Up to 300 words)

SECTION 4: PROJECT MOTIVATION

Tell us why your project is important. Is it offering audiences something different and culturally valuable (British, independent, heritage, broader screen)? Is it engaging local groups who are underrepresented in cinema audiences? Are you targeting activity at audiences from rural locations, from working class backgrounds and projects engaging with deaf and disabled people, LGBTQAI+ people, Black, South Asian, South East and East Asian people and others of the global majority? (up to 300 words)

Additional advice and Support for projects which specifically address Economic barriers, Disability or Engaging children

SECTION 5: BFI DIVERSITY STANDARDS

Tell us how your activity responds to the [BFI Diversity Standards](#). You should provide information on each relevant Standard, these are: - A. On-screen representation; -B. Project team; - C. Industry access; - D. Audience development. E - Access. You should focus on Standards A, D & E.

The funding guidelines document provides examples of the sort of information you should share. (up to 300 words)

SECTION 6: ENVIRONMENTAL SUSTAINABILITY

We are committed to minimising the negative environmental impact of the work we support and ask all proposals to contribute to this aim. Please summarise steps you are taking to minimise the environmental impact of your activity and to improve audience awareness of the climate and biodiversity crises. (up to 300 words)

SECTION 7: 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)

SECTION 8: 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 proposal. (up to 300 words)

SECTION 9: 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)

SECTION 10: LEGACY

How will this activity develop audiences for your organisation in the future? What is its legacy? (up to 200 words)

SECTION 11: PREVENTION OF 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

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 proposal 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 proposal:

- ☐ Completed Proposal Form
- ☐ Completed budget document
- ☐ 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.

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