



Try something new

Pitch Pots



SCREEN SCOTLAND
SGRIN ALBA

Pitch Pots

Guidelines: 2026–27

Introduction

The [BFI Film Audience Network](#) (FAN) reaches audiences across the UK to provide them with the opportunity to watch and enjoy a diverse range of films, regardless of their geography or circumstance.

[Film Hub Scotland](#) is one of eight Film Hubs that make up BFI FAN. Jointly funded by the BFI and Screen Scotland via the National Lottery, we support Scottish film exhibitors to reach a broad range of audiences with independent UK and international film, and to deliver against the priorities set out in [BFI's Screen Culture 2033 strategy](#).

To access support from Film Hub Scotland, you must first [become a member](#). **Membership is free** and offers many benefits, including training, funding, programming support, and access to the latest industry news.

Funding opportunities

Film Hub Scotland members can access a range of funding opportunities:

- [Film Exhibition Fund](#) - £2,000-£10,000 to support audience-facing screenings and events
 - [Pitch Pots](#) - up to £1,000 to support a new idea or access provision for your screenings
 - [Adventures in Cinema](#) - up to £2,000 to support screenings and film clubs for families and young audiences
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Priority Outcomes

When completing your Pitch Pot proposal, your activity should respond to at least one of the FAN and [BFI Screen Culture 2033 outcomes](#) (see more on page 10).

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 films
- Tackling social, economic and geographic barriers
- Engaging with heritage collections that reflect the diversity of the UK

In your proposal, you must also be able to set out how you will address the [BFI Diversity Standards](#).



BFI FAN Priority Outcomes

All projects funded by Film Hub Scotland must address **at least one** of the BFI FAN Priority Outcomes.

The more Priority Outcomes you address, the greater your chance of a successful proposal.

Support to complete your proposal

We recognise that people process information in different ways. If you'd like to access these guidelines in a different format, or would benefit from an initial chat with our team before you get started, please get in touch: info@filmhubscotland.com.

If you require assistance when writing your proposal, you can request financial support through the [BFI Access Support Scheme](#).



What is the Pitch Pot Fund?

The [Pitch Pot Fund](#) supports Film Hub Scotland members to deliver events and screenings of independent film that reach new and diverse audiences in their local communities.

Pitch Pots can support a wide range of events and activity formats. In the past, our members have used Pitch Pots to:

- Deliver a weekend of films screenings for a local community
- Organise a series of climate-focused documentary screenings to increase awareness
- Show an activist film enhanced with a director's Q&A
- Pilot a new immersive cinema programme with VR and XR screenings

...and much more! This is not an exhaustive list, and your activity does not have to fit an existing model.



Please note: The Pitch Pot Fund does not support **filmmaking & production costs**, or **capital costs** (see the full list of eligible and ineligible expenses on page 8).

Key information

Film Hub Scotland members can request **£200 - £1,000** per proposal to support audience-facing screening activity. This activity must meet the BFI FAN Priority Outcomes outlined on page 10.

We reserve the right to provide a small discretionary uplift to the Pitch Pot award where a proposal strongly addresses one or more of the BFI Priority Outcomes.

You must be a member of Film Hub Scotland to submit a proposal. [Become a member.](#)

We are happy to discuss your proposal at any stage. Please get in touch: info@filmhubscotland.com.

Key dates



Fund opens: 9th March 2026

The fund has a **rolling deadline**. Funding will be allocated on a first-come, first served basis to projects that meet the criteria, until all funds are exhausted.

Your project should be delivered between **May 2026 - March 2027**. Please [get in touch](#) if you are hoping to begin your activity earlier, or complete it later, than these dates.

Proposals must be received a minimum of two weeks prior to the event start time to allow sufficient time for assessment. Proposals received less than two weeks before the event start date will not be considered.

To allow time to process your proposal, we ask that you do not schedule your event(s) any earlier than **May 2026**.

Who can request support?

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

Film Hub Lead Organisations (Glasgow Film Theatre) are not eligible for support through Pitch Pots, even if they meet the above criteria.

We welcome **collaborative approaches and partnership proposals** to this fund. Please [get in touch](#) if you would like to discuss this further.



If you have been previously funded by us, we will review the outcomes of that project (how well it achieved its aims and how the funding was managed) when we assess your new proposal. Overall, priority will be given to those with a **demonstrable track record of work** that meets FAN's objectives.

How much can you request?

We assess each proposal individually. We begin by considering the amount requested against the number of in-person admissions projected. This gives us a cost-per-head (CPH). A CPH of £5, or less, is the baseline for established events taking place in the Central Belt.



We consider the amount you have requested against the number of in-person admissions projected. This gives us a **cost-per-head (CPH)**.

We understand that your CPH may increase depending on different factors. We will assess your CPH against our assessment criteria (p17) and will consider: whether it fulfills our priority outcomes; the location; the intended audience; the quality of programming; and your commitment to access and sustainability.

For example, for a project delivering events accessible to the local Deaf and Disabled community in a remote area of Scotland, we would expect the CPH to be higher than for a general-audience festival in Edinburgh. Still, it might be helpful to work backwards from the £5 CPH, bearing in mind that our expected CPH **rarely exceeds £12.50**.

Online Activities

The primary focus of the Pitch Pot Fund is in-person events that bring audiences together for a communal viewing experience.

Online activities are **not a priority**, but will be considered as part of a broader programme where they add value and create meaningful engagement (for example, by improving access for Disabled audiences).

Submitting your proposal

Before you begin writing up your proposal, we recommend that you [book a Funding Surgery](#) with our team to discuss your ideas. We can indicate if your project is the right fit for this Fund, and what to consider before you proceed.

You should submit your proposal **at least 2 weeks in advance of your project** start date to allow time for assessment, project development and marketing lead-in. Awards cannot be made retrospectively (i.e. to cover expenditure that has already been incurred).



You should submit your proposal at **least 2 weeks in advance** of your project's start date.

Recommended steps

1. [Get in touch](#); we're always happy to discuss your ideas/plans
2. Read the Pitch Pot Guidelines and [Budget Guidance document](#)
3. Complete the online [Pitch Pot Proposal Form](#) (also available as PDF and Word Document) and attached your [Budget Template](#)

In the event that we are not able to support your project, we will provide feedback on why this was the case.



We advise you to **submit your proposal as early as possible** due to the competitive nature of this fund.

Additional Advice and Support

Additional advice and support may be available to projects with strong inclusion aims, which specifically address:

- Economic barriers and/or engagement of working-class audiences
- Engaging children, families and young audiences aged 25 and under
- Inclusion of Black and Global Majority Audiences
- Access for Deaf and Disabled Audiences

Proposals that focus on one or more of these areas may be **shared with specialist freelancers**, who may be in touch to discuss what, if any, support might be of use.

We also recommend all members to familiarise themselves with the [BFI FAN Access Directory](#), developed by BFI FAN's Equality, Diversity & Inclusion Champion, Charlie Little.



Is my project eligible?

Each organisation will have its individual need. However, broadly speaking, the Pitch Pot Fund can support the following project costs:

Eligible Expenses

- Film licensing and print transferring/transportation costs
- Activity-specific staffing costs - e.g. curation, marketing or project management expenses
- Venue hire and activity-specific equipment costs
- Marketing, advertising and PR campaigns
- Event costs for enhanced screenings - e.g. speaker, talent or artist fees
- Volunteer and front-of-house expenses
- Reporting and evaluation expenses
- Accessibility costs - e.g. commissioning Descriptive Subtitling, providing live-captioning, BSL interpretation
- Outreach and community inclusion costs - e.g. providing transport for isolated audiences
- Audience development expenses - e.g. young programmers' workshops
- Curation and licensing for screen heritage and archival materials
- Costs related to online activity, such as web platform or hosting fees (only if such expenses are directly connected to the project)

This list is **not exhaustive**, and other items may be considered.



All proposed spend should **contribute to the activity** for which you are seeking support.

Ineligible Expenses

There are expenses that are **not suitable** for support from the Pitch Pot Fund:

- Filmmaking costs (including workshops), support for filmmakers to develop or distribute their own work, or for programmes that exclusively engage filmmaker audiences
- Capital costs
- Programmes entirely comprised of free events, unticketed events or screenings where audience numbers cannot be reported
- Core costs or 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
- Exclusively submissions-based festival programmes
- Events not primarily focused on film exhibition or screen culture
- Activity covered by existing Film Hub Scotland funding arrangements – i.e. projects already receiving other FHS funding
- Programmes that duplicate existing provision in the same area – e.g. a festival that focuses on a niche already occupied by another established festival in the same location
- Activity taking place in a venue not open to the public – e.g. members-only venues
- Core set-up costs for new film clubs, festivals, and venues – e.g. memberships, incorporation fees, administrative fees
- Charity fundraising screenings

Again, this list is **not exhaustive**, and we will use our discretion to determine the eligibility of requested costs.

BFI FAN Priority Outcomes

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

The BFI FAN Priority Outcomes are a set of goals outlined by the BFI in their [Screen Culture 2033 strategy](#).



Proposals that **address several** BFI FAN Priority Outcomes have a **greater chance of securing our support**.

To be funded by Film Hub Scotland, your project must deliver against **at least one** of these outcomes. Where possible, you should align your audience development activity with as many of these outcomes as possible.

The **BFI FAN Priority Outcomes** are:

- **Engaging with children and young people**

The BFI recognises that early cinema visits are important for the health of the exhibition sector, so our funds can support you to engage with children, families and young people (25 and under). Your activity may be aimed at welcoming children, young people or family groups to your events, or you may work with a Young Programmers' group to curate your programme. If working with children and young people, you will need to demonstrate that you have safeguarding policies in place. Please note: we are not able to fund screenings that take place in schools.

- **Accessing a wider choice of film**

The BFI wants 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. Your project may offer your audience an ambitious programme that broadens their horizons, or you may screen a series of films that have not been shown locally before.

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

It's important that you consider how your project can tackle barriers to enjoying screen culture, such as prohibitive costs, lack of cultural provision and lack of accessible screenings. We are particularly keen to

support projects that engage audiences from remote, rural, and island locations and working-class backgrounds, as well as projects engaging with Deaf and Disabled people, LGBTQIA+ 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 to see proposals that allow your audience to experience screen heritage in creative, relevant and engaging ways that reflect the diversity of Scotland and the UK. We can support activities that showcase various types of screen heritage material – from restored silent cinema to archived family footage documenting the past. If your proposal includes archival material, **please ensure you have contacted the relevant archival collection** before seeking support from us.



BFI Diversity Standards

In line with the [BFI Diversity Standards](#), we encourage activity aimed at, and/or co-produced with, under-represented groups.

The Diversity 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 ask that all proposals embrace the Standards. Priority will be given to proposals that do this in a clear and convincing way - especially those seeking larger amounts of financial support.

If your project has additional accessibility requirements, these are **eligible to be added to your budget**.

Responding to the Standards

Use the information below to guide your responses to the Standards:

- **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?

- **Standard E | Accessibility**

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



Useful links

- [Film Hub Scotland](#)
 - [Funding opportunities](#)
 - [BFI Film Audience Network](#)
 - [Sign up to our newsletter](#)
 - [Book a Funding Surgery](#)
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Got a question?

Email us: info@filmhubscotland.com

If you 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.



Images:

p2: Glasgow Short Film Festival 2024, Credit: Ingrid Mur

p7: Dundee Contemporary Arts, **Phantom of the Opera** (1925) touring programme

p11: Cairngorm Community Cinema

p13: BSL Film Club screening of **Milano** (2024)

p24: Borscht Film Club, Credit: Ingrid Mur