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# Inclusive Venue Development Scheme

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Guidelines  
2020-21

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# 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.

Since 2017, FAN has been part of the BFI's five-year plan [BFI2022](#) and central to its 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.

Since 2018, Film Hub South East has been 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 enable venues in the South East region to have a credible inclusive offer for learning disabled audiences.

Research shows that the audience for independent and world cinema films doesn't reflect the diversity of the UK population, particularly in terms of those who consider themselves to have a disability; including learning disabilities. We want 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.

## How does the scheme work?

With this scheme we will select three cinema venues for a pilot project in the South East region, in which they will work closely with consultants from Carousel – the award-winning charity supporting learning disabled people to achieve their artistic ambitions.

These bespoke consultancies will include:

- Staff training - to enable your staff to feel confident in welcoming learning disabled audience members into your venue;
- Venue walk-through video - the production of a walkthrough video to help people with learning disabilities, autism and additional needs feel more confident to come to your venue. This video will give insight in what audiences can expect when they visit your venue;
- ‘Secret Shopper’ audit - to help you understand the needs and issues of learning disabled audiences coming to your venue, Carousel will support a learning disabled artist to experience your events, from start to finish, and provide a full written report of suggestions on how to make your venue more inclusive for learning disabled audiences.

In addition, a package of films from the Oska Bright Film Festival will be made available to the selected venues to screen at their launch of the initiative.

We will select venues that we feel can most benefit from this approach.

We are particularly keen to support venues looking to attract disabled audiences.

The main principle of this initiative is that it should be venue-led. The support available offers venues the opportunity to work closely with a specialist to create a credible inclusive offer for learning disabled audiences.

This is an open call for applications from venues. 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.

## What support is offered?

Film Hub South East will cover the majority of the costs for the scheme.

Venues are required to make a £1,000 contribution to the consultancy.

The support offered will be for a bespoke consultancy based on the needs and objectives of the selected venues.

## 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.

You must be a member of Film Hub South East. To find out how to become a member, visit our [website](#).

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

## How to apply

To apply to participate in the scheme please download and complete an Expression of Interest (EOI) form.

The form asks you to provide information on your organisation and your ambitions for making your venue more inclusive and welcoming for learning disabled audiences.

It also asks you to commit £1,000 towards the cost of the bespoke consultancy.

Please submit your Expression of Interest (EOI) form to [filmhubse@independentcinemaoffice.org.uk](mailto:filmhubse@independentcinemaoffice.org.uk)

We will inform you of the decision regarding your proposal within four weeks of submission.



# Successful proposals

If your proposal is successful, you will be receive a Memorandum of Understanding setting out the terms and conditions attached to the scheme. This Memorandum of Understanding must be countersigned and returned to Film Hub South East within 14 days of issue.

## Monitoring and reporting

### Audience surveys

BFI FAN is funded with money from the National Lottery. One of the central goals of National Lottery funding is ensuring that it goes towards valuable projects and benefits all members of society.

In keeping with this, BFI FAN aims to develop more diverse, confident and sustainable audiences for British and international film and all projects supported through this scheme must collect information on their audiences to see if this aim is being achieved. A standard audience survey has been devised for this purpose.

For full details including links to download example templates of this standard audience survey and best practice guidelines on data collection, see our [Monitoring, Reporting & Branding Guidelines](#).

The collated information from your audience surveys must be submitted in your reporting.

### Reporting

You will be required to submit a final report within one month of completion of the scheme. This report will include the following:

- A project log – detailing the total audience admissions and audience demographic (collated from the audience surveys) for your launch screening
- A short narrative report – evaluating the scheme

You can download templates for these reports [here](#).

# 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 the BFI [website](#).

## **How long does it take for a decision to be made on my expression of interest (EOI)?**

We will take a maximum of four weeks to make a decision. During that time, if we have questions on your EOI, we will contact you.

## **Who should I contact if I have other questions?**

Please email questions to:  
[filmhubse@independentcinemaoffice.org.uk](mailto: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](mailto: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.