
Monitoring, Reporting & Branding

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Introduction

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 by BFI FAN will need to collect information on their audiences to see if this aim is being achieved.

Therefore if your proposal is successful, you will need to survey your audiences and record the data from your activity programme in a project log.

This information, along with a final budget and narrative report, will form your final report which you are required to submit to Film Hub South East within one month of completion of your activity programme.

Quarterly project logs

If the screening activities in your project last for longer than three months, you will also need to submit interim quarterly project logs.

The deadlines for interim quarterly project logs are as follows:

Quarter	Report deadline
Q1: April – June 2020	3 July 2020
Q2: July – September 2020	2 October 2020
Q3: October – December 2020	8 January 2021
Q4: January – March 2021	9 April 2021

You will not have to complete an interim quarterly project log if your screening activity runs across two quarters, only if the total duration of your screening activity is longer than three months.

Monitoring and reporting documentation

Please take the time to review all of these documents before your project starts to ensure that you understand exactly what information you will be required to record and report.

Audience surveys

A standard audience survey has been devised for this iteration of BFI FAN, which must be used to collect information on audiences who attend any BFI FAN supported event.

You can download example templates of the standard audience survey and best practice guidelines on collecting data from audiences [here](#).

You are free to adapt the standard audience forms (e.g. use your own branding, insert additional questions etc.) as long as the core questions and BFI FAN and National Lottery logos are preserved.

The collated information from your audience surveys will need to be submitted in your reporting.

Project log

You will need to complete the project log which has been divided into three sections:

Films & events

Details of each film screening or event that took place as part of your activity programme including no. of screenings or events, no. of admissions etc.

Audience survey data

The collated information from the audience surveys that you carried out during your activity programme.

Member questions

A few short questions on the impact that running your project has had on your organisation.

You can download both a blank and example project log [here](#).

Final budget (actual)

You will need to submit a final budget detailing actual expenditure incurred and income received against the original budget plan. This document will certify that the information is a true extraction from the financial records of your organisation.

Please fill out the 'actual' section of the budget that you submitted with your original proposal (if you were asked to revise your budget, please ensure that you complete the version of your budget that was finally agreed).

Narrative report

You will need to complete a short narrative report evaluating your project and activity programme.

If you can, please take photos of your events or screenings and submit these alongside the narrative report.

You can download the narrative report template [here](#).

Please email your final report documentation to: filmhubse@independentcinemaoffice.org.uk

Final report – checklist:

- Project log
- Final budget (actual)
- Narrative report

You can download templates for all of the monitoring and reporting documentation [here](#).

Branding guidelines

It is important (and part of the contractual agreement) to make sure audiences know that BFI FAN supported your project and that National Lottery money is being used to deliver it.

This section gives you a quick overview of what acknowledgement we require.

Logo

Please make use of the following logo:



And the following wording:

This screening/event made possible by BFI's Film Audience Network, with the support of The National Lottery.

You can download jpg and vector versions of this and Film Hub South East's logo [here](#).

You should make use of the logo and/or the wording above in all printed and online publicity and marketing materials including (but not limited to):

- Releases
- Ticket web pages
- Print materials (including postcards, festival brochures and posters; trailers and other video assets; evaluation forms and reports)

BFI FAN's logo should have equal prominence to other supporters. Where level of support varies, BFI FAN's logo should be in reasonable proportion to the investment made by Film Hub South East in relation to other supporters.

There is no need to use Film Hub South East's logo on materials focused on audiences, though in professional (business to business) contexts, we appreciate you acknowledging the Hub specifically.

We do not require sign off on all marketing assets, but if you are uncertain about how to implement these brand guidelines, please contact us for guidance: filmhubse@independentcinemaoffice.org.uk

Contact us

If you have any questions about these guidelines, please get in contact with us.

Email

filmhubse@independentcinemaoffice.org.uk

Telephone

0207 636 7120