
Outdoor Screenings

Guidelines
2020-21

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Key deadlines

| | | |
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| Proposal submission | | Please submit your proposal no fewer than four weeks before the proposed activity is due to begin |
| Acknowledgement of proposal | 5 working days | We will acknowledge receipt of your proposal within five working days |
| Request for additional information | 4 weeks | We may ask for additional information regarding your proposal within four weeks of its submission |
| Decision on proposal | 8 weeks | We will inform you of the decision regarding your proposal within eight weeks of submission |

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.

From 2017, FAN is part of the BFI's five-year plan [BFI2022](#) and central to BFI2022's 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.

From 2018, Film Hub South East is 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 priorities for the Outdoor Screenings scheme reflect those of FAN and BFI2022 and are to:

- Increase access to a wide range of independent British and international film for audiences – especially those outside central 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 & 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 this activity.

Proposals must deliver against **one or more** of the priorities listed above. They will be assessed on how well they appear to deliver against the specified priority(ies).

Priority will be given to proposals that demonstrate:

- Collaboration with local community organisations;
- Significant cultural ambition;
- Value for money;
- Provision of independent British and international film in areas of no or low provision;
- Involvement with a range of partners;
- Experience of delivering similar projects, and;
- Which embrace 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 onscreen;
 - 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.

What support is available?

The total amount available in the Outdoor Screenings scheme is **£8,000**, which is for activity that takes place in the period April 2020–March 2021.

Once this has all been allocated and the scheme has closed, this will be communicated to Film Hub South East members.

How much money can I request?

The total amount available is £8,000 and we would expect most awards to be between £1,000 and £2,500. 50% of the award will be delivered on the signature of agreement; the remaining 50% on the final report.

The Outdoor Screenings scheme uses funds from the National Lottery which can only be awarded to proposals that demonstrate a clear public benefit from the activity.

This is based on a recipient not making a financial gain from activity and to ensure that the amount provided is the minimum amount of public funds necessary to support the activity. We do not expect proposals to result in corporate or private gain; however, where this is the case, Film Hub South East reserves the right to ask for a proportionate share of the profit to be repaid to Film Hub South East.

Awards under this scheme are not intended to substitute existing funding or income that would otherwise be available, or to fund activity that can happen in its own right.

Partnership funding

Film Hub South East will provide up to 75% of the total costs of the project; this may be extended to 90% in exceptional circumstances. All proposals must be able to demonstrate a minimum of 25% of partnership funding. Half of this partnership funding (12.5% of the total project budget) can be in kind support e.g. overhead contributions, but half (12.5% of the total project budget) must be cash funding, e.g. projected box office income, sponsorship etc.

Our awards are only a contribution towards the costs of your proposal and for it to be eligible, you will need to have a feasible budget showing how your proposed activity will be funded, including plans for partnership funding.

If applicants are VAT registered, budgets should not include any VAT if it will be claimed back from HMRC. If applicants are not VAT registered, budgets can include VAT where necessary.

Who is eligible for support?

To submit a proposal for consideration your organisation must be a member of Film Hub South East. To find out how to become a member, visit our [website](#).

Your organisation must be legally constituted and centrally managed in the UK. This includes:

- Limited Liability Company or Partnership registered at Companies House;
- Community Interest Company registered at Companies House;
- Local authority or statutory body;
- Charity or trust registered with the Charity Commission (including UK universities);
- If not registered with the Charity Commission, universities principally regulated by one of the Higher Education Funding Bodies (being the Higher Education Funding Council for England, the Higher Education Funding Council for Wales, the Department for Employment and Learning Northern Ireland and the Scottish Funding Council);
- Unincorporated associations and clubs (an organisation set up through an agreement between a group of people who come together for a reason other than to make a profit. The organisation must have 25 or more members, and has rules regulating who can be a member).

Your organisation will be expected to have robust governance and management structures and processes in place.

Who is not eligible?

Individuals cannot submit proposals for consideration.

What kind of activities will be supported?

You can submit a proposal to deliver a project that meets at least one or more of the objectives of the scheme. See 'Objectives of the scheme' on page 4.

Activities must take place within the term of the scheme:

April 2020 – March 2021.

This is not an exclusive list but activities may include:

Outdoor film screenings

Pop-up or site specific outdoor screenings.

Note – we will only fund outdoor screenings of commercial films (i.e. mainstream Hollywood cinema) when in a location with no current cinema provision at all, and where the nearest full-time cinema is at least 25 miles away.

Audience development activity

We want to engage audiences from a diverse range of communities, so projects that focus on audience groups including rural audiences, young people and audiences from areas of social need, ethnic minorities and disabled audiences will be especially welcome. These are audiences that may have been historically excluded from independent cinema. Audience development activity may include events or outreach work including staff and project costs.

Film marketing costs

Either in print or online.

Screen heritage projects

We are looking for proposals that use the creative potential of archive cinema to reach new audiences in particular. This could be in the form of one-off or regular outdoor screenings of archive cinema, partnerships with regional or local archives or community groups.

Examples of costs we will consider in a proposal include, but are not limited to:

- Research and curatorial fees
- Staff (costs of existing staff can be no more than 20% of of their time);
- Office overheads such as rent, stationery and telephone (no more than 15%);
- Marketing, publicity materials, advertising and/or promotion costs;
- Site and/or equipment hire;
- Programme production;
- Payments to rights holder, distributors and sales agents;
- Transportation costs of prints and/or equipment;
- Volunteer expenses;
- Hospitality or travel for industry guests;
- Staff travel, accommodation and subsistence;
- Consultancy fees e.g. for a PR specialist;
- Composers and performers of live music accompaniment;
- Photography and recording of events within the project for legacy purposes;
- Insurances and/or licences, or;
- Monitoring and evaluation.

What is ineligible?

We cannot support the following costs:

- General running costs of organisations;
- Large scale capital expenditure (small scale expenditure if directly related to the delivery and outcomes of the proposal can be included). [The Big Lottery Fund](#) may be a more appropriate source of funds for these costs;
- Production based projects or projects that involve filmmaking;
- Activity which is already fully funded or being delivered as part of a core cultural programme;
- Activity that has already taken place, i.e. retrospective funding;
- Activities that take place outside of the South East (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; Wokingham);
- Projects that do not include screenings of specialised, British or independent film as a core part of activity (unless there is no provision within a radius of 25 miles);
- Projects that are not open to general or wider audiences e.g. private events/parties;
- Projects that take place as part of formal education activity or are part of activity related to the core curriculum;
- Programmes that are focussed around other art forms such as opera, literature, dance on film or entire programmes of artists' moving image, or where film is not the central art form;
- The distribution, exhibition or marketing of a single film title, or;
- Programmes where the partnerships or capacity required to successfully deliver the project are not in place.

This list is not exhaustive and we may inform you that other types of activity within your proposal cannot be supported.

When can I submit a proposal?

Proposals will be accepted on a rolling basis at least four weeks before the start of the proposed project. Proposals submitted less than four weeks before the start of any proposed project will only be accepted at the discretion of Film Hub South East.

Making a proposal

You will need to complete a proposal, which consists of the following documents:

- Narrative proposal;
- Draft budget for the proposal.

Completed proposals should be emailed to:
filmhubse@independentcinemaoffice.org.uk.

Once you have submitted your proposal, we will assign it a unique ID number and confirm receipt by email. You should receive this acknowledgment within five working days of submission.

We will initially look at whether your proposal is eligible. If your proposal is eligible, it will progress to the Assessment stage.

If your proposal is ineligible, we will send you an email to inform you that it will not be progressing further.

If the proposal satisfies the eligibility criteria, the proposal will be reviewed by two members of senior ICO staff, with the appropriate level of skills and expertise (depending on the proposal), who will assess the proposal based on its ability to achieve the objectives and priorities of the scheme, weighed against competition from other proposals. This may take up to four weeks. During this time we may ask you for some supplementary information on the proposal.

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

Feedback and appeals

We aim to make the proposal process as transparent as possible, but as a result of the volume of proposals we receive we do not have the resources to provide detailed feedback on proposals. If your proposal is unsuccessful we will send you an email explaining why –e.g. the level of competition, because it did not sufficiently address the priorities of the scheme, etc.

The decision of Film Hub South East as to whether it wishes to support a proposal is final. Inevitably, some proposals will have to be turned down, even if they meet all the priorities of the scheme, due to high levels of competition. All applicants will be informed in writing of the decision on their proposal.

Your information

We may be asked to publicise information on the number of proposals we receive and the awards made. This information will include the name of the successful applicant, award amount, project name and project details.

Successful proposals

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

The Memorandum of Understanding will contain, at a minimum, the following terms and conditions:

Use of the award

Any award must be used exclusively for the purpose for which it was requested and in accordance with the timetable.

Payment

Film Hub South East will set out a cashflow schedule for payment of instalments of the award. This will include a holdback against delivery of a final report.

Branding

Film Hub South East uses funds from 'good cause' National Lottery funding. We ask all our award recipients to increase visibility of the National Lottery and include the BFI FAN logo on all project materials. For links to downloadable logos, see our [Monitoring, Reporting & Branding Guidelines](#).

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 your project. This report must include the following:

- **A financial report** – detailing actual expenditure incurred and income received against the original budget and certifying that the report is a true extraction from your organisation's financial records
- **A final project log** – detailing the total number of screenings, total audience admissions and audience demographics (collated from your audience surveys)
- **A short narrative report** – evaluating the project

See our [Monitoring, Reporting & Branding Guidelines](#) for downloadable templates for these reports to help estimate how much money you should incorporate into your proposal for evaluation costs.

If the screening activities in your project last for longer than three months you must also submit interim quarterly project logs detailing the number of screenings, audience admissions and audience demographics.

The deadlines for interim quarterly project logs are 14 days after the end of the preceding quarter:

| 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 is longer than three months.

Other

As part of the ongoing promotion, review and development of this scheme, we may ask you to undertake a case study, exit poll, write a blog post, or provide Film Hub South East with additional information or material.

FAQs

Do I need to meet all of the scheme's objectives to be eligible for an award?

No, the objectives represent the FAN priorities and are a steer for applicants. We don't expect applicants to address all of the objectives, but we would expect one or more to be a key focus of any proposal.

How long does it take for a decision to be made on my proposal?

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

I note there is a rolling deadline, but when should I submit a proposal?

Please submit your proposal as early as possible. For most proposals, we would recommend you submit at least four weeks before the start of any proposed activity, so that proposals can be assessed and decisions made with sufficient lead-in time before the start of your activity.

What happens if I submit a proposal late?

Film Hub South East has the right to decline proposals submitted less than four weeks before the activity start date. If you anticipate your proposal cannot be submitted within this period, please contact us to discuss the situation.

Can I get support from both the BFI and FAN for the same project at the same time?

As a guide, no. However, if you are already in receipt of support from the BFI for your activity, you can approach Film Hub South East for additional support where there is a clear, demonstrable need for it.

What proportion of funding can I request?

In all proposals, we would expect to see an element of partnership funding. As a guide, we would expect to see partnership funding in your proposal at a minimum of 25% of the total budget. See 'What funding is available?' on page 5 for more information.

Can I resubmit a proposal for the same project if I have significantly developed it?

Yes, you can resubmit a proposal for the same project but please discuss this with us first.

Can I submit more than one proposal in the same financial year?

Potentially, but applicants are advised to discuss this with us first.

What if my proposal shows there will be a gain for my organisation at the end of the activity?

Proposals are requested to show balanced income and expenditure budgets, i.e. that do not show either a projected surplus or deficit for the activity at time of your proposal. Where a proposal is expected to result in private gain, Film Hub South East reserves the right to recoup a proportion of the profit. This decision as well as the recoupment procedure will be made clear to you before any award is confirmed.

What costs are eligible?

Your budget should include all costs directly relating to the specific proposal. This can include salaries and overheads which are directly attributed to the proposal, and costs that support the development and delivery of an activity. Please see the list of example costs in the 'What kind of activities will be supported?' section on page 7.

What costs won't you support?

We will not support any activity which does not meet the scheme's aims. We will not support any costs not directly relating to the proposal. Please see the list of ineligible costs in the 'What is ineligible?' section on page 8.

Who should I contact if I have other questions?

We strongly recommend that you contact us if these FAQs do not answer your questions. Please email questions to: filmhubse@independentcinemaoffice.org.uk.

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 award.

Film Hub South East reserves the right to withhold an award if a proposal has been filled in dishonestly or incorrectly, or if during the term of the agreement the awardee acts dishonestly or negligently.

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

Telephone

0207 636 7120