



FILM HUB LONDON  
EXHIBITOR ACTIVATION PROGRAMME  
GUIDANCE

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## 1. ABOUT THE FILM AUDIENCE NETWORK

The Film Audience Network (FAN) was 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.

FAN is made up of eight regional and national Film Hub Lead Organisations (FHLO) providing a comprehensive geographic reach across the UK with the aim of increasing the breadth and depth of film available to audiences.

FAN is central to the BFI's commitment in [BFI2022](#), its current five year plan, to giving 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 as follows:

- Engaging Audiences - maximising the number of audiences engaging with FAN Activity and increasing the quality and cultural depth of their experience
- Broadening Film Choice - increasing access to a wide range of independent British and international film for audiences – especially those outside London
- Diversity - increasing the diversity of audiences engaging with FAN activity
- Young Audiences - boosting participation of 16-30 year olds in FAN activity
- Screen Heritage - facilitating greater access to archive content with a particular focus on national and regional collections
- Skilled Workforce - enhancing the quality of audience-facing activity, deepening knowledge and building capability in its membership

## 2. EXHIBITOR ACTIVATION PROGRAMME

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| How much can I apply for?                                  | £100 - £5,000<br><i>(to support up to 85% of the total project cost)</i>   |
| How much has been allocated to this initiative in 2019/20? | £39,901  |
| When can I submit a Proposal?                              | Proposals can be submitted at any time until the Exhibitor Activation Programme is closed or funds have been exhausted (whichever comes first) |
| Last date to submit proposals:                             | Proposals should be submitted no later than 4 weeks before the start date of the project.<br>Early submission is recommended.                  |
| When will the support decisions be announced?              | Please allow at least four working weeks from final proposal submission for decisions on support   |

### a. AIMS & OBJECTIVES

Reflecting the key objectives of [BFI 2022](#), the core objectives of the Exhibitor Activation Programme are to:

- increase and develop young audiences (aged 16-30 years old) for British, International and specialised film.
- increase the range and diversity of audiences engaging with British, International and specialised film.
- increase the representation of diverse groups, identities and cultures on-screen and off-screen.
- develop new audiences for Independent British, International and specialised films (see page 10 for definition).

## b. SUITABLE PROJECTS

Proposed initiatives must meet at least one of the Exhibitor Activation Programme's core objectives, and:

- include specific considerations for audiences aged 16-30 and/or diverse audiences;
- have clear target audiences;
- include a plan on marketing and outreach plan to engage young and/or diverse audiences;
- where possible, incorporate additional activity to enhance events, provide context and stimulate engagement opportunities.

Proposals could include but are not limited to:

- Seasons and/or strands of relevant programming
- One off screening events
- Innovative marketing initiatives in support of relevant film exhibition projects

Priority will be given to projects which address the following needs:

- Diversity, Inclusion and Access – activity aimed at, and/or run by under-represented groups
- Cinema and film provision in London's Outer Boroughs\*

We would also welcome applications which address the core BFI 2022 priority area of Screen Heritage and Archive film – helping more people celebrate screen heritage and archive films.

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\*Outer London Boroughs are:

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| <ul style="list-style-type: none"><li>• Barking and Dagenham</li><li>• Barnet</li><li>• Bexley</li><li>• Brent</li><li>• Bromley</li><li>• Croydon</li><li>• Ealing</li><li>• Enfield</li><li>• Haringey</li><li>• Harrow</li></ul> | <ul style="list-style-type: none"><li>• Havering</li><li>• Hillingdon</li><li>• Hounslow</li><li>• Kingston upon Thames</li><li>• Merton</li><li>• Newham</li><li>• Redbridge</li><li>• Richmond upon Thames</li><li>• Sutton</li><li>• Waltham Forest</li></ul> |
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### c. ESSENTIAL CRITERIA

- Projects must actively target young and/or diverse audiences.
- Proposals must be submitted and delivered by a Film Hub London Member organisation.
- All activity must take place within Greater London.
- All proposals must demonstrate how they intend to address the BFI Diversity Standards (see below).

### d. DIVERSITY

In order to reach the widest possible audience through our supported projects, Film Hub London is committed to adopting the BFI Diversity Standards.

The standards can be broken down broadly into the following four areas:

- On screen representation, themes & narratives of diverse groups (through the films that we screen)
- Artistic leadership of the project
- Offering employment or training opportunities
- Catering for diverse audiences (for example: provision of disability access, specialist projects for target audiences etc.)

The under-represented groups that we will be focusing on are disability, gender, race, age and sexual orientation as they pertain to the Equality Act 2010, as well as seeking to ensure that people from lower socio-economic groups are also better represented.

Film Hub London has a specific focus on developing projects for BAME and/or Young Audiences and priority will be given to projects which address these needs, however we expect all projects to respond to the BFI Diversity Standards in some way.

You can read more about the BFI Diversity Standards and how you can engage with them [here](#) or you can contact Film Hub London for more information.

### e. INVESTMENT

Investment will range from £100 to £5,000 according to the scale and ambition of the project.

Projects must deliver value for money. Film Hub London would not expect to support projects with more than a £5 spend per head compared to investment.

#### f. MATCH INCOME

Film Hub London support can only cover up to 85% of the total costs of the project. Applicants must have secured at least 15% match income, which can be either cash or in-kind.

Cash match may include income from ticket sales/box office.

In-kind match refers to the equivalent value of resources that an organisation or its partners are contributing to a project. This might include staff time or the use of office space and equipment. All in-kind costs must relate to the delivery of the project.

#### g. MONITORING AND REPORTING

Film Hub London requires regular reporting on audiences throughout all supported activity. Reporting will be requested on audience numbers, screening details and audience diversity monitoring (successful applicants will be given an audience research template to use for this).

The reporting dates for these projects are:

- Screenings/events in April, May, June – Friday 5 July 2019
- Screenings/events in July, Aug, Sept – Friday 4 October 2019
- Screenings/events in Oct, Nov, Dec – Wednesday 8 January 2020
- Screenings/events in Jan, Feb, March – Wednesday 8 April 2020

Please ensure that appropriate costs and staff resources are included in your planning proposal.

### 3. PROPOSALS

A proposal is not a funding application, but the start of a conversation on how we might collaborate.

So we can fully understand your proposals we ask that you provide:

- a description of the activity you propose to deliver, including information on any project partners and how it meets Exhibitor Activation Programme priorities
- a breakdown of projected costs and income, including your contribution
- details of where the activity will take place, the target audience for it, and how you intend to reach them.

Depending on the proposals that we receive, we may look to support you in developing partnerships across the Hub to create larger coordinated activity.

Proposals should consider the legacy of the project beyond Film Hub London investment. The ambition should be to develop audience engagement with a view to being commercially viable in the future.

You are welcome to submit multiple proposals for different activities.

#### a. WHO CAN SUBMIT A PROPOSAL?

Film Hub London members only

Film Hub London can only accept proposals from organisations which have been accepted or reregistered as a member of Film Hub London after April 2018:

- You can check if your organisation is already a member on our website: <http://filmlondon.org.uk/film-hub-london-members>
- If not, you can register using the Film Hub London Membership application form on our website: <http://filmlondon.org.uk/showing-films>

#### Organisation Types

Film Hub London members must be formally constituted in one of the following ways:

- Community Interest Company or Limited Liability Company registered at Companies House;
- A charity or trust registered with the Charity Commission;
- A Local Authority or statutory body; or
- A voluntary group with a written constitution and bank account.

In order to be eligible to receive support you may need to supply relevant supporting documents such as your most recent annual or semi-annual report and accounts (as submitted to Companies House), evidence of your organisation's bank account, or any other documents necessary for Film London to complete a financial health check.

## b. WHAT WE CAN'T SUPPORT

Film Hub London cannot support the following:

- Individuals
- Fundraising events
- Filmmaking activity
- Filmmakers screening their own content for promotional purposes
- Parties, including opening and closing night galas
- Support for significant capital expenditure, for example the purchase of projection equipment (unless, in the opinion of Film Hub London, an exceptional case has been made)
- Proposals already covered by existing agreements with funding bodies as part of your ongoing programme of delivery
- Activities that have already taken place or goods/services already paid for when the proposal was submitted
- Activity that is not related to film or moving image
- Activity that duplicates what already exists in the same location or which serves the same audience
- Costs that are already covered by existing funding
- Ongoing overheads, although proposals can include an allocation of administrative and overhead costs
- Activities taking place outside of London
- Students in full-time education
- Activities which should be covered by statutory education provision
- Activities that do not meet the Exhibitor Activation Programme criteria.

### c. HOW TO SUBMIT A PROPOSAL

Please complete the online form, which can be accessed via <http://filmlondon.org.uk/exhibitor-activation-programme>.

Make sure you fill in all parts of the online form as you will be unable to submit if you do not fill in all the required fields. Once the proposal has been received, it will be assessed by the Film London Hub team. Successful projects will be invited to develop their proposals in collaboration with Film Hub London. Unsuccessful proposals will be notified. A member of the Film Hub London team will be in touch within 10 working days of receipt of your proposal.

Viable developed proposals will be considered by two Film Hub London Advisory Panel representatives and signed off by the Film London Board, Film London Audience Development Sub-Committee or Film Hub London Advisory Panel. Prior to this additional constitutional documentation in regard to your organisation will be required.

Film Hub London anticipates a high demand for support but, inevitably, there is only a finite amount of money available. We will consider projects against the aims and objectives of Film Hub London and the Exhibitor Activation Programme. However, even if you meet all those criteria, please be aware that we may not necessarily be able to support you.

### d. FINAL DOCUMENTS

Once your proposal has been developed and finalised with Film Hub London you will need to supply the following documents:

- A written proposal which gives an overview of the activity, target audiences, a marketing plan, and explains the intended legacy of the project.
- A full budget for the planned activity using the Film Hub London budget template
- Your most recent annual or semi-annual report and accounts, or other requested evidence of financial health and eligibility (please see Section 3a – Requesting Support, Who Can Eligible – for more guidance)
- Child Protection Policy. Proposals for projects for young people will need to demonstrate that delivery organisations have an appropriate protection policy in place which covers their organisation and staff.

## 4. DEFINITION OF INDEPENDENT BRITISH, INTERNATIONAL & SPECIALISED FILM

The BFI's definition of 'specialised film' relates to those films that do not sit easily within a mainstream and highly commercial genre. The BFI believes in the diversity of film and of audiences. We want films to find their audiences and audiences to build their appreciation of a wide range of films. A wider knowledge of film gives us a wider knowledge of different cultures and ideas. We believe that the on-going development of film culture relies on both familiarity with the great titles of film history, and on experimentation with new ideas and forms.

- Foreign language films with subtitles
- Documentaries
- Archive/Classic films (*films sourced from BFI or regional film archive, or feature films older than 15 years old*)
- Artists Film/Experimenta
- Short Film Programmes

### Other criteria

Films that fall outside the above parameters may also be considered on the basis of unusual or undefinable genres; complex and challenging subject matter; innovative or unconventional storytelling/narrative structure.

Films with stories and subjects relating to diversity (for example Black, Asian and minority ethnic people; disability; LGBT) may also be classified as 'specialised'.

## 5. CONFLICT OF INTEREST

Film Hub London affirms its adherence to the principles of the Nolan Committee on the conduct of public life. It will seek to ensure fairness and equity in all its judgements and to ensure that conflicts of interests, influence, gifts and possibilities of fraud are managed effectively. Film Hub London Advisory Panel representatives involved in the decision making process will be required to sign and return a Conflict of Interest form.

What is an interest?

An interest is deemed to arise where:

- Close personal or professional links exist with an organisation or individual receiving or requesting financial assistance, or where close relatives or associates have such links
- There may be direct benefit from a financial decision or awareness of commercially sensitive information

Film Hub London Advisory Panel representatives cannot be involved in the decision-making process if they:

- Stand to make financial gain from the result
- Have a close relative or business associate who stands to make financial gains from the result
- Are a stakeholder (member of staff, board member, paid advisor) of a company or organisation which stands to make a financial gain from the result
- Are involved in a conflict or action with an applicant
- Stand to make other measurable gain from any potential outcome from the decision

## 6. CONTACT

If you need more information about Film Hub London membership or if you require the Guidance and proposal form in either large print or on audio-tape please contact:

Film Hub London  
 Film London  
 The Arts Building  
 Morris Place  
 London, N4 3JG  
 E: [filmhublondon@filmlondon.org.uk](mailto:filmhublondon@filmlondon.org.uk)  
 T: 020 7613 7697