**BIG SCREEN**

**Audience Development Open Call 2020**

Open Call support is only available to Film Hub South West members. If you are not already a member, visit w atershed.co.uk/filmhub to find out more and apply.

Please read the full guidelines before making an application to ensure your activity fits the eligibility criteria and investment priorities outlined.

If you need any help completing this online application form please contact [f ilmhub@watershed.co.uk](mailto:filmhub@watershed.co.uk).

Please be advised that you cannot save your application half way through, however you can edit your application once it has been submitted by clicking the Edit Response link on the final page. Your application will be emailed to you on submission.

You will be asked to upload an income and expenditure budget to this form, please use this template: h ttps://bit.ly/2Bqfd6k

We require all applicants to submit either a full application at this stage. FINAL DEADLINE FOR FULL APPLICATIONS IS 30th MARCH 2020.

* Required

## Email address \*

**Section 1. Your Details**

* 1. **First Name: \***
  2. **Surname: \***
  3. **Organisation: \***
  4. **Organisation website:**
  5. **Job title:**
  6. **Telephone:**
  7. **Address:**
  8. **Postcode: \***

**Section 2. Your Activity**

* 1. **If this is the first time you are applying for this fund, please tell us about your organisation**

**/ film festival (no more than 500 words) \***

Please include details of age of organisation/festival, curatorial emphasis, target audience, positioning within the community or locality: overall aims and objectives of the organisation / film festival and the need it serves. Write N/A if you have already provided this information.

## Project Title

* 1. **Amount Requested (£) \***

We expect to provide support of between £2,000 and £12,000 for individual projects, with a subsidy per head of £3 or less.

## Expected Audience Numbers:

(Please ensure this is a realistic target audience number)

## Brief summary of Your proposed activity (max 100 words)

This summary may be shared with the BFI and displayed in the Supported Projects section of the Film Hub website.

## Select which audience development area(s) your project will focus on \*

While your project may fall across different areas we ask you to select the MAIN area of focus. If your project can be broken down into distinct areas of activity targeted towards different priority areas, for example, 30% of your programme is focused on young audiences, 70% on cultural engagement. Please select Other and outline the break down of focus areas.

*Check all that apply.*

* + 1. Young Audiences
    2. Diversity, Inclusion & Access
    3. Boosting Reach of Film Titles & Cultural Engagement
    4. Screen Heritage & Archive Film

## Project Activity Dates \*

* 1. **Please describe clearly and succinctly the specific festival activity, project or programmes you are seeking support for \***

Please include programme highlights and details of any partners you will be working with. Festivals will be asked to provide more programme details in the attached KPI spreadsheet. Please note there is a separate question below relating specifically to how this project meets the BFI Diversity Standards.

## Please outline how your activity fits with the audience development area(s) you have selected above. (Max 300 words)

\*If you have selected Young Audiences or Diversity, Inclusion & Access, please state what percentage of your audience will be from these target groups

## Please summarise using bullet points your Project Outcomes (max 200 words) \*

These are the outcomes you are working to achieve with this project / the change you want to make. They are the result of what you do, rather than the activities you deliver. This might be things like a growth in audience, improved access for audiences, new skills gained, more confidence or job creation. Outcomes are best described using words of change, such as: more, better, less, improved. In some cases outcomes may involve keeping a situation stable, or stopping things from getting worse.

## What is the longer term impact / legacy? Can the work carry on in any way after your project has finished? (max 300 words) \*

Please use this section to indicate how you see this activity contributing to your long-term audience development strategy. How might the activity become sustainable or how might the impact of the activity continue beyond the activity of this project?

## Please provide details of your marketing plan for this project with an indicative timetable \*

Film Hub South West is keen to ensure that supported activity is effectively promoted and the widest audience is reached. We want to see that you have given consideration to how you will publicise your activity and have thought through your marketing strategy. We expect you to include relevant marketing and promotional costs in your budget and for that to be reflected in your plan. Please use this section to list the marketing / promotional activity you plan to carry out with an indication of timings for press announcements, radio interviews, social media promotions and presence on organisation website for this project etc. Will you be printing flyers / posters? (Ensure this is all costed within your project budget).

# Diversity & Inclusion

Inclusivity for us means having a film culture that stretches across the UK in a meaningful way with everyone able to engage with film, culturally and professionally, regardless of their identity, background, and/or circumstances

We are committed to inclusion and have adopted the BFI’s Diversity Standards:

hh[ttp://www.bfi.or](http://www.bfi.org.uk/sites/bfi.org.uk/files/downloads/bfi-diversity-standards-leaflet-2016-05-11.pdf)g[.uk/sites/bfi.org.uk/files/downloads/bfi-diversity-standards-leaflet-2016-05-1](http://www.bfi.org.uk/sites/bfi.org.uk/files/downloads/bfi-diversity-standards-leaflet-2016-05-11.pdf)1.pdf working towards supporting 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.

* 1. **Please tell us if and/or how your project contributes to these standards \***

This might include relevant details of on screen representation (diverse narratives, cast and places depicted); diversity of the crew and talent involved in making the film(s) screened; or the way you intend to cater for different audiences (provision of disability access, specialist projects for target audiences, providing for specific UK regions etc)

**Environmental Sustainability**

We encourage Film Hub members to be proactive in addressing the challenges of climate change, pollution and the global decline in biodiversity. As part of your application, please outline any practical actions you may take to promote the principles of environmental sustainability for your proposed activity or your work more generally. This may be entirely behind the scenes within your organisation or an element of your audience-facing activities. There is a list of useful resources and organisations to aid your thinking in this area here. <https://www.bfi.org.uk/supporting-uk-film/distribution-exhibition-funding/environmental-sustainability-film-exhibition>

* 1. **Please briefly outline any practical actions you may take to promote the principles of environmental sustainability within your proposed activity or your work more generally (200 words)**

## Please upload an income and expenditure budget for your project. \*

Please include all match-funding and in-kind support, as well as any expected earned income from box office or merchandise sales in the Income part of your budget. Be realistic about the costs of your project and do ensure you have included marketing and evaluation costs. You can download the budget template here:

## Please upload a KPI Summary \*

You can download the Template here h ttps://bit.ly/2LnEN0i

## Please upload a copy of your organisation's Child Protection & Safeguarding Policy

This is a requirement for projects working with young audiences or vulnerable adults. Files submitted:

# Please click the submit button to send us your Open Call

**application - thank you!**

A copy of your responses will be emailed to the address you provided