

The Audience Pitch Pot **is only open to Film Hub South West members.** We are accepting proposals for support on a rolling basis until 1st March 2025 (or until the fund is depleted).

If you have previous activity funded by Film Hub South West, please ensure that this has been completed before you make your proposal for this Audience Pitch Pot.

**FAN Membership is free.** To become a member of Film Hub South West, take a moment [to fill in our application.](https://watershed.co.uk/filmhub/membership/)

Please read the full guidelines below before applying to ensure your activity fits the eligibility criteria and investment priorities outlined. If you need any help completing this online form, please contact [filmhub@watershed.co.uk](mailto:filmhub@watershed.co.uk)

If you have access requirements, you may be able to request support through the [BFI Access Support scheme](https://www.bfi.org.uk/get-funding-support/access-support-bfi-film-fund-film-audience-network-applicants).

Note that you will not be able to save this form as you go along so we recommend you keep an offline copy. Once you have completed your form, you have the option to have your proposal emailed to you when you submit your form.

For projects seeking funding for more than £250, you will be asked to upload a budget and delivery timeline using [**the templates provided.**](https://public.3.basecamp.com/p/ziaBcjWjqwcLDk7VVxrKdQNB/vault)

This document is intended for planning purposes ONLY.

Please use the [online form](https://airtable.com/app77JVLjO9sS3wcr/pagtlMVsaI7c7zGkd/form) to submit your proposal.

\* = required

**Your Details**

First Name

\*

Surname

\*

Job Title

\*

Organisation

\*

Contact Email Address

\*

Telephone

\*

Address

\*

Postcode

\***Your Budget**

Amount you need from the Audience Pitch Pot

\*

*Note that this fund cannot cover 100% of your costs. Match funding can include box office, sponsorships, additional funding sources and in-kind support. You may be asked for evidence of match-funding. Activity you are applying for cannot be supported by other National Lottery funds awarded by BFI such as BFI NETWORK, BFI Academy, CrossFAN and BFI Audience Fund as this would constitute double funding. However, we welcome complementary programmes.*

Cash Match Funding:

In-Kind Match Funding:

Is your project seeking funding of £250 and below? \*

Please enter a brief description of your £250 (or below) activity and how the money will be spent. \*

**Your Activity**

Proposed Activity (Name/Headline)

\*

Activity Start Date

\*

Activity End Date

\*

Expected Audience Nos

\*

Brief summary of your proposed activity

\*

How would you sum up your activity in two sentences? If successful, this summary may will be shared with the BFI and displayed on the Film Hub South West website used to describe your event on public listings. Max 700 characters.

What do you want to achieve with this activity?

\*

*Remember that activity will need to target specific audience groups and show how this fund is necessary to achieve this. Refer to the guidelines for more detail.* Max 1,000 characters.

Number of screenings or events to be held

\*

Note that this is the overall number of screenings and events rather than films. Short film programmes count as one event.

Number of UK independent and international films/moving image works to be screened

\*

Note that the Audience Pitch Pot responds to the BFI’s ambition to give people across the UK access to a wider choice of film and the moving image, including stories that reflect their lives. The focus is on UK independent and international films (as well as moving image works such as TV and archive materials.) Projects which support audiences to experience broader screen activity such as VR, AR and XR will be considered where this represents a valuable opportunity for audience development in line with our priorities. Hybrid and online activities are not a priority but will be considered where they add value and create meaningful engagement (for example, by removing barriers and improving access for disabled audiences)

Public Engagement - how does your project bring audiences together for a communal viewing experience?

\*

See above re: priority of fund. Max 1,200 characters.

Pleases share a few programme highlights (or genres/types of film), where known and/or give us some examples of wraparound activity

\*

For projects seeking funding for more than £250, we will also require an indicative list of films/events using our delivery timeline to be uploaded at the end of your application. Max 1,200 characters.

**Audience Pitch Pot Priorities**

How will your activity support one of the following priorities?

Please refer to the guidelines for more detail and resources.

Note that you do NOT need to address all groups in one proposal.

You will be asked to tell us how your activity will support the priority in the next question.

* Creating opportunities for Young Audiences under the age of 25 and/or family audiences (parents/carers and children)
* Tackling barriers to inclusion; be that on our screens, in our audiences or – where appropriate – in the workforce
* Showcasing Screen Heritage; giving people across the UK access to a wider choice of film and the moving image, including stories that reflect their lives.

Creating opportunities for Young Audiences under the age of 25 and/or family audiences (parents/carers and children)

Max 950 Characters.

Tackling barriers to inclusion; be that on our screens, in our audiences or – where appropriate – in the workforce.

Please reference the BFI diversity standards for audiences (Oct 2022) Max 950 Characters.

Showcasing Screen Heritage; giving people across the UK access to a wider choice of film and the moving image, including stories that reflect their lives.

This can include repertory films or other moving image material from BFI National Archive and regional collections such as The Box. Please ensure you have contacted the relevant collection before seeking support from us. Max 950 Characters.

**Diversity**

In line with our commitment to inclusion and the BFI’s Diversity Standards, funded activity should take into consideration under-representation in relation to age, disability, ethnicity, gender, LGBTQ+, religion and belief (as they pertain to the Equality Act 2010), as well as socio-economic background and geographical location. These can be related to on-screen representation or themes, the people within your teams, any industry or training opportunities being provided, or access for disabled or other underrepresented communities.

[Refer to BFI diversity standards for more detail.](https://www.bfi.org.uk/inclusion-film-industry/bfi-diversity-standards/diversity-standards-criteria)

Tell us which under-served communities your activity reaches has the potential to reach

\*

* Rural
* Older Age Group
* Young People (24 and under)
* Kids & Families
* D/deaf or disabled audiences
* Neurodivergent people
* Low socio-economic groups
* Ethnically Diverse groups such as people of African or Caribbean heritage, people of South, East, and South East Asian heritage, people of Latino/a/x and Arab heritage
* Speakers of minority languages
* LGBTQIA+ people
* Other

Other (please provide more information)

**Other Information**

How will you market your activity to audiences?

\*

Bear in mind the target audiences ticked above. Think about working with specialist partners to target local groups and your lead-in time. [You may wish to refer to The Bigger Picture’s guides](https://www.the-bigger-picture.com/guides/) Max 1,200 characters.

Tell us about your experience in running similar activity before

\*

Max 1,200 characters.

Please list the partners you are working with on your activity

\*

Include their name, the region they cover, if they are new or existing partners, whether they are confirmed as committed or in-principle, and what benefit they will bring to your activity. Max 1,000 Characters.

Please give details of any other proposals for support you may have submitted to other Lottery funders for this project.

\*

e.g. Arts Council Funding, other BFI funds, Heritage Lottery Fund, etc. Max 600 Characters.

How will you evaluate your activity?

\*

We will supply a report post-event from your audience surveys, but do you have any interesting other ways of documenting your events and engaging your audiences and partners in feedback and research to evaluate your activity? Max 600 Characters.

How will your activity support you and your audiences for the future? What is its legacy?

\*

Max 600 characters.

Tell us about measures you’ll be taking to operate safely and any contingency plans you have for your event, particularly in light of the recent pandemic

\*

Max 1,200 characters.

**Environmental Sustainability**

We encourage Film Hub members to be proactive in addressing the challenges of climate change, pollution and the global decline in biodiversity.

Tell us about any practical actions you may take to promote the principles of environmental sustainability for your proposed activity 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](https://watershed.co.uk/filmhub/guides-resources-exhibition/sustainable-film-exhibition-practices-and-resources/) to aid your thinking in this area here.
* The BFI and [Julie’s Bicycle](https://juliesbicycle.com/) have a number of [recommended resources](https://www.bfi.org.uk/get-funding-support/bring-film-wider-audience/environmental-sustainability-film-exhibition-sector) that may be useful when planning around sustainability.

Max 1,000 characters.

**Bullying And Harrassment**

Bullying and harassment BFI and Watershed, the Film Hub South West Lead organisation afford no tolerance of abuse, bullying and harassment in our own organisations and the FAN members that we fund. The BFI and BAFTA developed [a set of principles and zero-tolerance guidance](https://www.bfi.org.uk/about-bfi/policy-strategy/bullying-harassment-prevention) in consultation with organisations, unions and industry bodies across the film, television and games industry in response to urgent and systemic issues.

Please TICK the box below to indicate that you have read and understood the BFI’s Bullying and Harassment guidelines above and circulated them within your organisation.

**Safeguarding**

For initiatives involving children, young people aged 18 or under, or vulnerable adults, ONLY.

We ask that you to confirm if you have safeguarding and child protection policies in place. This is a requirement for projects focusing on Young Audiences and Access projects as stated in the guidelines. If you do not, please inform us and we can signpost

* Yes - I have polices in place
* No - I require assistance
* My project does not involve children and/or vulnerable adults

**Supporting Documentation**

Please upload all supporting documentation via the fields below if applicable.

[Completed Budget Template](https://3.basecamp.com/3758317/p/ziaBcjWjqwcLDk7VVxrKdQNB/vault/7127222623)

For projects requesting £250 or more only. Use the template provided.

[Delivery Timetable](https://3.basecamp.com/3758317/p/ziaBcjWjqwcLDk7VVxrKdQNB/vault/7127228278)

For projects requesting £250 or more only. Use the template provided.

Bullying & Harassment Policy

Optional

Safeguarding policy for children U18 and vulnerable adults

Optional

Sustainability policy

Optional

Any other supporting documentation

Optional

**Declarations**

If you have any financial or close personal relationships with any trustee, board member of employee of BFI and/or Watershed, please give details of the nature of the relationship/s

Conflicts of interest BFI and Watershed are required to identify all relevant financial or personal interests that may exist between board members or employees of BFI and/or Watershed and applicants.

This is to ensure that measures can be introduced to prevent a conflict of interest.

By Printing my name in the box below, I confirm the following statements are true;

* I confirm that all information provided on this proposal, and in any material submitted in support of it, is truthful and accurate.
* I agree to share this information with Watershed, the Film Hub South West team and its funders.
* I confirm that all other proposals to other distributors of Lottery awards for cinema have been declared.
* I undertake to inform the Film Hub South West team fully and immediately of any changes affecting this proposal or related materials.
* I agree that from time-to-time, the Film Hub South West team can put me in touch with official Film Hub members/partners via email (if relevant).
* I confirm I have the authority to make this proposal on behalf of the organisation.

PRINT NAME: