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**Audience Pitch Pot 2025-26 - Film Hub South West**

This fund is only open to Film Hub South West members.

If you are not already a member, find out more about how to [join for free](https://watershed.co.uk/filmhub/membership/).

If you have access requirements, you [can access support from BFI](https://www.bfi.org.uk/get-funding-support/access-support-bfi-fund-applicants) and/or contact the Film Hub team via email: filmhub@watershed.co.uk

We are accepting proposals for support on a rolling basis **until 1st February 2026** (or until the fund is depleted).

Activity must be at least 5 weeks from your first screening date to ensure maximum engagement with audiences. Activities must take place and be delivered by 15th March 2026, with reporting within 2 weeks.

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.

**This Word version of the applications is available for reference only to enable you to prepare your responses offline.**

As part of the online submission process, **for projects applying for funding over £500**, you will be asked to upload a budget and delivery timeline using [**the templates provided**](https://public.3.basecamp.com/p/7rTmoptn1kUnvLeK7A28Nbm1/vault)**.** We recommend that you get these templates ready before starting this form as you will not be able to save this form as you go along. You will also be asked to upload any other supporting documents if relevant to your project (e.g. safeguarding policy.)

Once you have completed your form, you have the option to have your proposal emailed to you when you submit.

[Full guidelines can be found here](https://public.3.basecamp.com/p/ziaBcjWjqwcLDk7VVxrKdQNB/vault/8526827985)

**\*Indicates required field**

**Your Details**

First Name

\*

Surname

\*

Job Title

\*

Organisation

\*

Contact Email Address

\*

Telephone

\*

Address

\*

Postcode

\*

**Overview**

Proposed Activity (Name/Headline)

\*

First Screening Date

\*

Last Screening Date

All screenings should be completed by 15th March 2026

\*

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

*Note that the focus of the fund is on UK independent and international films and 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.*

\*

Number of screenings or events to be held

*Note: a shorts package counts as one event.*

\*

Expected Number of Paid Audience Admissions

Please ensure this is a realistic target audience number, not a range.

\*

**Funding Sources**

*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.*

Amount requested

\*

Cash Match Funding

In-Kind Match Funding

Is your project seeking funding of £500 and below?

\*

**Your Activity**

Brief summary of your proposed activity

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 600 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.

\*

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

*Note the overarching purpose of the fund is to respond 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.)*

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 £500, 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 Engagement 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.

\*

* 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.

Tell us how your activity will support each priority chosen:

**Diversity**

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

Tell us which communities your activity is aiming to reach, bearing in mind the fund's focus is on under-represented groups.

\*

* Rural
* Older (60+)
* Young (under 25)
* Families (kids and parents/carers)
* D/deaf or disabled audiences
* Neurodivergent people
* Working class people and/or those currently experiencing economic hardship
* Black and Global Majority audiences
* Speakers of minority languages
* LGBTQIA+ people
* Other

**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 [BFI FAN website’s resource section](https://www.bfi-fan.org.uk/resources/). 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

If relevant, please innclude 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.

\*

**Environmental Sustainability**

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

Please briefly outline any practical actions you may take to promote the principles of environmental sustainability for your proposed activity and/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](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.

**Bullying and Harassment**

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.

By ticking this box you are indicating that you have read and understood the BFI’s Bullying and Harassment guidelines above and circulated them within your organisation.

\*

**Safeguarding and Child Protection**

For initiatives involving children, young people aged 18 or under, or adults at risk, **ONLY.**

Do you have Safeguarding and Child Protection policies in place?

**Artificial Intelligence (AI)**

We would like to gather some early data on the use of AI in funding proposals. This will help us to better understand where and how it is being used by our members.

Did you use Artificial Intelligence, or a tool based on it, to help you complete this proposal?

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Are you seeking funding for a project that contains outputs (e.g. film, events, screenings and related activity) from Artificial Intelligence, or a tool based on it?

\*

**Supporting Documentation**

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

Completed Budget Template

For projects requesting £500 or more only. Use the template provided.

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Delivery Timetable

For projects requesting £500 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

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.