



AUDIENCE ACCESS
GUIDELINES
2016 - 2020

www.ffilmcymruwales.com

ffilm
CYMRU WALES

INTRODUCTION

Ffilm Cymru Wales is committed to promoting a vibrant and dynamic film culture, through increasing access to and broadening the range of films available to all audiences across Wales, including those films of particular Welsh relevance.

The following guidelines are informed by the strategic review that Ffilm Cymru Wales undertook in 2015/2016 and take into account data collected from funded clients, wider UK research and survey responses.

This document explains our aims and funding priorities for Ffilm Cymru Wales' 'Audience Access Fund', designed to help organisations wishing to improve the range, availability and reach of independent film provision for the people of Wales

In 2016/2017 the Audience Access Fund will be open to festivals and other organisations seeking to provide a collective viewing film offer in Wales, not otherwise receiving exhibition venue funding from Ffilm Cymru Wales.

From April 2017, the fund will be open to all exhibition venues, festivals and any other organisation wishing to provide a film offer in Wales that offers collective viewing experience.

Our aims are to offer funding to a balanced portfolio that supports longer term funding agreements for clients that intend to provide a year-on-year independent film offer that fits with our founding principles, in addition to funding that can test ideas and respond to opportunities as and when they emerge, encouraging new models of business and diversification of income streams.

In particular, we are keen to support improved provision for those areas of Wales that remain under-served, in terms of access to screens showing independent film content; and to improving reach to members of the public who are currently under-represented amongst audiences for independent film in social settings – including for example, reaching BAME communities, those with disabilities, young adults and children.

The Audience Access fund is comprised of Art Council Wales lottery funding and British Film Institute Grant-In-Aid funding.

FOUNDING PRINCIPLES

The three principles underpinning our audience strategy and related funding decisions are:

INCLUSIVITY

We want all people across Wales, no matter what age, race, sexual orientation, disability, location and/or socio-economic status is to have access to a wide range of films in communal settings that they can relate to and value. We encourage inclusivity across all Protected Characteristics.

VALUE FOR MONEY

We want our funding to have the biggest impact possible. Included in our evaluation of this is a cost per attendee measure (for example, data to-date shows an average cost per cinema venue attendance at 55p, compared to £3.23 for festivals and £4.06 for special events). We encourage applicants to be mindful of the cost per attendee of their proposed activity. However, we also recognise that the location catchment and certain types of activity that perhaps requires deeper support will necessarily cost more – including piloting offers to new audiences, developing new partnerships and trying out new venues or ways of programming and marketing for example. We want to encourage this activity where it offers to broaden audiences and improve engagement with audiences – and we would expect to see higher costs per attendee at these times.

INNOVATION

Our previous strategy – geared around venues and festivals – was in place for nine years. In that time the exhibition sector has significantly evolved including the rise of event and pop-up cinema, the development of the BFI supported Film Audience Network, and on-going digital innovation including linked events and improved marketing distribution, for example. It's important for Ffilm Cymru Wales' approach to adapt to changing circumstances to make the most of emerging opportunities, whilst continuing to build on what has worked well to-date, always with the offer to audiences as the primary motivator.

Through the Audience Access fund we want to test ideas and encourage bold developments that reach new audiences, bring in new partnerships and progress the business model for film exhibition. We encourage innovation including but not limited to developing the furtherance of new and emerging:

Business models

encouraging collaboration, new partnerships, new ways of working, diversifying funding and furthering research and data driven approaches.

Locations

Our previous funding model tied wholly to a fixed portfolio of festivals and venues but didn't sufficiently take into account the evolving cinema exhibition environment or significant on-going areas where audiences in Wales are under served. Whilst we recognise the value of multi-year funding agreements for stability, this needs to be balanced with the ability to respond to and encourage new opportunities. For example we'd like to see films available in a wider variety of places that local communities already value, including recognition of the potential film has to regenerate and repurpose under-used and disused spaces.

Price

is a recurring theme in various studies, separating the ABC1s from the rest of the population. We'd like to see more experimentation around pricing, where possible, to reach the broader population.

FUNDING AVAILABLE

A total of £70,414 of lottery funding will be available during 2016-17 through the Audience Access Fund. This is in addition to the £98,351 offered to the portfolio of venues in Wales in 2016-17, in their final year of 3-year agreements.

In all cases, any offered funding will be capped at 75% of the total budget. The balance should include cash partnership funds, but can additionally include in-kind support.

Audience Access funding takes the form of a non-recoupable grant. However, please note that the Funding Agreement will provide for the withdrawal or reduction of funding if significant changes occur in delivery, compared to the application, unless previously agreed in writing. An un-remedied breach of terms may result in funding needing to be repaid. Any funding offered is at the discretion at Ffilm Cymru Wales.

We expect this fund to be highly competitive, and encourage applicants to maximise third party partnership funding – diversifying the partners and funding sources.

THE WIDER VALUE OF AUDIENCE ACCESS

Regardless of scale, recipients of Audience Access funds can make a valuable contribution to both the local and wider cultural, social and economic environment including:

- Broadening the reach of films to new audiences – developing the market and social reach; and increasing the breadth of films on offer to enhance and sustain engagement;
- Developing the reach and sustainability of exhibitors, supporting growth and the ability to adapt as innovation is encouraged;
- Complementing the work of the BFI funded Film Audience Network (FAN), Film Education Network (FEN) and Into Film by supporting a vibrant and adaptive film exhibition sector that they can collaborate with and providing examples of best practice that might be rolled out elsewhere;
- Supporting Welsh Government's regeneration and Future Generations aims and objectives, by supporting cultural organisations and film offerings in under-served areas and to under-represented audiences, where film can be a tool of engagement and support improved digital literacy, education and skills agendas
- Feeding into a better understanding of how to best address the needs and interests of the Welsh public by systematically gathering and sharing audience data and market research, which all successful applicants sign up to.

ELIGIBILITY

The Audience Access fund will provide financial support to a diverse range of film related activity, which might include:

- Independent Cinema Venues (We are unable to fund venues that are currently receiving core funding in 2016/2017)
- Film Festivals
- Film societies
- Multi-Arts Venues
- Cultural Establishments
- Pop up Cinema Events
- Rural Mobile Cinemas
- Community/Neighbourhood Cinemas
- Community Interest Organisations and/or Charities
- Youth Clubs, Life Long Learning Centres, Care homes, Community Arts programmes and other community groups

Ffilm Cymru Wales will not support large franchise cinema chains or highly commercial mainstream provisions.

APPLICATION PROCESS

All organisations, including festivals and venues not funded by Ffilm Cymru Wales in 2015-16, are invited to submit an **Expression of Interest (Stage 1)** to inform a discussion around the aims and objectives of the organisation, the potential fit against the founding principles of the Audience Access Fund, and for us to better understand your needs and values. You might for example feel that you have access to a potential target audience who could be interested in film, but that you lack experience and contacts on how to build a film offer. Our help might take different forms – from suggesting wider contacts and partnerships, to inviting you to apply for funding (Stage 2).

Film Festivals previously in receipt of Film Cymru Wales funding in 2015-16 will be offered funding from the Audience Access fund in 2016-17, subject to review of their application. They will not need to submit an Expression of Interest and can go straight through to **the application process (Stage 2)**, submitting applications by September 8th and January 30th. We understand that some applicants may require a decision quickly. If this is the case please contact us as soon as possible explaining your needs so that we can provide special dispensation. We will assess and determine funding amounts having reviewed applications against the founding principles of the Audience Access fund and the viability of the proposal.

Applications may be made by organisations or consortia (with a shared unique selling point (USP) and aims/ambitions).

Venues who are in receipt in funding from Ffilm Cymru Wales in 2016-17 are ineligible to apply to this fund before April 2017.

Applicant organisations should be active in Wales with budgets that are focused on activities of benefit to the public in Wales.

ASSESSMENT PROCESS

The deadline for the second round of applications is December 5th 2016.

Film festivals that were core funded in years 2013-16 are invited to submit a stage 2 application form.

Any other organisations are invited to submit their **Expressions of Interest** on a rolling basis and you may subsequently be invited to make a funding application, again on a rolling basis through the year.

All funding applications will be considered by a panel of Ffilm Cymru Wales' Board and Executive members, where they will be assessed against the published founding principles described in this strategy document and the viability of the project.

Ffilm Cymru Wales will not be able to fund all proposals submitted.

We aim to review all completed applications and return a funding decision within 6 weeks of the deadline, or 4 weeks from submission if provided on a rolling basis.

Ffilm Cymru Wales will issue funding offers to successful Audience Access applicants, which will be subject to Funding Agreements that reflect the aims and objectives of the application and detail obligations, such as data gathering, lottery credits and repayment terms in the event of an un-remedied breach.

2016-17 is a transitional year for festivals previously in receipt of Ffilm Cymru Wales funding. From April 2017 we anticipate making 3-year funding agreements to a portfolio of applicants that could include venues, festivals and other providers that can evidence sustained provision of collective film viewing for audiences in Wales. In addition to which, we intend to make several awards on short terms that enable new providers, business models and audience offers to be tested.

Subsequent awards will be subject to an assessment of performance against agreed targets and in consideration of the broader business context in which the Audience Access initiative is operating, which will be discussed in a year-end report and in person.

If you would like to provide any feedback or make a complaint, our procedure can be found here:
www.ffilmcymruwales.com/index.php/en/company-details-and-contact/policies

DATA CAPTURE AND EVALUATION PROCESS

As part of your Funding Agreement with Ffilm Cymru Wales, you will be required to submit a final report and monitoring form within 3 months of your completion date. Final payment will only be released when Ffilm Cymru Wales has received the information requested, when it is confident that the project took place and that funding conditions have been met, including provision of data. As part of the final report you will need to supply:

- A short evaluation report;
- A detailed income and expenditure budget, annotated where there are variations from the agreed budget;
- Box office/audience report – with audience numbers broken down by screening/event;
- A selection of quality digital images of your project on a disc. These must be cleared for use on our website, newsletter, company reports and corporate literature if appropriate;
- Report of any press coverage, with all press releases noting Ffilm Cymru Wales' support in an approved form.
- A beneficiary monitoring form – as provided by Ffilm Cymru Wales.

In addition to this, you will be expected to maintain and supply at Ffilm Cymru Wales' request:

- A business plan and risk register that's regularly reviewed and updated.
- Evidence of existing data capture mechanisms and how these could be developed to track audience behaviour.
- Welsh Language policy in line with ACW and Welsh Government's policy.
- A clearly articulated education and community engagement policy, which seeks to work with people from isolated and disadvantaged back grounds, as well as with the formal and informal education sector.

CHILD PROTECTION AND VULNERABLE ADULT POLICY

If any part of your project is aimed at children and/or young people, on application for funding you must:

- Supply Ffilm Cymru Wales with copies of an appropriate child protection policy,
- Demonstrate you have a rigorous recruitment and selection process for paid staff, freelancers and for volunteers who will be working with and/or supervising children or vulnerable adults. This should include Criminal Records Bureau checks where applicable,
- Include planned staffing for the project indicating the numbers of children per supervisor.

DBS update referenced checks should be carried out as a matter of good practice where project staff or volunteers' normal duties include caring for, training, supervising or being in sole charge of children and/or involve unsupervised contact with children.

The Wales Council for Voluntary Action is a DBS Umbrella Registered Body who can assist organisations with the informed recruitment of both volunteers and paid staff. The WCVA Criminal Records Unit website contains further guidance and information on CRB checks for organisations: <http://www.wcva-cru.org.uk>

CONTACT DETAILS

If you have any queries, or if you would like to discuss any aspect of your project prior to application, please contact:

Nicola Munday
Audience, Education & Regeneration Coordinator
02920 766931
nicola@ffilmcymruwales.com.

Please note, separate Education Funding strand to which film exhibitors with sufficient focus on film literacy can additionally apply. Please refer to our Education Strategy and Funding Guidelines.

ffilm

CYMRU WALES

S4C MEDIA CENTRE
PARC Tŷ GLAS
LLANISHEN
CARDIFF
CF14 5DU

+44(0)2920 766931
enquiries@ffilmcymruwales.com
www.ffilmcymruwales.com



Supported by
The National Lottery[®]
through the Arts Council of Wales

Cefnogwyd gan
Y Loteri Genedlaethol
trwy Gyngor Celfyddydau Cymru



Cyngor Celfyddydau Cymru
Arts Council of Wales