

# AUDIENCE ACCESS GUIDELINES 2017 - 2020



# 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 Welsh relevance.

The following guidelines are informed by the strategic review that Ffilm Cymru Wales undertook in 2015/2016 and consider 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

From April 2017, the Audience Access 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 to Welsh audiences.

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 £170,000 of lottery funding will be available during 2017-18 through the Audience Access Fund.

Each application is limited to a maximum award request of £20,000.00 per annum and 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.

From April 2017, all Audience Access awards will be made on an annual basis and therefore will be subject to an annual application process. Ffilm Cymru Wales will accept applications that demonstrate long-term strategic proposals for up to three years if a robust business plan is provided, however awards against these proposals will continue to be granted on an annual basis subject to an abbreviated application process.

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 of 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 (delete copy after this line)
- 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

## STAGE 1: EXPRESSION OF INTEREST

All organisations are invited to submit an Expression of Interest (EOI) form to initiate this funding process. This EOI will inform an open dialogue around the aims and objectives of the organisation, the potential fit of your proposed activity against the founding principles of the Audience Access Fund and a better understand your needs and values.

This primary discussion will benefit the applicant as it gives you the opportunity for initial feedback on your project outline which could strengthen your future application. For example, applicants may feel that they have access to a potential target audience who could be interested in film, but lack experience and contacts on how to build a sustainable film offer. Our help might take different forms – from suggesting wider contacts and partnerships in order to develop your offer, to inviting you to apply for funding via the Stage 2 application process.

Please note: All film exhibitors (film festivals and core-funded venues) that were previously funded through Ffilm Cymru Wales' under the earlier exhibition strategy between years 2013- 2017 are not required to submit an expression of interest and can continue straight to the Stage 2 application form without prior approval.

## STAGE 2: APPLICATION FORM

Once your expressions of interest form has been approved by Ffilm Cymru Wales, you will be invited to submit an application form. Applicants will be assessed in funding rounds (twice annually) and deadlines for each can be found on the Ffilm Cymru Wales website here: <http://www.ffilmcymruwales.com/index.php/en/see-welsh-film/funding>

The audience access fund is open to all types of independent film exhibition in Wales and there are three tailored application forms: Cinema Venues, Film Festivals & Pop-up/Event/Community film exhibition. Each application form has been designed to ensure relevancy for each applicant and will follow the themes of the three founding principles of this fund: Innovation, Inclusivity & Value for Money.

Film Festivals & Cinema Venues that have been previously in receipt of Film Cymru Wales core-funding in years 2013

– 2017 will not need to submit an Expression of Interest and can continue to complete their Stage 2 application form without prior approval from Ffilm Cymru Wales.

Applications may be made by individual organisations or by a consortium of two or more organisations that have established a set of shared aims and ambitions of their proposed activity.

Where time us of the essence, please notify [nicola@ffilmcymruwales.com](mailto:nicola@ffilmcymruwales.com), where after your circumstances will be discussed and reviewed and an extraordinary meeting of the panel may be convened at Ffilm Cymru's discretion.

## ASSESSMENT PROCESS

All funding applications will be considered by a panel of Ffilm Cymru Wales' Board and Executive members. Ffilm Cymru Wales will determine funding amounts having assessed applications against the three founding principles of the Audience Access fund (Innovation, Inclusivity & Value for money) as well at the overall the viability of the proposal and its potential to improve access to film for Welsh Audiences.

Unfortunately, Ffilm Cymru Wales will not be able to fund all submitted applications and we aim to return funding decisions to each applicant within 6 weeks of the funding deadline.

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

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.

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](http://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; highlighting achievements and challenges based on the three founding principles of the Audience Access Fund: Innovation, Inclusivity & Value for Money.
- 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 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.

# 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 Manager) on 02921 679369 or [nicola@ffilmcymruwales.com](mailto: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

UNIT 6  
TRAMSHED TECH  
PENDYRIS STREET  
CARDIFF  
CF11 6BH

+44(0)2921 679369  
enquiries@ffilmcymruwales.com  
www.ffilmcymruwales.com



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