



**FILM EDUCATION INNOVATION FUND**  
**GUIDELINES**  
**2020**

# INTRODUCTION

Our mission is to advance a sustainable film sector and film culture that works for everyone across Wales.

This open call Film Education Innovation Fund invites proposals to explore new ways of working and/or testing different types of delivery that will overcome barriers to film education during the COVID-19 pandemic.

Applications could include activities such as, but not limited to, distanced learning through online delivery, developing resources or CPD training. Innovations supported through this fund may potentially lead to a future [Film Education Project Fund](#) application, the deadline for which will be in Autumn 2020.

Through these testing times, film provides an opportunity to inform, educate, entertain and even engage with the world around us. Film education plays a vital role in the way we navigate the world, it creates skills for interpreting the moving image and explores how stories are told while providing educational opportunities through a highly accessible and versatile medium. Ffilm Cymru values activities (both theoretical and practical) that demonstrate filmmaking as a creative practice while promoting the cultural value and critical understanding of film.

We are looking for proposals that work to overcome barriers to providing and participating in film education, encouraging the widest possible participation in Wales' film culture.

We understand that the Covid-19 pandemic presents a set of individual challenges for different communities, this could be due to pre-existing barriers including rural communities or those who experience social isolation and socio-economic disadvantage. We encourage applicants to consider the impact of their proposal and how it will make a meaningful impression on those they are looking to engage.

Proposals could take place in formal learning environments, such as schools, or informal learning taking place in the wider communities. Film may offer accessible learning opportunities in and outside of the classroom but understand there are challenges to overcome. We encourage film education practitioners to keep up to date with [announcements and guidance](#) from Kirsty Williams MS, Welsh Government's Minister for Education.

Ffilm Cymru invite applications on a rolling basis, between now and **30<sup>th</sup> September 2020**, or until all funds are awarded. Expressions of Interest can be submitted at any time but no later than **15<sup>th</sup> September 2020**.

The call is open to applications with an ask of up to £2,500 (up to 75% of total costs) to support activity taking place during the financial year, ending on or before 31st March 2021.

This funding offered is comprised of lottery funding, delegated by the BFI, and Ffilm Cymru's management of this fund is supported by both Arts Council Wales and the BFI.

# WHAT IS FILM EDUCATION?

Ffilm Cymru Wales defines film education as activities (theoretical or practical) that encourage people to be able to access, enjoy, understand, create, explore, and share film throughout their lives. By our definition, film education involves the following areas of learning:

- Creative Practice – Explore filmmaking as a creative practice, demonstrating the process from script to screen enabling people to use film for their own creativity.
- Critical Understanding – Create opportunities to watch, deconstruct, debate, and discuss film and the issues they raise, in order to develop film language and literacy.
- Cultural Awareness – Develop future audiences for independent film and encourage the widest possible participation in Wales' film culture

Since 2006, Ffilm Cymru has supported film education in Wales through open-call project funding and strategic collaborations with other national organisations including Into Film Cymru. We share the fundamental principles of Film Education as outlined in the BFI's "Framework for Film Education" which was created in collaboration with organisations across the UK. There are:

- The importance of inclusive and accessible film education projects, exploring film's theory and creative process
- Recognition of the distinctive elements of film – as artform and text, with its own language, history and aesthetics.
- The right for all children and young people to express themselves as well as experience, learn about, and appreciate film, both the formal structures of schooling and the informal environments of home and in their community.

Read more about [the 'Framework for Film Education' here](#).

FILM EDUCATION FRAMEWORK FOR EUROPE						
<b>Aim</b>	To inspire and equip people across Europe to be able to access, enjoy, understand, create, explore, and share film in all its forms throughout their lives.					
FILM SENSIBILITY						
<b>Key dimensions of film education</b>	<b>Creative</b> Processes, Practices, Participation		<b>Critical</b> Processes, Practices, Participation		<b>Cultural</b> Processes, Practices, Participation	
<b>Areas of learning</b>	Specificities of film	Social, personal & collaborative processes	Critical personal response	Wider film engagement	Historic and institutional context	Reflective learning
<b>Learning Outcomes</b>	Critical thinkers	Adventurous creators	Expressive individuals	Sensitive contributors	Reflective practitioners	Active collaborators
	Confident explorers	Informed participants	Discerning audiences	Enthusiastic advocates	Independent learners	Engaged citizens
<b>Experiences</b>	Engage with film in all its forms	Experience film in the cinema	Discover film from the past	Experience the art of film	Identify, question & reflect on ideas & values	Reflect on national and world cultures
	Experience creative opportunities in filmmaking					
<b>Disposition for lifelong learning</b>	<b>Curiosity</b>	<b>Empathy</b>	<b>Aspiration</b>	<b>Tolerance</b>	<b>Enjoyment</b>	
<b>Connecting to life and work</b>	Personal development		Civic responsibility		Employability	

# WHO IS THIS FUND FOR?

Independent Film Education practitioners based in and working on furthering the reach of film education in Wales.

Ffilm Cymru defines 'film education practitioner' as an independent individual (not employed as a teacher in a school, HE or FE institution) who has a record of delivering quality film education projects.

Those organisations or individuals that have a limited experience in film education are welcome to complete an Expression of Interest (EOI). Ffilm Cymru can advise on training and/or mentorship that might strengthen the application, where applicable.

Unlike the Arts Council Wales' Creative Learning scheme, we are unable to accept applications from a school or education institution however we welcome enquiries so we're able to recommend film education practitioners who might be able to collaborate on an application.

# WHAT IS THIS FUND FOR?

This open call Film Education Innovation Fund invites proposals to explore new ways of working and/or testing different types of delivery that will overcome barriers to film education during the Covid-19 pandemic.

This is a modest fund designed to support organisations to pursue opportunities and test ideas.

Applications could include activities such as, but not limited to, distanced learning through online delivery, developing resources and/or CPD training.

Potentially, work that is supported through this fund may lead to a future, [Film Education Project Fund](#) application, the deadline for which will be in Autumn 2020.

# ELIGIBLE COSTS

## WE CAN FUND:

- Film Education practitioner fee
- Materials and resources
- Travel and expenses
- Software subscriptions & online services
- Keynote Speakers and industry expert fees
- Consultation fees (including legal, business, technical & financial)
- Office costs and overheads directly relating to the delivery of the film education proposal
- Equipment hire
- Training and mentorship
- Monitoring and evaluation activity
- Writing fees for the creation of new resources
- Costs associated to increasing access for participants (e.g. bursaries, travel and refreshments)
- Participatory film education taking place in schools, community settings and online (please note applications must come from Ffilm Education Practitioners as we are unable to fund schools directly)

## WE CANNOT FUND:

- Activity taking place outside of Wales
- Activity that has already taken place or goods and services already paid for at point of application
- Schools or education institutions directly
- Activity that is not related to film or moving image
- Support for capital expenditure for projects
- Commercial activity, including projects that require a 'fee' from participants in order to make profit
- Cost of equipment hire when the equipment is already owned by the organisation or practitioner
- Activity which would normally be supported by other funding or organisation income

# HOW MUCH FUNDING IS AVAILABLE?

During 2020-21 a total of £10,000 will be made available through the Film Education Innovation Fund.

Each application is limited to a maximum request of £2,500 as a non-recoupable grant, with funding being capped at 75% of the total budget for the project. The remainder of the balance should include additional sources of funding, project income, and can additionally include in-kind support.

# HOW DO I APPLY?

Ffilm Cymru will invite applications on a rolling basis throughout 2020-21.

## 1. EXPRESSION OF INTEREST

All applicants must contact the Ffilm Cymru Team to coordinate an 'Expression of Interest' through an online meeting or phone call prior to submitting an application. This conversation is an opportunity to look at your project in the early stages and to start thinking about how the proposal meets the fund's objectives.

Expressions of Interest can be submitted at any time but no later than 15th September 2020.

To request a meeting/phone call, please email the team using the contact details at the end of this document.

## 2. APPLICATION

If you are invited to make an application, following the Expression of Interest conversation, we will send you an application form.

The application submission will include:

- Completed Application Form, covering the following areas
- Organisation details
- Project objectives, with feasible delivery plan
- Evaluation, what will success look like?
- Project Budget (Proposed income and expenditure)
- CVs and DBS certificate numbers of individuals who will deliver film education
- Risk Register
- Policies including Sustainability, Children, Young People and Vulnerable Adults Safeguarding and Equality and Diversity Policies.

Ffilm Cymru Wales can offer support throughout the application and offer guidance around our funding principles. For help, please contact the Ffilm Cymru team through the contact details below.

# WHAT HAPPENS NEXT?

## APPLICATION SUBMISSIONS

All applications must be submitted to [education@ffilmcymruwales.com](mailto:education@ffilmcymruwales.com) - we are unable to accept any applications sent to other email addresses or by post.

A confirmation email containing a reference number and link to our anonymous Equalities, Diversity and Inclusion form will be sent. This form will need to be completed by the lead applicant to complete your application. Read more about [Ffilm Cymru's Equality, Diversity & Inclusion Action plan here](#).

## HOW WILL WE ASSESS YOUR APPLICATION?

All funding applications will be considered by a panel of Ffilm Cymru Wales' Chief Executive, Audience and Education Manager and Audience and Education Coordinator.

The decisions to fund, and at what amount, will be determined by an assessment against the objectives above (as defined in the 'What is this fund for?' section of the guidelines) as well as the overall viability of the proposal and its potential to improve access to film education.

It is advised that this process can take up to 6 weeks from the date of the deadline, but we will endeavour to turn around decisions as quickly as we can.

## NEXT STEPS

Successful applicants will be notified by email or phone call. This will be followed by an offer letter confirming amounts and any outstanding information or conditions required for the award.

Once conditions are met, Ffilm Cymru Wales will issue a funding agreement, reflecting the aims and objectives of the application as well as detailing requirements and timelines for the project, including data gathering, evaluation and payment terms.

Unfortunately, Ffilm Cymru Wales are unable to fund all submitted applications, however we aim to offer guidance and feedback on all applications.

## COMPLAINTS, FEEDBACK AND APPEALS

If you would like to provide any feedback, make a complaint or appeal the decision, our procedure can be [found here](#). Please note: This is a lottery funded programme.

# REPORTING

All successful proposals are required to submit a self-assessed final report within two months of the funded activity completion. This final report will include:

- The Narrative Evaluation (exploring the achievements, challenges, and learnings)
- Actual Income and Expenditure
- Participant Equalities, Diversity & Inclusion (EDI) Data (if applicable)
- Delivery practitioners and associated personnel EDI Data
- Case Study Form (including images and publicity materials)

The Audience and Education team will also be in contact in the lead up to and during the funded activity to offer support, advice and (virtually) visit each organisation (if applicable).

# DATA PROTECTION

All data collected as part of the EOI, application process and throughout successful projects will be done so in accordance with Ffilm Cymru Wales' Data Protection and Privacy Policy. More information and the [full policy can be found here](#).

# CONTACT DETAILS

The Film Education Innovation Fund is managed by Ffilm Cymru's Audience & Education department.

## **NICOLA MUNDAY**

**Audience & Education Manager**

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## **NATASHA WILSON**

**Audience & Education Coordinator**

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# FAQS

## I AM A TEACHER INTERESTED IN FILM EDUCATION, AM I ABLE TO APPLY?

Unfortunately, we are unable to fund schools directly, but we can fund film education practitioners working with schools. We welcome enquiries and are able to discuss potential film education practitioners who might be able to collaborate on an application. You may also connect with practitioners via the [Arts and Education networks](#). Into Film Cymru provide resources for teachers working with films in the classroom. [You can find them here](#).

## WHAT CAN BE USED AS MATCH FUNDING?

Match funding can range from partnership funding from additional sources and an evaluation of in-kind support. This can include, but is not limited to, volunteer support (where appropriate), venue hire and staff time.

## WHERE ELSE CAN I FIND SUPPORT FOR FILM IN WALES?

There are a number of organisations working in Wales to support film:

- Film Hub Wales - part of BFI Film Audience Network, supporting the exhibition sector in Wales.
- Into Film Cymru
- BAFTA
- Arts Council of Wales

Ffilm Cymru Wales is also the home to BFI Network Wales, which offer a number of schemes that help to support the careers of filmmakers. We recommend contacting the team to discuss opportunities around networking and filmmaker events.

## DOES MY ORGANISATION NEED TO BE BASED IN WALES TO APPLY?

Yes, for this fund. However, Ffilm Cymru's other [Film Education Project Fund](#) is open to non-Wales based organisations, provided that all supported activity is set to take place in Wales.

## I WANT TO DELIVER A VOCATIONAL FILM AND/OR MEDIA TRAINING PROGRAMME? CAN YOU FUND ME?

We're not able to support vocational training with this fund, however you can discuss your opportunity with our Skills & Training Executive Manager (Lloyd Elis - [Lloyd@ffilmcymruwales.com](mailto:Lloyd@ffilmcymruwales.com)). We define 'vocational' training in this context as any educational activity that prepares people to work in the film/tv industry.

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