



FILM EXHIBITOR FUND
GUIDELINES
2020-21

INTRODUCTION

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

This open call Film Exhibitor Fund invites applications from independent cinemas, film festivals, pop-ups and community cinemas based in Wales.

Ffilm Cymru has supported film exhibition in Wales since 2006. In recent years, this support has taken form of the Audience Access fund which grants annual awards to an impressive portfolio of film exhibitors working to maintain and increase their audiences through innovation, inclusion, and sustainable practices.

In response to the global COVID-19 pandemic, Ffilm Cymru has redesigned this fund in order to best support the immediate needs of film exhibitors throughout this period and the remainder of the year as we begin to see audiences returning to the big screen.

We understand that although there are shared concerns across the sector, the Covid-19 pandemic presents an individual set of economic challenges for each organisation. This fund is designed to support film exhibitors throughout 2020-21, regardless of their ability to screen films during this time due to the restrictions imposed by Government guidance and social distancing legislation.

In 2020-21, Ffilm Cymru will invite applications on three occasions throughout the year. Organisations can apply once throughout this funding year, so we encourage applicants to consider the timing of their application carefully.

The deadlines for submissions are as follows:

10TH JULY 2020 (5PM)

This round will prioritise:

- Film festivals looking to deliver, online or in-person, events in September – November 2020.
 - Cinemas not currently funded by Ffilm Cymru Wales in need of funding to support operational costs.
- We are also able to consider applications from currently Ffilm Cymru funded organisations who have taken steps to accelerate payments, where there is a clear additional need for funds to support ongoing operational costs, new ways of working, re-opening strategies or on-going cinema programme.

11TH SEPTEMBER 2020 (5PM)

This round will prioritise:

- Film festivals looking to deliver, online or in-person, events in November 2020 – January 2021
- Cinemas in need of support for operational costs, new ways of working, costs associated with a re-opening strategy and on-going cinema programme where appropriate.

13TH NOVEMBER 2020 (5PM)

This round will prioritise:

- Film festivals looking to deliver, online or in-person, events in January 2021 - March 2021
- Cinemas in need of support for operational costs, new ways of working, costs associated with a re-opening strategy and on-going cinema programme where appropriate. We will keep under consideration support for ongoing operational costs for cinemas that are unable to open toward the end of the financial year. In this, we will need to consider the broader financial context in which the organisation is operating including for example, the Arts Council Wales' position of support of this kind.

If your organisation has been previously funded by Ffilm Cymru's Audience Access Fund, and are still drawing-down on the total sum of that award, Ffilm Cymru ask you to request an accelerated payment (in accordance to the Covid-19 amendment to terms) in order to release this funding before considering an application.

Where time is of the essence and you feel none of the above deadlines support your needs, please contact Ffilm Cymru to discuss an out of round application. In some extenuating circumstances, at the executive's discretion, it may be possible to convene an extraordinary assessment of your application. The call is open to applications with an ask of up to £20,000 (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 Arts Council Wales, and Ffilm Cymru's management of this fund is supported by both Arts Council Wales and the BFI.

WHO IS THIS FUND FOR?

Film Exhibitor Fund supports cultural organisations and community groups working to increase access to film in Wales. This funding is open to applications from those operating independent cinemas, film festivals, pop-up screenings, and community cinemas based in Wales.

Ffilm Cymru are unable to support mainstream, commercial cinemas and/or fully commercial enterprise whose main purpose is to generate profit.

If your organisation has been previously funded by Ffilm Cymru's Audience Access Fund, and have yet to draw-down on the total sum of that award, Ffilm Cymru ask you to request an accelerated payment (in accordance to the Covid-19 amendment to terms) in order to release this funding before considering an application.

WHAT IS THIS FUND FOR?

Ffilm Cymru understands that although there are shared concerns across the sector, the Covid-19 pandemic presents an individual set of economic challenges for each organisation. This fund is designed to support film exhibitors throughout 2020-21, regardless of their ability to screen films due to the restrictions imposed by Government guidance and social distancing legislation.

We are anticipating this will be a highly competitive fund and so we encourage applicants to apply for 'what they need' according to their own organisation's strategy and financial situation. Here are some examples to demonstrate how this fund could provide support for each type of film exhibitor:

INDEPENDENT CINEMAS (INCLUDING COMMUNITY CINEMAS)

- Support for cinema overheads, not covered by Government business support schemes
- New ways to engage with audiences, including marketing and staff costs for those working or ineligible for furlough
- Support for a re-opening strategy, including marketing costs and costs for reasonable adjustments relating to Covid-19
- Support to a cinema programme after re-opening if appropriate within the application

FILM FESTIVALS

Either;

- Support for associated costs of delivery of screenings and events, either in-person or online, taking place throughout 2020-21 ending before 31st March 2021.

or

- Support for film festivals who are unable to deliver screenings and events (whether in-person or online) in year, to cover some operational costs including office overheads, and freelance staff who are unable to work, ineligible for furlough and facing financial hardship. Funding requests for freelance staffing must be in line with previously budgeted amounts and in any event capped at £1,500 per individual.

ELIGIBLE COSTS

WE CAN FUND

- Marketing and publicity, associated with reopening, audience safety as well as film screenings either online or in person (e.g. targeted advertising, print, social media promotion)
- Screenings and events for a public audience, for both in-person and online
- Film licenses and transport
- Staff costs for those working or ineligible for furlough. This relates to roles directly involved in the film provision or festival including programming, operations and marketing.
- Office costs and overheads
- Venue, cinema, or equipment kit hire for screenings and events either in-person or online
- Software subscription and online services, linked with online screenings and events
- Volunteer expenses and transport
- Monitoring and evaluation activity, including market research
- Costs for reasonable adjustments relating to Covid-19 and social distancing measures, in line with Welsh Government guidance and industry protocols, including increased security costs, additional cleaning and PPE where appropriate.
- Training for staff and volunteers
- Costs associated to increasing access for audiences (e.g. creche facilities, refreshments, transport)

WE CANNOT FUND

- In-person screenings and events taking place outside of Wales
- Organisations based outside of Wales
- Organisations that are unable to demonstrate a financial need
- Activity that has already taken place, or goods and services already paid for at point of application
- Activity that is not related to film or moving image
- Support for significant capital expenditure, venue alterations or improvements
- Drinks receptions and general entertainment, in-person or online
- Commercial activity
- Filmmaker networking, training and opportunities, in-person or online. Ffilm Cymru supports this type of activity through BFI NETWORK Wales.
- Activity which would normally be supported by other funding or organisation income.

HOW MUCH FUNDING IS AVAILABLE?

During 2020-21, a total of £170,000 will be made available through the Film Exhibitor Fund.

Each application is limited to a maximum request of £20,000 per annum as a non-recoupable grant, with funding being capped at 75% of the total budget. The remainder of the balance should include additional sources of funding, project income, and can additionally include in-kind support.

We are anticipating this will be a highly competitive fund and so we encourage applicants to apply for 'what they need' according to their own organisation's strategy and financial situation.

We understand that that some businesses will be eligible for UK Government and Welsh Government support schemes. We encourage all applicants to explore their eligibility/suitability of each of these schemes and we are collating information on [our website here](#):

There is also industry specific support available through BFI Film Audience Network and support for individuals through the TV & Film Charity. [More information available here](#).

HOW DO I APPLY?

In light of the global COVID-19 Pandemic, Ffilm Cymru will invite applications on three occasions throughout the 2020-21. Organisations can apply once throughout this funding year, so we encourage applicants to consider the timing of application carefully.

The deadlines for submissions are as follows:

- 10th July 2020 (5pm)
- 11th September 2020 (5pm)
- 13th November 2020 (5pm)

Where time is of the essence and you feel none of the above deadlines support your needs, please contact Ffilm Cymru to discuss an out of round application. In some extenuating circumstances, at the executive's discretion, it may be possible to convene an extraordinary assessment of your application.

If your organisation has been previously funded by Ffilm Cymru's Audience Access Fund, and are still drawing-drawn on the total sum of that award, Ffilm Cymru ask you to request an accelerated payment (in accordance to the Covid-19 amendment to terms) in order to release this funding before considering an application).

1. EXPRESSIONS OF INTEREST

All applicants must contact the Ffilm Cymru Team to coordinate an 'Expression of Interest' meeting or phone call. This conversation is an opportunity to look at your project in the early stages and to start thinking about how your aims and objectives can align with the founding principles of the Film Exhibitor fund.

Expressions of Interest can be submitted at any time throughout the year.

2. APPLICATION

Once this conversation has taken place, an application can be submitted. Application forms are available on request. The application will include:

- Completed Application Form
- Management Accounts for previous financial year (if available)
- Project Budget (Proposed income and expenditure)
- Risk Register
- Policies including Sustainability, Children, Young People and Vulnerable Adults Safeguarding and Equality and Diversity Policies.

For help, please contact Ffilm Cymru team through the contact details below.

WHAT HAPPENS NEXT?

APPLICATION SUBMISSIONS

All applications must be submitted to audience@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.

HOW WILL WE MAKE A DECISION?

All funding applications will be considered by a panel of Ffilm Cymru Wales' Board members, Chief Executive, Audience and Education Manager and Audience and Education Coordinator. Decisions are sent to the Ffilm Cymru Board for their review.

It is advised that this process can take up to 6 weeks from the date of the deadline.

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 long form funding agreement, reflecting the aims and objectives of the application as well as detailing requirements and timelines for the project, including data gathering, evaluation processes and repayment terms in the event of an unremedied breach.

Unfortunately, Ffilm Cymru Wales are unable to fund all submitted applications, however we aim to offer guidance and feedback on all applications. Unsuccessful applications are welcome to reapply in the subsequent round following this feedback period.

COMPLAINTS, FEEDBACK AND QUERIES

If you would like to provide any feedback or make a complaint, our procedure [can be found here](#).

REPORTING

All projects are required to submit a final report within two months of the project finishing. Depending on the length of your project, we will also require interim box office reports to be submitted in September if applicable.

We understand that activity levels are likely to be considerable reduced than previous years in light of Covid-19. We appreciate transparent reporting that shares your experience on the ground.

Your final report will include:

- The Narrative Evaluation (exploring the achievements, challenges and learnings)
- Box Office Report (detailing any screening activity and attendances if applicable)
- Actual Income and Expenditure Budget throughout the funding period
- Collated Audience EDI Monitoring Data (if applicable) and Internal staff EDI Monitoring Survey
- 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 project to offer support and advice on the project, and endeavor to visit each organisation funded if possible.

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 Exhibitor Fund is managed by Ffilm Cymru's Audience & Education department.

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FAQS

I'M FROM A LOCAL AUTHORITY; AM I ABLE TO APPLY?

Local authorities are welcome to apply where they are able to demonstrate need and a connection to the wider arts and creative sector. We encourage local authorities to look at developing partnerships with existing arts and film organisations.

WHAT CAN BE USED AS MATCH FUNDING?

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

WHERE ELSE CAN I FIND SUPPORT FOR FILM SCREENINGS 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

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

WHAT HAPPENS IF I MISS A DEADLINE OR HAVE AN OPPORTUNITY OUTSIDE OF A FUNDING ROUND?

Where time is of the essence, please contact nicola@ffilmcymruwales.com to discuss an out of round application. In some extenuating circumstances at Ffilm Cymru's discretion, it may be possible to convene an extraordinary meeting of the panel.



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