



**FILM EDUCATION 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 Project Fund invites proposals for exceptional film education projects that inspire learning through and about film.

Ffilm Cymru support exciting projects that inspire people across Wales to access, enjoy, understand, create, explore and share film throughout their lives. Film education plays a vital role in the way we understand film and how stories are told through this versatile medium. The moving image informed, educated, and entertained us for generations and the way we deconstruct film impacts how interpret the world around us. Practicing film education develops the next generation of film audiences and encourages a film culture that is open for all. For some, it can also inspire them to take their first steps to pursue a career in film.

Applications should demonstrate a clear delivery plan of (both theoretical and practical) activities that demonstrate filmmaking as a creative practice while promoting the cultural value and critical understanding of film as an artform and text in its own right.

We encourage applications that look to overcome existing barriers to film education, which includes limited access to cinema and socio-economic disadvantage, encouraging the widest possible participation in Wales' film culture.

Ffilm Cymru will invite applications twice during 2020-21. The deadlines for application submissions are as follows:

- **27<sup>th</sup> November 2020 (5pm)**
- **29<sup>th</sup> January 2021 (5pm)**

Where time is of the essence, 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 £12,500 (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 learning that encourages 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. During 2014-15, the BFI worked in collaboration to articulate a 'Framework for Film Education' whose fundamental principles we share:

- 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 experience, learn about and appreciate film through 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 the further reach of film education in Wales.

Ffilm Cymru define 'film education practitioners' as an independent individual (not employed as a not a teacher in a school, HE or FE institution) with 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 EOI. Ffilm Cymru can advise on training and/or mentorship that might strengthen their 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?

Ffilm Cymru's open call Film Education Project Fund invites proposals for exceptional, participatory film education projects taking place in or outside of the classroom.

Applications should demonstrate a clear delivery plan of film education and should outline (both theoretical and practical) activities that demonstrate filmmaking as a creative practice while promoting the cultural value and critical understanding of film as an artform and text in its own right.

## **WE CAN FUND:**

- Ffilm Education practitioner rates
- Materials and resources
- Travel and expenses
- Software subscriptions & online services
- Keynote speakers and industry expert fees
- Office costs and overheads directly relating to the delivery of the film education project
- Equipment hire, where equipment is not already owned
- CPD training and mentorship
- Venue and kit hire for workshops and showcases
- Monitoring and evaluation activity
- Writing fees for the creation of new resources, linking to participatory activity
- 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 Film 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 £38,125 will be made available through the Film Education Project Fund.**

Each application is limited to a maximum request of £12,500 per annum 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.

This fund has traditionally been a highly competitive fund and so we encourage applicants to maximise third party partnership funding, diversify partners and seek additional funding sources to support their application.

## HOW DO I APPLY?

Ffilm Cymru will invite applications twice during 2020-21. The deadlines for application submissions are as follows:

- **27<sup>th</sup> November 2020 (5pm)**
- **29<sup>th</sup> January 2021 (5pm)**

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

## 1. EXPRESSION OF INTEREST

All new 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 Ffilm Education Project fund.

Expressions of Interest can be submitted at any time, up until 1 week before an application deadline.

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

## 2. APPLICATION

Once this conversation has taken place and application can be submitted. Application forms can be downloaded from Ffilm Cymru website.

The application submission will include:

- Completed Application Form
- Project objectives, with feasible delivery plan
- Project Budget (Proposed income and expenditure)
- CVs and DBS certificate numbers of individuals who will deliver key participatory elements
- Risk Register
- Policies including Health & Safety with Covid-19 update, 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.

## 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) as well as the overall viability of the proposal and its potential to improve access to film for Welsh Audiences.

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. It will also include the evaluation process 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 feedback on all applications. Unsuccessful applications are welcome to reapply in the subsequent round following this feedback period.

## COMPLAINTS, FEEDBACK & QUERIES

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)

# REPORTING

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

- The Narrative Evaluations (reflecting on achievements, challenges and learnings)
- Actual Income and Expenditure Budget
- Participants Equalities, Diversity & Inclusion (EDI) data
- 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 project to offer support and advice on the project, and endeavour to visit each organisation funded.

# 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: <http://www.ffilmcymruwales.com/index.php/en/company-details-and-contact/policies>

# CONTACT DETAILS

The Film Education Project 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 can fund film education practitioners working within schools. To connect with practitioners we recommend the Arts and Education networks which can be found here: <https://arts.wales/creative-learning/about-creative-learning/regional-arts-and-education-networks>

Into Film Cymru also provide resources for teachers working with films in the classroom. You can find them here: <https://www.intofilm.org/cymru>

## **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 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, 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.

## **Does my organisation need to be based in Wales to apply?**

While your organisation doesn't need to be in Wales, all supported activity must take place in Wales.

## **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](mailto: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 assessment of your application.

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CYMRU WALES

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