

# Ffilm Cymru Wales

## Film Education Pilot Scheme 2021-22

### Guidelines

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## Foreword

### Access Requirements

For applicants with access requirements, for example individuals who are D/deaf, hard-of-hearing, Disabled or neurodiverse people, and people with sight loss, further support is also available to complete an application. For example, we can cover the costs of a BSL interpreter for a meeting with us prior to making an application, or scribing support for dyslexic applicants. Please note that we cannot cover access costs for which there is already other funding in place e.g. Access to Work support. We also cannot cover the purchase of hardware or software.

For those with access requirements, we can also accept the application forms via post, or answers in alternative formats such as a short video or slide deck. The format should be agreed with our team prior to submission.

Please contact Ffilm Cymru's Audience & Education Coordinator, Natasha Wilson, using the contact details below to discuss your requirements in advance of making an application.

### Contact Details

The Film Education Pilot Scheme is managed by Ffilm Cymru's Audience & Education department.

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Audience & Education Manager

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Audience & Education Coordinator

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## Introduction

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

This open call Film Education Pilot Scheme 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, new methods of delivering film education projects with participants, developing resources or CPD training. Pilots supported through this fund may potentially lead to a future Film Education Project Fund application in 2022-21, the deadline for which will be in Autumn 2021.

Film provides an opportunity to inform, educate, entertain and to engage, understand and share the world around us. Film education plays a vital role in the way we navigate the world, developing skills for interpreting the moving image and exploring how stories are told while providing educational opportunities through a highly accessible and versatile, digital 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.

The ongoing Covid-19 pandemic presents and amplifies challenges for film education practitioners and the various communities they are providing services to. These might include, but are not limited to,

reduced access to young people as schools adapt to providing learning and creative opportunities during a pandemic and amplified pre-existing barriers such as geographic or 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, or online. In particular, we are looking to support pilot proposals that test new ideas with potential to scale, develop and progress film education in Wales.

We encourage film education practitioners to keep up to date with [announcements and guidance from Welsh Government](#).

Ffilm Cymru will invite applications once during 2021-22.

**The deadline for applications is Friday September 30<sup>th</sup> 2021 (5pm)**

Applicants can request funding up to £3,750 (up to a maximum of 75% of total costs) to support activity taking place during the financial year, ending on or before 31st March 2022.

Awards are 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. These 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 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.](#)

## Who can apply?

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 led by a school or education institution. However, we welcome enquiries and are happy to facilitate introductions to potential film education practitioners as potential delivery partners and lead applicant.

## What is this fund for?

This open call Film Education Pilot Scheme 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 or hybrid delivery, developing resources and/or Continued Professional Development (CPD) training.

Potentially, work that is supported through this fund may lead to a future [Film Education Project Fund](#) application in 2022-23.

## 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 and delivery team (e.g. BSL interpreters, 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 2021-22 a total of £15,000 will be made available through the Film Education Pilot Scheme.

Each application is limited to a maximum request of £3,750, capped at 75% of the total budget for the project. The balance should include additional sources of funding, which can include in-kind support.

Any funding offered through this scheme takes the form of a non-repayable grant.

## How do I apply?

Ffilm Cymru will invite applications once during 2020-21.

The deadline for applications is Friday September 30<sup>th</sup> 2021 (5pm)

### **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 meetings can be requested at any time but no later than 15<sup>th</sup> September 2021. To request a meeting/phone call, please email the team using the contact details provided.

### **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, except when agreed in advance to support Access.

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.](#)

The data you provide in this form is kept confidential and separate from your application and is not considered as part of the assessment process. We collect the data so that we can track if we are reaching the full breadth of Wales' population and meeting our Equalities, Diversity and Inclusion Plan objectives. It also helps us to report back to our funders, the BFI and Arts Council of Wales, and to the public. You will not be personally identified in any of these documents.

### 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 the 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.