

Ffilm Cymru Wales

Film Education Project Fund 2022-23

Guidelines

Contents

| | |
|---|----|
| Foreword | 2 |
| Access Requirements | 2 |
| Contact Details | 2 |
| Introduction | 3 |
| What is Film Education? | 5 |
| Who can apply? | 6 |
| What is this fund for? | 7 |
| Eligible Costs | 9 |
| We can fund | 9 |
| We cannot fund: | 9 |
| How much funding is available? | 10 |
| How do I apply? | 11 |
| What happens next? | 13 |
| Application Submissions | 13 |
| How will we assess your application? | 13 |
| Next steps | 14 |
| Complaints, Feedback and Appeals | 14 |
| Reporting | 15 |
| Data Protection | 15 |

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 Manager, Nicola Munda, using the contact details below to discuss your requirements in advance of making an application.

Contact Details

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

Nicola Munday

Audience & Education Manager

nicola@ffilmcymruwales.com

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 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 informs, educates, and entertains us and the way we deconstruct film impacts how we interpret the world around us.

Engaging in film education helps equip participants with the critical, cultural and creative skills ('the 3 Cs'), as well as digital and communication skills. Additionally, some participants in film education activity may seek out other film content as audience members or be inspired to take their first steps to pursue a career in film – providing wider cultural and/or vocational benefits.

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 improves access to film education. This might be because of a lack of cultural organisations in the area; or financial disadvantage; or because people experience marginalisation. Applicants may wish to refer to [our Equalities, Diversity and Inclusion plan](#).

Ffilm Cymru will invite applications once during 2022-23.

The deadline for applications is 8th August 2022.

If you have a particular time pressure that would need your application to be considered earlier, please contact Ffilm Cymru to discuss a potential out of round application.

In 2022-23, the call is open to applications with an ask of up to £22,000 (up to 90% of total costs) to support activity taking place in each region of Wales – South, Mid and North Wales. If your project is taking place across multiple regions, feel free to apply for the maximum amount for each region you're working in.

For example, if you're proposing to work across two regions (South & Mid Wales) you can apply for up to £44,000 etc. Likewise, if you're proposing three regions (South, Mid and North Wales) you can apply for up to £66,000.

This funding used to support Film Education Projects is 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 to further the reach of film education in Wales.

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

Those organisations or individuals that have limited experience in film education are welcome to complete an Expression Of Interest, particularly where skills may be transferable and where the individual brings a breadth of lived experience. All applicants must have a business bank account as we are not able to transfer funds to personal accounts not linked to a business.

Ffilm Cymru can offer advice on networks, training and/or mentorship, where applicable, at pre-application stage.

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 from schools looking to develop a proposal and we may be able to support in finding film education practitioners to collaborate with and lead on an application.

What is this fund for?

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

In 2022-23, our focus will be to aim to engage 11 – 18-year-olds – so we're able to better track the development of individuals' personal progression as they navigate the formative years of their education. We will not however exclude proposals that aim to engaged life-long learners - who may identify as being d/Deaf, learning disabled or autistic, or living with a disability – as we believe there is still a lot of work to be done to improve accessibility and disseminate basic film literacy/making with marginalized communities across Wales though this will not be our primary focus.

We aim to deepen the level of engagement with participants, through 'in-depth' working over a minimum of 6 to a maximum of 9-month periods. In a schools' context, this might be a minimum of two school terms and a maximum of 3 school terms. Per region, we ask each proposal to aim to engage with 150 participants in a minimum 200 learning hours.

This year, all funded projects must:

- Meaningfully engage participants in film literacy, by watching at least three feature films or set of shorts (minimum of 9) including adequate time to deconstruct these films using film language frameworks.
- Explore ways participants can continue to watch independent films, by introducing participants to their local film culture (e.g. providing information on their local cinema(s)' in-person and digital programme and raising awareness of young people's film festivals in Wales).

- Raise awareness of film and tv careers in Wales by allowing for a dedicated session on this in your schedule, to be delivered by Ffilm Cymru's team. Awarded practitioners must also support Ffilm Cymru in engaging with participants post-project through improved data collection and shared communications.
- Demonstrate the practise of filmmaking, participants will make their own short films (as a collective or in groups) from script to screen, developing their own storyboards, scripts, preproduction, production, post-production techniques.

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.



Eligible Costs

We can fund

- Film 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 with access and inclusion for participants and delivery team (e.g. BSL interpreters, bursaries, translation, childcare, travel and refreshments etc)
- Participatory film education taking place in schools, community settings and/or online (please note applications must be led by 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 (i.e. purchasing equipment that will be used beyond the life of the project)
- 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 that would normally be supported by other funding or organisational income (for example, staff costs at schools, councils or funded organisations).

How much funding is available?

During 2022-23 a total of £66,000 will be made available through the Film Education Project Fund.

Per region, South, Mid & North Wales, practitioners can apply for maximum of £22,000 and we welcome proposals from those working in more than one region of Wales.

We can support up to 90% of the total budget for the project. The balance of match-funding can include in-kind support, with an explanation of how that support has been calculated (for example, the rate to hire a venue that has been provided free of charge).

Funding provided by Ffilm Cymru for Film Education Projects takes the form of a non-repayable grant.

This is a highly competitive fund and so we encourage applicants to maximise third party partnership funding, reducing the funding requested from Ffilm Cymru wherever possible.

How do I apply?

Ffilm Cymru will invite applications once during 2022-23.

The deadline for application submissions is 8th August 2022.

If you have a particular time pressure that means you'd need your application to be considered earlier, please contact Ffilm Cymru to discuss a potential out of round application. We cannot guarantee to assess applications earlier than the published deadline, but we will try and accommodate where possible.

1. Expression of Interest

All applicants must contact the Ffilm Cymru Team to arrange a short 'Expression of Interest' meeting or phone call. This conversation is an opportunity to explore your project in the early stages and to start thinking about how your aims and objectives might align with the objectives of the Ffilm Education Project fund. If this isn't the right fund for you, it will save you the time of developing an application and you may get some useful feedback and contact suggestions in the process.

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

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

2. Application

Once the Expression of Interest 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.



What happens next?

Application Submissions

All applications must be submitted to education@ffilmcymruwales.com - we are unable to accept any applications sent to other email addresses or by post, except where agreed in advance in response to an Access Support request.

A confirmation email containing a reference number and link to our Equalities, Diversity and Inclusion form will be sent. This form will need to be completed by the lead applicant to complete your application, although questions include an option of 'prefer not to say'. You can 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) as well as the overall viability of the proposal and its potential to improve access to film for Welsh Audiences.

The assessment process can take up to 6 weeks from the date of the deadline. You should not plan to start the project until you have had confirmation of funding and the amount, which may be less than the amount requested.

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 of award.

Once you've returned a signed Offer letter and met any request for further changes or information, 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. It will also include the evaluation process and repayment terms that only apply 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 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 project's completion. This final report will include:

- A short Narrative Evaluation (reflecting on achievements, challenges, and learnings)
- Actual Income and Expenditure report
- Participants Personal Data, including contact details for longitudinal impact tracking & evaluation
- 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 be in contact in the lead up to and during the project to offer support and advice on the project and answer any queries.

We aim to visit each organisation funded, when possible.

Data Protection

All data collected as part of the Expression of Interest, application process, equalities data submission and during the duration of the project will be treated in accordance with Ffilm Cymru Wales' Data Protection and Privacy Policy. More information and the full policy [can be found here.](#)