



# Film London

Cultural Cinema Lottery Funding

Guidelines

2011/12



Awarding funds from  
 The National Lottery®

Film London aims to ensure London has a thriving film sector that enriches the capital's businesses and its people. Film London's objectives are to:

- Grow the film industry in London
- Maximise investment in London through film
- Sustain London's film culture
- Promote London to the world through film

Film London's strategic priorities are to:

- Maximise inward investment by maintaining and strengthening London's position as a film-friendly city
- Increase investment and boost employment in London's film sector by providing partnership funding for production, distribution and exhibition across all media
- Develop talent and the competitiveness of the industry by investing in training
- Increase access to the capital's film culture by helping audiences to discover film in all its diversity
- Promote London through film by working in partnership with a wide range of stakeholders
- Capitalise on opportunities provided by London 2012 and its legacy to strengthen the capital's film industry and film culture

Film London is funded by the Mayor of London, the National Lottery through the BFI, and receives significant support from Arts Council England and Skillset.

The region Film London covers comprises all 33 London Boroughs including: Barking and Dagenham, Barnet, Bexley, Brent, Bromley, Camden, City, Croydon, Ealing, Enfield, Greenwich, Hackney, Hammersmith and Fulham, Haringey, Harrow, Havering, Hillingdon, Hounslow, Islington, Kensington and Chelsea, Kingston, Lambeth, Lewisham, Merton, Newham, Redbridge, Richmond, Southwark, Sutton, Tower Hamlets, Waltham Forest, Wandsworth and Westminster.

Film London also manages the British Film Commission through a public/private partnership which is funded by the Department for Culture, Media and Sport through the BFI.

The BFI awarded Lottery Funds to Film London to continue support for audience development activity in London. Film London will distribute £70,000 through Cultural Cinema Lottery Funding for film exhibition, education and archive activity. The strategic priorities for Lottery Investment for 2011/12 are:

- To support cultural film exhibition, archive and education activity
- To support activity that reflects London's diversity
- To strengthen engagement with the film exhibition, education and archive sector

Please read our Lottery guidelines carefully before completing your application form. In all cases we recommend consulting with Film London prior to submitting an application to ensure your project's suitability for the fund; however you can contact us at any stage in the application process if you have any questions. Please do not interpret pre-application discussions with our staff as a commitment to support your project.

All applicants to this programme will benefit from training and networking events provided by Film London, which aim to strengthen the capacity of organisations to deliver future projects.

Cultural Cinema Lottery funding will support projects which deliver all of the following:

- Exhibition Activity

Provision of a specific screening programme for a specific audience, creatively planned and managed so that programming and marketing work together to attract the largest possible audiences and enrich London's film culture. The programme should contribute to the diversity of London's film culture, in reflection of the city's diversity, and focus on films that would otherwise not be seen in the capital.

- Added Value for Audiences

Projects that give audiences the opportunities to learn about cinema and moving image culture through activity complementary to these film screenings, for instance facilitated discussions, special events, guest lectures, Question & Answer sessions, seminars or programme notes.

- Audience Monitoring and Project Evaluation

Proactive and meaningful plans that not only fulfill the information requirements of Film London and the BFI but provide a robust strategy to reflect, consult and plan on-going sustainable activity. Plans should reflect appropriate time, resources and cost to undertake and collate evaluation effectively.

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## Cultural Film Exhibition Fund | £30,000

### Objectives:

- To recognise excellence in the cultural film exhibition sector
- To support projects that increase audiences for specialised film and sustain a rich film viewing culture in London
- To support established exhibitors who contribute to the breadth and diversity of audiences and content across the capital

Grants: £5,000 (minimum award) to £10,000 (maximum award)

Match funding requirements: As a minimum, projects require 30% matched funding, of which 50% must be cash (see Partnership Funding Requirements)

Deadline: **Midday on Friday 21 October 2011**

Awards announced: Wednesday 7 December 2011

### Please note:

- In the event that Film London's Audience Development Sub-Committee does not have sufficient funds to support all the projects deemed eligible for an award, projects will be selected to reflect a diverse portfolio of London's film culture.

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## Community Pilot Fund | £15,000

### Objectives:

- To support new exhibition, education and archive activity
- To encourage activity in areas of London not currently served by film exhibition
- To provide support and training to develop sector knowledge and infrastructure in pilot/new projects

Grants: £3,000 (fixed awards)

Match funding requirements: As a minimum, projects require 15% matched funding, this can be cash or in kind (see Partnership Funding Requirements)

Deadline: **Midday on Friday 28 October 2011**

Awards announced: Wednesday 24 November 2011

### Please note:

- Projects need to be at a stage of development where they can be completed by 30 June 2012
- Applications from more experienced organisations planning to apply will need to show they plan to pilot distinct projects that will take place in addition to their core activity

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## Tender: Film Education | £15,000

Film London's Audience Development consultation identified a need for further investigation into film education sector support. £15,000 has been allocated to support education activity via tender. Details will be published following the publication of the Henley Review (DCMS led review of cultural education) findings and further consultation with the 21st Century Literacy Strategy leadership group in early 2012.

Please note:

- Applications for new film education projects should be made to the Community Pilot Fund

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## Contingency | £10,000

A contingency of £10,000 has been allocated to enable Film London to be responsive to the Film Policy Review and Creative England's plans later in the year. Plans for allocation will be announced in early 2012.

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## Who Can Apply

Film London can accept applications from legally constituted organisations operating in London. A legally constituted organisation may be one of the following:

- Private company limited by guarantee
- Private company limited by shares
- Legally constituted partnership
- Unincorporated group
- Schools, colleges and universities
- Local authorities
- Other public sector bodies

Film London cannot fund the following:

- Individuals
- Support for significant capital expenditure (unless, in the opinion of Film London, an exceptional case has been made)
- Applications already covered by existing agreements with other funding bodies as part of your ongoing programme of delivery
- Activities that have already taken place or goods/services already paid for at the time of application
- Activity that is not related to film or moving image
- Activity that duplicates what already exists in the same location or which serves the same audience
- Costs that are already covered by other funding
- Ongoing overheads, although applications can include an allocation of administrative and overhead costs
- Fundraising events
- Applicants based outside London even if their project takes place in the capital
- Activities taking place outside of London
- Students in full-time education
- Activities which should be covered by statutory education provision
- Artists' moving image work (there are separate funds to support this work see [www.filmlondon.org.uk/flamin](http://www.filmlondon.org.uk/flamin))
- Activities that do not meet the fund's criteria

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## How to Apply

Read these guidelines carefully to establish your project's eligibility for the fund. If you are in doubt, please contact Anna Kime or Paul Bowman in the Audience Development Team at Film London on 020 7613 7676.

In all cases, we strongly recommend attending the information sessions for the funds on **Tuesday 27 or Wednesday 28 September 2011**.

In all cases, we strongly recommend discussing your application with Film London at an Advice Surgery, to gain additional guidance and professional support.

You must complete your application online. The online application form can be accessed via our website, [www.filmlondon.org.uk](http://www.filmlondon.org.uk).

Make sure you fill in all parts of the application form as you will be unable to submit your application form if you do not fill in all the required fields. In addition there are a number of templates that you are required to fill in as part of this application. Please ensure these and the other required supporting documents are attached.

Organisations may only apply to one fund in 2011/12. Applications from organisations applying to both the Cultural Film Exhibition Fund and Community Pilot Fund will be deemed ineligible.

Applications for the Cultural Film Exhibition Fund must be submitted by the deadline of **midday on Friday 21 October 2011**.

Applications for the Community Pilot Fund must be submitted by the deadline of **midday on Friday 28 October 2011**.

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## Partnership Funding Requirements

All projects must have an element of secured partnership funding in order to be eligible. Please refer to Section 3, 'Specific Funds' for the ratio of cash and in-kind match funding for individual schemes. Film London will require written confirmation of both cash and in-kind contributions from successful projects.

Cash match may include income from ticket sales/box office.

In-kind match funding refers to the equivalent value of resources that an organisation or its partners are contributing to a project. This might include staff time or the use of office space and equipment. All in-kind costs must relate to the delivery of the project.

Partnership funding cannot derive from other BFI Lottery schemes (including First Light), but funds from other National Lottery distributors are eligible, such as:

- Big Lottery
- Awards for All
- Arts Council England Grants for All
- Non-UK and European Community funding sources

Projects which come with funding from Heritage Lottery Fund (HLF) or wish to apply to HLF can utilise that funding as match if the element of the project is different to the element being funded by the Film London.

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## Submission Documents

All applicants are required to submit:

- A completed online application form and completed templates
- A full budget for the planned activity
- The organisation's constitution
- An Equal Opportunities Policy
- The most recent audited End of Year Accounts. For the Community Pilot Fund only, organisations that have not been trading long enough to have End of Year Accounts must submit their last three bank statements and nominate an organisation that can receive funding on their behalf
- Applicants (or their nominee in the case of the Community Pilot Fund) must be able to demonstrate that they have a dedicated bank account in the name of the organisation
- Child Protection Policy. Applicants working with young people will need to demonstrate they have an appropriate protection policy in place which covers their organisation and staff
- Although not an essential requirement, applicants may provide a letter of support from the relevant borough council where appropriate

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## Assessment

On receipt of applications, Film London will implement the following procedure:

Each application will be registered and assigned a unique reference number (URN) which applicants need to quote on all correspondence. This will be quoted to you via email within 10 working days. If you do not receive this acknowledgement, please contact us.

Film London will check that applications are complete and eligible, including a financial health check on all applicant organisations (or their nominees in the case of the Community Pilot Fund). Incomplete and ineligible applications will be rejected and the applicant will be notified in writing within 10 working days. Please refer to Section 6, 'Submission Documents'.

**Cultural Film Exhibition Fund** applications will be assessed by the Film London Audience Development Team or external assessors. Applications that need specialist knowledge will be sent to an identified assessor with the relevant skills. Assessments will be based only on the data provided in your application; therefore it is crucial that you include all relevant information. Even if you have applied before, your application may be sent to an assessor who has no previous knowledge of your organisation or project.

Eligible applicants to the **Community Pilot Fund** will be invited for an interview with a panel consisting of the Film London Audience Development team, a member of the Film London board, and a representative of the Film London senior management team. The Interview Panel's recommendations will be presented to the Film London Audience Development Sub-Committee for ratification.

## Criteria

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Applications will be assessed on the following criteria (unless otherwise indicated these criteria will apply to both funds):

### 1. Delivering on the objectives of the Fund:

- Will the project provide a specific screening programme for a specific audience?
- Will audiences discover new and unfamiliar non-mainstream film?
- In what way are these audiences not served well by mainstream cinema?
- Do the programming and publicity plans demonstrate a confident grasp of audience development?
- Will audiences get opportunities to learn about cinema through complementary activity?
- Are the audience monitoring plans appropriate to the proposed activity?
- What will the audience data contribute to the organisation's audience development strategy?
- How will the project be evaluated? Is this appropriate to the scale and timeframe of the proposed project?

### Specific to Cultural Film Exhibition Fund:

- Will the project be delivered with flair and excellence?
- Does the project extend the applicant's contribution to the cultural film exhibition sector?

### Specific to Community Pilot Fund:

- Will the project provide new or pilot activity?
- Will activity be delivered in areas of London not well served?

### 2. Public Value:

Which measures of public value does the project deliver? How will the project deliver cultural, educational, social and/or economic impact?

- Cultural Value: Does the project reflect and contribute to the cultural diversity of the capital? Does similar activity already exist in London?
- Educational Value: Does the project increase media literacy and sector knowledge? Does the project offer Londoners an opportunity to learn about a subject or type of film to which they may not otherwise have access? Does the project increase the use of film within informal education?

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## Criteria (continued)

- Social Value: Does the project help to build social cohesion and tolerance through improved awareness of cultural identity or through activities that emphasise both commonality and celebrate differences? Will the project address issues of accessibility including content and geographic access for particular groups? Does the project target minority, marginalised or hard to reach groups?
- Economic Value: Will the project increase investment in the sector? Will the activity provide additional economic activity in the local area?

### 3. Ability, Quality and Delivery:

- Planned activities: The project will be assessed in terms of planned activities, time plan, partners, location, programme, target audience, special events, and training. Is the project description clear? Is it realistic? Have potential risks to the project been identified and addressed? Is there evidence within the proposal that the activities described are likely to be of high quality and appropriate for their context? Is there evidence within the proposal that this project will improve the quality and scope of the applicant's creative and if relevant, educational activity?
- Monitoring and evaluation: How does the organisation intend to monitor the project beneficiaries? How will the success and impact of the project be measured?
- Publicity plans: What are the planned marketing activities? Are they appropriate for the intended recipients? Do they have a sufficient reach? How are they targeting marginalised groups? Is there a press strategy?
- Practitioners and partners: The roles and experience of project personnel will be evaluated in terms of programming, marketing & PR, event management, sponsorship and education. Have appropriate film and moving image practitioners with relevant expertise been involved in the development of the proposal? If not, will they be sourced externally? Who are the key people involved in the project? What expertise do they bring to the table? If the project involves young people, do the practitioners have the right experience/training? Have they been CRB checked?
- Financial viability: Does the budget realistically reflect the proposed activity? Are the income targets and cost predictions realistic, achievable and related to the project activity? Does the total income and expenditure match or will there be a loss for the organisation to bear? Does the budget include in-kind support?
- Track record: What is the organisation's experience on similar projects? Has previous evaluation reports and promotional material been provided?

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## Criteria (continued)

### 4. Commitment to sustainable activity

Please note applicants to the Cultural Film Exhibition Fund must demonstrate that projects have a legacy beyond the lifetime of the Film London grant:

- Exit strategy: Is there a plan in place to continue activity beyond the lifetime of the Film London grant? Does the information provided suggest that these plans are viable?
- Support: Does the project have the support of the borough council(s) where the project is being delivered and/ or support from other key organisations and potential funders?
- Sustainability: Does the nature of the project suggest that this could continue to be an important part of London's film cultural life in future years? Do the plans suggest the potential for audience development?

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## Scoring

For the **Cultural Film Exhibition Fund** the above four criteria will be scored as follows:

**5** is excellent and the project excels across almost all elements of the criteria; performs well on the rest; and has no problems with any of the elements

**4** is good and the project performs well on almost all the elements of the criteria; and has no problems with any of the elements

**3** is average and the project performs well on some elements but has problems with others OR the project is adequate across all elements

**2** is weak and the project is adequate to weak with some problems across certain elements

**1** is poor and the project is weak on the majority of the elements with problems across many

Applications that score 1 in any of the four general assessment criteria will be rejected at the assessment stage. Cultural Film Exhibition Fund panel decisions will be ratified by the Film London board.

Film London aims to notify applicants to the Cultural Film Exhibition Fund of decisions no later than eight weeks after the submission deadline.

Film London aims to notify applicants to the Community Pilot Fund of decisions no later than four weeks after the submission deadline.

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## Scoring (continued)

Applicants must ensure there is adequate time before project activity starts to receive a decision.

The decision to grant or not to grant an award shall be entirely at the discretion of Film London and the decision of Film London in this regard shall be final. We anticipate a high demand for grants but, inevitably, we have a finite amount of funding to distribute. We will assess your application against the criteria set out in these guidelines. However, even if you meet all those criteria, please be aware that we may not necessarily be able to fund you.

An award decision will be one of the following:

- Decline
- Award at full amount
- Award at reduced amount
- Deferral of award pending further discussion or receipt of additional information

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## Conflict of Interest

Film London affirms its adherence to the principles of the Nolan Committee on the conduct of public life. It will seek to ensure fairness and equity in all its judgements and to ensure that conflicts of interests, influence, gifts and possibilities of fraud are managed effectively. All external assessors will be required to sign and return a Conflict of Interest form.

### What is an interest?

An interest is deemed to arise where:

- Close personal or professional links exist with an organisation or individual receiving or requesting financial assistance, or where close relatives or associates have such links
- There may be direct benefit from a financial decision or awareness of commercially sensitive information

An assessor cannot be involved in the decision-making process if they:

- Stand to make financial gain from the result
- Have a close relative or business associate who stands to make financial gains from the result
- Are a stakeholder (member of staff, board member, paid advisor) of a company or organisation which stands to make a financial gain from the result
- Are involved in a conflict or action with an applicant
- Stand to make other measurable gain from any potential outcome from the decision

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**If you need more information about the programme or require the application pack in either large print or on audio-tape please contact:**

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