
Strategy for Film and Moving Image Festivals

Introduction

Festivals can be exciting and dynamic ways of celebrating creative expression and developing audiences that can engage with creative work. Watching films can help us understand and appreciate the people around us and the world in which we live; exploring other cultures and other ways of life can enrich our own lives. Film festivals can establish a sense of community, they can galvanise audiences, they bring people together around new and engaging talking points, crucially, they also make available a much greater variety of films than is normally available, so celebrating cultural diversity.

Our strategic aim is to assist the development and growth of sustainable Film and Moving Image Festivals of regionwide impact that deliver industry, cultural and economic benefits with the following objectives:

- grow audiences and public interest in new products and regional creative industries
- encouraging programming partnerships between regional festivals and regional film heritage/archive products, regional production, indigenous and international short films, animation, education and networking events and link to a regional calendar of festival and moving image exhibition
- facilitating a promotional platform for regional industry through networking, education and training events
- addressing social inclusion and cultural diversity activities represented as a core feature of the overall programme
- encourage skill sharing and training initiatives for the exhibition sector
- attracting cultural tourism through regionwide partnerships.

Screen East's regionwide festival strategy is part of an integrated approach to Audience and Moving Image Education Development, and we invest in projects which add to a national and international calendar of festival provision that offer clearly defined evidence of regional, audience, industry and economic benefit.

Screen East will fund three types of festivals:

- **Established** – international, national and regional significance
- **Developmental** – developing film and moving image exhibition
- **Mixed Arts** – where film and moving image is a component

The total value of the awards annually is up to **£60,000**. Applications can be made for up to a maximum of **£20,000** per annum for established festivals and up to **£5,000** for developmental and mixed art form festivals.

NB. Screen East reserves the right to only fund one festival within one month to maximise regional impact.

RIFE Franchise and Festivals Application Form

Please read the appropriate Guidelines provided with this form before attempting to complete it. We can answer questions you have about the form if you call us on 01603 776923, or email funding@sceneeast.co.uk

Important: Please ensure your application is complete and that you have completed every question prior to submission.

Please also include Diversity and Monitoring forms for key members of your organisation.

Contact information

We are available to advise you in making an application to us.

To speak to Martin Ayres, Head of Audiences & Education, and assessor for Education, Festival, Archive and Audience Development applications, please call 01603 776925 or email martin@sceneeast.co.uk

To speak to Annabel Grundy, Funding Officer, regarding funding administration, project monitoring and general funding enquiries, please call 01603 776923 or email annabel@sceneeast.co.uk

Accessibility

Screen East welcomes applications for funding from all people in the Eastern region. While we currently do not have audio or large text versions of our application forms, we are available to help you to complete them. If you require assistance in completing your application please call the Funding Officer on 01603 776923.



1 About your organisation

Name of organisation:

Name of main contact:

Position/Title of contact:

Full postal address:

Please submit a covering letter with application on your organisations letterhead to validate your address.

If your address is not in the East of England region, please give reasons why you are applying for funding.

<input type="text"/>	
<input type="text"/>	
<input type="text"/>	
<i>County</i>	<i>Postcode</i>

Telephone:

Fax:

Email and website:

Local Authority area in which you are based:

Local Authority area(s) served by the investment:

When is the best time to contact you?

Do you have any special communications requirements?

2 Eligibility of your organisation

What is the legal status of your organisation?

- | | |
|--------------------------|---------------------------------|
| <input type="checkbox"/> | Company limited by guarantee |
| <input type="checkbox"/> | Company limited by shares |
| <input type="checkbox"/> | Legally constituted partnership |
| <input type="checkbox"/> | Unincorporated group |
| <input type="checkbox"/> | Local authority |
| <input type="checkbox"/> | University, college or school |
| <input type="checkbox"/> | Other public sector body |
| <input type="checkbox"/> | Charity |

Other classification:

Registered Charity number: *if applicable*

What type of organisation are you?

- | | |
|--------------------------|-----------------------------------|
| <input type="checkbox"/> | Full time cinema |
| <input type="checkbox"/> | Part time cinema |
| <input type="checkbox"/> | Education consortium |
| <input type="checkbox"/> | Community organisation |
| <input type="checkbox"/> | Festival |
| <input type="checkbox"/> | Archive |
| <input type="checkbox"/> | Educational/training organisation |

Other type *please specify*:



3 Background of your organisation

Please include a copy of the constitution or set of rules for your organisation with your application.

Date your organisation was set up/
incorporated:

VAT registration number:

Are you a branch or subsidiary of a larger
organisation?

yes no

If yes, give the name of the parent organisation:

Turnover for the current financial year:

£

How many employees do you have?

Full time:

Part time:

Does any of your organisation's income
derive from other Lottery sources?

yes no

If yes, please detail:

Including dates and reference numbers

4 Franchise and award planning

Which franchise or award are you applying for?

<input type="checkbox"/>	Education Franchise
<input type="checkbox"/>	Archive Franchise
<input type="checkbox"/>	Festival Fund

Please indicate the timescales of your business plan and length of franchise for which you are applying

<input type="checkbox"/>	<1 year
<input type="checkbox"/>	2 years
<input type="checkbox"/>	3 years

Which member(s) of staff at Screen East have you spoken to about your application?

When did you speak to them?

--

If you have not spoken to us before submitting your application please tell us why:

5 Operational plan and delivery

Please see the appropriate targets sheet for your application.

Please give a summary of your main objectives and planned programme of activity. This summary will be presented to the funding committee when introducing your application:

Please list the key roles/staff which will deliver the project:

Title:	In post?	CV included?
<input type="text"/>	yes <input type="checkbox"/> no <input type="checkbox"/>	yes <input type="checkbox"/> no <input type="checkbox"/>
<input type="text"/>	yes <input type="checkbox"/> no <input type="checkbox"/>	yes <input type="checkbox"/> no <input type="checkbox"/>
<input type="text"/>	yes <input type="checkbox"/> no <input type="checkbox"/>	yes <input type="checkbox"/> no <input type="checkbox"/>
<input type="text"/>	yes <input type="checkbox"/> no <input type="checkbox"/>	yes <input type="checkbox"/> no <input type="checkbox"/>

Will the franchise involve or address people from any ethnic minority background? *Please specify*

Will the franchise or festival involve or address people with disabilities?

yes no

Will the franchise involve or address young people? *See NB below*

yes no

If 'yes' are staff CRB checked? yes no

Will the franchise involve or address any other group or section of society?

yes no

Has the business plan been developed in consultation with the group(s) outlined above? *Please specify.*

NB For education franchises (or any franchise activity relating to work with children and young people) police background checks must be carried out on all staff employed by the franchise for educational work with children, at recruitment and appointment stage. Copies of these to be provided to Screen East as and when requested.

6 Franchise or project summary

See relevant RIFE Franchise and Festival Guidelines. Please include the Business Plan for the specified period with the full financial plan as recommended in the Guidelines.

Have you included a Business Plan/
Full Project Outline?

yes no

If not please tell us why:

7 Targets and Outputs

Have you included a completed
Targets Sheet for your application?

yes no

If not please tell us why:

8 Budget Summary

Please provide a summary of income and expenditure for the year in which your festival, franchise or project will take place. This budget needs to reconcile with your Business Plan or project outline.

Please also provide evidence of partnership funding already confirmed.

All applications should include partnership investment and earned income as part of the project and running costs set out in the business plan. Minimum levels of partnership are set out in the respective Guidelines for Archive and Education Franchises and the Festival Fund.

**In-kind contributions are explained in the guidelines and can include your own time, services you gain for free, at a reduced cost or as sponsorship, or resources on loan at no cost.*

Please tick to confirm you have read the State Aid De Minis wording below yes no

Please list funding coming into the project, via sponsorship, earned income, in-kind and/or charitable/EU sources

Income	£	Confirmed?	
		Yes	No
EU Funding	£	<input type="checkbox"/>	<input type="checkbox"/>
Government/Regeneration	£	<input type="checkbox"/>	<input type="checkbox"/>
Local Authority	£	<input type="checkbox"/>	<input type="checkbox"/>
Sponsorship	£	<input type="checkbox"/>	<input type="checkbox"/>
Charitable	£	<input type="checkbox"/>	<input type="checkbox"/>
Earned Income (box office)	£	<input type="checkbox"/>	<input type="checkbox"/>
Other funding	£	<input type="checkbox"/>	<input type="checkbox"/>
Other funding	£	<input type="checkbox"/>	<input type="checkbox"/>
Sub total A	£		

Expenditure	£	Details
Staffing	£	
Materials	£	
Venue Hire	£	
Travel	£	
Print/PR	£	
Other overhead	£	
Other	£	
Other	£	
Other	£	
Sub total B	£	

Total amount you are applying for from Screen East? £

sub total B minus sub total A

State Aid. Under EC Regulation 69/2001 ('de minimus' aid regulation), if your organisation is a Small and Medium Size Enterprise – an SME, Screen East's investment is a de minimus aid. There is a ceiling of 100,000 Euros (approx £70,000) for all de minimus aid provided to any one firm over a three year period. Any de minimus aid awarded to you under this offer letter will be relevant if you wish to apply, or have applied, for any other de minimus aid. For the purposes of the de minimus regulation, you must retain this letter for three years from the date on this letter and produce it on any request by the UK Public Authorities or the European Commission. (You may need to keep this letter longer than three years for other purposes.)*

***An SME is an enterprise that employs less than 250 employees on the day of starting the project, including part-time, seasonal and temporary staff, and has either a balance sheet at their accounting date with assets, less liabilities, worth no more than 43 million Euros, or an annual turnover of not more than 50 million Euros. Also, it should not be more than one quarter owned by firms that do not qualify as SMEs under the above requirements.*



9 Declaration of interests

Are you aware of any personal or professional relationship with any staff or board member of Screen East or the Film Council?

yes no

If you have ticked yes who are they?
Name of person:

FRAUD

Screen East will take legal action to recover funds from an applicant who has provided fraudulent information in this application.

Data protection

Data Protection Act 1998: Important

The information on this application form will be processed by, or for Screen East. We will hold the information you give us on computer and use it for statistical purposes. The information is also held on a national database administered by the Film Council. The Film Council uses this national database for statistical analysis and for direct mailings of information. We may provide copies of the applications and information you have submitted to individuals or organisations that are helping us assess applications or monitor funding and recoupment.

In accordance with the requirements of the Data Protection Act 1998, Screen East needs to obtain your consent to contact you by post, phone, fax or email for a range of purposes. We also need to ensure that we have up-to-date contact details, so please tick the boxes below.

If you do not complete this form Screen East will not be allowed to contact you with information.

From time to time Screen East may want to contact you about events, activities, publications and our other services that may be of interest to you.

If you consent to this, please tick the box

On occasion Screen East may receive requests from the Film Council or the other regional film and media agencies to supply your details for similar publicity and information purposes.

If you consent to this, please tick the box

Please note. It may be a requirement of certain funding sources that information about applications is shared with other Lottery Distributors.

If you consent to this, please tick the box

You have the right to access your personal records held by Screen East.

If you wish to access them please write, stating your full name and address, to:
The Chief Executive, Screen East, 1st Floor, 2 Millennium Plain, Norwich NR2 1TF

On receiving the request, we will respond to you in writing within 40 working days.

10 Your declaration

At least two members of the organisation must sign the application form. One of these people should be the main contact, the other should be the Chair or another member of your organisation's management.

The project in the application falls within our objects and powers of the constitution or Memorandum and Articles of Association. We have the power to accept any award if offered, depending on the conditions shown, and to repay the award if we do not meet the condition.

I confirm that the information I have given is true and I have answered all the questions on the form. I will let you know immediately about any material change to the information provided.

Name:	<input type="text"/>
Position:	<input type="text"/>
Signature:	<input type="text"/>
Date:	<input type="text"/>
Name:	<input type="text"/>
Position:	<input type="text"/>
Signature:	<input type="text"/>
Date:	<input type="text"/>

Supporting information checklist

Please ensure you have included the following with your application; it will not be eligible for assessment unless the following are all included:

- Operational business plan for the franchise, including a programme of activity for the coming year
- Management accounts and budget forecasts for your organisation
- Completed target sheet for the strand to which you are applying
- CVs of key personnel and staffing plan
- Any other documents requested in the targets sheet
- Diversity and Monitoring forms for key staff

Targets and Outputs for Festivals supported by Screen East

Screen East expects a number of outputs for each investment it makes. Please indicate projected figures and activities for delivery in the year, as described in your operational plan.

If your application is successful, these targets will form part of the review of your award at the end of the festival.

Output Description

Screenings

Please include full programme details to us in your business plan and copies of the final, published programme materials.

Screenings:

Projected audience:

Admissions

Please distinguish between paying and complimentary tickets, as this figure contributes to the value for money assessment of your application.

Paid:

Complimentary:

Education events

Please detail key partners (schools, regional consortia) and audience projections for education events. Information relating to the content of education events to be included in the programme details.

Number events:

Projected audience:

Premieres

Please distinguish between short and feature film premieres; and between restoration, UK, and international premieres.

Feature:

Short:

Panel Discussions/Industry debate/Other events

Again, full details of industry events or discussions should be included in the festival programme. What we are looking for here is a number and projected audience for the event, as well as details of who you are targeting: industry/public/specific sectors of the community.

Number events:

Projected audience:

Target percentage audience from disadvantaged groups

Access to exhibition is at the heart of Screen East's Grant in Aid funding. We want to see evidence of your commitment to providing exhibition experiences to a broad section of the community, including disadvantaged groups. Please give details of ways in which you hope to achieve wide audience access.

% share:



Strategic Aims

Please include an appendix to your business plan which addresses the questions below. Please include details of delivery partners including whether they have been approached or confirmed where applicable.

Marketing

Give a brief outline of your marketing strategy and how Screen East branding will be represented in publicity for the festival.

Touring and the Digital Screen Network

Does the festival undertake or will it seek to deliver a touring programme?

Have you approached cinemas within the Digital Screen Network in the East to explore this potential?

Creative and Commercial Quality

How will the festival engage with new audiences via:

- New and high quality creative and commercial content?
- New technologies and formats for exhibition and distribution?

Audience Development

Please explain your approach to integrating audience development and education activity for the festival:

- Will this activity be marketed to reach wider audiences, extend access for underserved groups and/or non-traditional audiences?
- Does the festival provide access to niche or non-mainstream material which would otherwise not be accessed by audiences in the East of England?

Promoting Industry and Audiences

How can the festival provide a promotional platform for regional production and industry?

- Will the festival include events such as networking, training or education programmes which will represent or bring together industry and audiences?
- Will the festival provide for or host a Screen East event which addresses these aims?