

## GUIDANCE NOTES: LAUNCHPAD HOTHOUSE

**Each question will be scored on a sliding scale of 1 – 5. 1 being poor, 5 excellent.**

1. Why do you feel there is a need for a community cinema where you live?  
*Applicants will be scored based on their reason for wanting to start a community cinema and on the need they have considered for one in their area. Consider why as a group you want to start a community cinema? Are there other cinemas nearby and are they accessible for your audience? What positive impact do you think a cinema will have on the local area? **We are looking for applicants who want to make a difference in their area, who are passionate and committed to the idea of setting up a community cinema.***
2. What is your chosen venue? Tell us a little bit about the area it is in. Is it accessible? What is the capacity?  
*Applicants be scored on accessibility of the venue. Is it somewhere that is familiar to the community that people feel comfortable accessing? Is it in a disadvantaged area? Does it attract a diverse audience? Venue capacity will also be considered, with venues under 40 or over 200 being eliminated if the size is felt to negatively impact the on the likelihood of the project's sustainability. Venues providing limited access to disabled audiences will not be eligible unless there are firm plans in place to rectify this and this is an area in which they would welcome support. **We will be looking for groups that have identified relationships with spaces that are accessible for as diverse an audience as possible, in a venue that is familiar and affordable.***
3. What will you do to ensure your screenings attract as diverse an audience as possible?  
*Applicants will be scored on **the consideration taken to encourage as diverse an audience as possible, particularly the opportunity to reach audiences who might struggle to access other forms of cinema. We will also look at the consideration in the film programming to screen films that might relate or be most accessible to their audience.***

### **Terms and conditions:**

- The majority of your group must be aged between 16-30 years old and based within the defined areas (either South Yorkshire region or Leicestershire, unless exception has been made from Cinema For All)
- You must be willing to set up a new community cinema and screen the number of films required prior to the end of the programme. (x3 for South Yorkshire and 8x Leicestershire)
- You must have completed all activity relating to the programme by 31 December 2018.
- You must keep track of audience numbers for all screenings and be happy to collect feedback from your audiences at events. You must send information and feedback from audiences back to Cinema For All by 31 December 2018.
- All publicity materials must display the Cinema For All and any other logos of funders for the programme (BFI and BBFC for South Yorkshire and Octagon for Leicester).
- Cinema For All will only support screenings that are fully and legally licenced using a Single Title Screening Licence from the appropriate rights-holder.
- Selected groups must take part in all the agreed training sessions as identified in the initial meeting and maintain regular contact with Cinema For All.
- Groups agree to take part in Cinema For All and BFI publicity and marketing.