

Guidance notes: SUSTAIN FRESH START 2019

Each question will be scored on a sliding scale of 1 - 5. 1 being poor, 5 excellent. One additional point may be given in each area where additional value has been shown.

1. Tell us about your venue and local area. How many people can you fit in it? What other cinema facilities are nearby? What challenges are you facing?
 - *Applicants will be scored on distance from other cinema venues. 1 being within 1 km to 5 more than 10km away. Venue capacity and accessibility will also be considered. Venues with fewer than 40 seats will only be eligible if regular audience figures show this is sustainable. 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. Alternatively, very large venues may be eliminated if the size is felt to negatively impact on the likelihood of the project's sustainability. Where venues are close to other cinema provision, we will be looking for a complementary or contrasting programme offer. 1 point will be awarded if the proposed venue scores highly on accessibility. MAX SCORE 6*
2. Explain how coaching support could help your group.
 - *Applicants will be scored on the potential impact coaching could have on the group. Do they have a clear vision of what they want to achieve or have identified weaknesses they are keen to address using this support? MAX SCORE 5*
3. Tell us about how the £200 bursary would support your organisation. Have you previously received coaching or similar support funded by the BFI in the past two years?
 - *Applicants will be scored on their ideas for how financial support could meet a particular need and the specific outcome this might have on their operation. Where applicants have previously received a bursary for a similar intervention from the BFI / FAN or FAN strategic partners in the past two years this will be taken into account in the event of the programme being heavily subscribed. MAX SCORE 5*
4. Explain what you would do to ensure your screenings attract as diverse an audience as possible.
 - *Applicants will be scored on their understanding of the make-up and diversity of their community and what efforts they make to reach diverse groups within their community. An additional point may be awarded if research has been conducted into the diversity of the community. MAX SCORE 6*

Terms and conditions:

- You should have been operating for at least 2 years.
- You must have completed all your activity by **30 March 2019**
- You must survey and collect audience data at any event taking place during your coaching period (e.g. your screenings) supported by the £200 bursary (a survey link will be provided by Cinema For All). You must send that audience data back to Cinema For All by **30 March 2019**.
- All publicity materials for your screenings and events during your time on Sustain Fresh Start must display the Cinema For All and BFI logos (provided by Cinema For All).
- 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 the agreed coaching sessions as identified in the initial assessment and maintain regular contact with Cinema For All.
- Groups agree to take part in Cinema For All and BFI publicity and marketing.