

## GUIDANCE NOTES: COLLABORATE! 2019/20

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 planned project – focusing on what you will screen, which other community cinema(s) you will work with, along with an explanation about why you've chosen this idea. **ADD IN WORD LIMITS THROUGHOUT – PER QUESTION OR MAXIMUM OVERALL.**
  - *Applicants will be scored on film choices and rationale. As a BFI supported initiative there is priority given to programmes that support British, independent and specialised cinema. You can read the BFI's definition of specialised cinema here: <http://www.bfi.org.uk/sites/bfi.org.uk/files/downloads/bfi-films-specialised-films-2015-11-04.pdf>. Points will therefore be given to answers showing a balance of British, independent, foreign language, documentary, classic and archive films and a clear reasoning behind the selection. An additional point will be given where audiences' choices are considered, or an awareness of building audiences' choices is shown. MAX SCORE 6*
  
2. Tell us about the venues and local areas in which you will host the project. How many people can you fit in your proposed venues? What other cinema facilities are nearby (including commercial, independent or community cinemas)? What licences does your venue already have?
  - *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 limited access to disabled audiences will not be eligible. If a venue has fewer than 40 seats it may affect the success of the application. Alternatively, very large venues may be eliminated if the size is felt to negatively impact on the likelihood of the success of the project. 1 point will be awarded if the proposed venue is particularly suitable i.e. already has projection facilities in place, licences or scores highly on accessibility. MAX SCORE 6*
  
3. Explain why there is a need for your planned project. Who is your intended audience? How will you reach them?
  - *Applicants will be scored on their understanding of their target community and its needs, including what public value the venture offers. An additional point may be awarded if any research has been conducted or interest shown in having this type of activity. MAX SCORE 6*
  
4. What would you do to ensure your project would attract the intended audience?
  - *Applicants will be scored on their understanding of the make-up and diversity of their target community and a range of efforts made to reach diverse groups within their community. An additional point may be awarded if research has been conducted into the diversity of the community. You can read more about the BFI's standards on and definition of diversity here: <http://www.bfi.org.uk/about-bfi/policy-strategy/diversity/diversity-standards>  
MAX SCORE 6*

## TERMS AND CONDITIONS:

- Groups will be notified by 12 Oct 2019 if they have been selected.

- Selected groups must maintain regular contact with Cinema For All, keeping up to date with all correspondences and providing feedback when requested. Cinema For All will check in with successful applicants on a quarterly basis after the support has been provided.
  - Groups must have completed your project no later than 28 Feb 2020.
  - Groups must survey and collect audience data at all public facing stages of the project (a survey link and an electronic copy of the survey will be provided by Cinema For All), as well as inform Cinema For All of the number of attendees of any screenings and send that audience data back to Cinema For All by 15 March 2020.
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- Groups agree to take part in Cinema For All and associated BFI publicity and marketing.
  - All publicity materials 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 licensed using a Single Title Screening Licence from the appropriate rights-holder.