

Guidance notes: Sustain Shine – Spring 2021

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? (200 words)
 - You will be scored on the distance from other cinema venues. 1 being within 1km and 5 being more than 10km away. If your venue is close to other cinema provision we will be looking at whether you offer a complimentary or contrasting programme.
 - As a BFI funded initiative you will also be scored on the diversity of your film programme in line with the BFI's diversity guidance [here](#).
 - Your venue capacity and accessibility will also be considered. Venues with fewer than 40 seats will only be eligible if regular audience figures show you are sustainable. If your venue provides limited access to disabled audiences you will not be eligible, unless you have firm plans to change this.
 - Alternatively, if your venue is very large you may be eliminated if the size is felt to negatively impact the likelihood of the project's sustainability.
 - 1 point will be awarded if your venue scores highly on accessibility.
MAX SCORE 6

2. Explain how coaching support could help your group. What skills or ideas are you keen to develop? (500 words)
 - We will score you on the potential impact your project could have on your group and your audience.
 - We want to see whether you have a clear idea for what you want to achieve, or if you have identified areas that you are keen to address using the support of Sustain Shine. MAX SCORE 5

3. Tell us about how the £300 bursary would support your organisation. Have you previously received coaching or similar support funded by the BFI in the last two years? (200 words)
 - You will be scored on your ideas for how the financial support could help you develop your ideas for your community cinema. We want to see a clear plan for what you will spend the bursary on.
 - Please let us know if you have previously received a bursary from the BFI / FAN or FAN 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 will do to ensure your project attracts as diverse an audience as possible, or how you will help to increase the accessibility and diversity of your community cinema. (300 words)
- We will score you on your understanding of the make-up and diversity of your community, as well as how you plan to make sure your project reaches diverse groups. You can read more about the BFI's standards of and definition of diversity [here](#).
 - An additional point may be awarded if you have completed research into the diversity of your community. MAX SCORE 6

Terms and conditions:

- You should have been operating as a community cinema or other volunteer-run film screening organisation for at least 12 months.
- You must have completed all activity (including all Zoom sessions) by **19 March 2021**.
- If your project is selected you will receive a £200 bursary. Invoices must be received by **31 January 2021**. If your group fails to submit an invoice within this timeframe you risk losing the bursary.
- Due to COVID-19 there are restrictions on public gatherings (e.g. film screenings) as per the government's stipulations. We expect you to continue to keep up to date with any restrictions that could affect your events or community. We also expect you to strictly adhere to all government guidance. We do not expect any community cinemas to run in-person screenings unless it is deemed safe to do so by the UK government and health organisations.
- You must survey, collect audience data and record number of attendees at any event taking place during your coaching period (e.g. your screenings) supported by the £300 bursary (a survey will be provided by Cinema For All). You must send all audience data back to Cinema For All by **28 March 2021**. This data must be provided to Cinema For All in order to receive the £300 bursary.
- All publicity materials for your Sustain Shine project must display the Cinema For All and BFI Lottery logos (provided by Cinema For All).
- We will only support screenings that are fully and legally licenced using a Single Title Screening Licence from the appropriate rights-holder.

Terms and conditions (continued):

- If you are selected, your group must take part in the Zoom sessions as identified in the initial assessment and maintain regular contact with Cinema For All.
- If you are selected, your group agrees to take part in Cinema For All and BFI publicity and marketing.
- We will notify you if you are successful by 12 January 2021.
- Cinema For All will only support individual community cinemas and film societies.
- All of our Launchpad and Sustain materials and workshops are the property of and copyrighted to Cinema For All. You may share these within your immediate volunteer group. However, you must not share these with unauthorised individuals or organisations other than your group, or pass on or use these materials / workshops to train or advise others outside your organisation.
- It is important that you attend your prearranged workshops. If you are unable to attend or wish to rearrange please let us know with 24 hours' notice. If you repeatedly do not show up for sessions this can result in the retraction of your place on the Sustain Shine scheme, including bursary.
- By accepting your place and participating in Sustain 2021 you and your group agree to these terms and conditions.