

Guidance notes: Sustain Collaborate – Summer 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 audience and the audiences of your collaborators. Which genres do you normally screen? What is your usual audience size? Who makes up your/your collaborators' audiences? (up to 200 words)
 - We will score you on your knowledge and understanding of the make-up of your community. You can read more about the BFI's standards of and definition of diversity [here](#).
 - 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](#).
 - The usual audience size for your/participating groups will be considered to determine the potential reach of the collaborative project.
 - 1 point will be awarded if your community cinema (or partnering groups) score highly in accessibility. MAX SCORE 6

2. Please tell us about your project idea. How will it help your community cinema or your audience? How will you use the £1000 bursary to help you realise your project? (up to 500 words)
 - We will score you on the potential impact your project could have on your group and/or partnering groups, as well as your audiences.
 - We will be scoring you on whether you have a clear vision of what you want to achieve, or whether you have an area you are keen to address with the support of Sustain Collaborate.
 - You will also be scored on whether you have a clear plan for what you want to spend the bursary on. MAX SCORE 5

3. Who are you collaborating with on this project? Why have you chosen to work together? If you have not yet found your partners at this stage, what kind of groups/community cinemas are you hoping to work with? We will do our best to pair you up with the appropriate groups. (up to 200 words)
 - We will score you on the diversity of your partners and your reasons for wanting to work with them. You must collaborate with at least two other groups - one of which must be another community cinema (the other may be a charity, organisation or local interest group).
 - If you have not yet secured partners, your answer will be scored on the ideas for the types of groups/community cinemas you wish to collaborate with and why.

- The partnering groups and community cinemas must agree to take part in two online Zoom sessions with the Cinema For All team (an introduction at the beginning of the project and an evaluation after it has been completed).
- If you have previously received a bursary for a similar BFI / FAN or FAN strategic partners project 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 collaborative project attracts as diverse an audience as possible, or how it will help you to increase the accessibility and diversity of your community cinema. (up to 300 words)

- We will score you on your understanding of the make-up and diversity of your/the partners' communities, as well as how you plan to make sure your collaborative project reaches diverse groups.
- We want to see if you have a clear strategy for marketing the event.
- An additional point may be awarded if you have completed research into the diversity of your/the partners' communities. 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 your project and both Zoom meetings by **30 August 2021**.
- If your project is selected you will receive a £1000 bursary, to be shared among the participating groups. The bursary payment will be made to the lead applicant organisation. It is then your responsibility to share any agreed bursary amount with its named partners. Invoices must be received by **30 June 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.

Terms and conditions continued:

- An online feedback form after your event (a survey will be provided by Cinema For All). You must send all audience data back to Cinema For All by **30 August 2021**. This data must be provided to Cinema For All in order to receive the £1000 bursary.
- All publicity materials for your Sustain Collaborate project event 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.
- If you are selected, your group and the collaborating partners must take part in the agreed sessions (introduction and evaluation, both approximately 30 mins) and maintain regular contact with Cinema For All.
- We will notify you if you are successful by 3 June 2021.
- We will only support you if you plan to work collaboratively with two other groups, one of which must be another community cinema (the other can be a charity, organisation or local interest group).
- All of our Launchpad and Sustain materials and workshops are the property of and copyrighted to Cinema For All. You, and any named partner or collaborator, may share these within your immediate volunteer group. However, you, or any named partner or collaborator, 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 prearranged workshops. If you are unable to attend or wish to rearrange please let us know with 24 hours' notice. Repeated no-shows can result in the retraction of your place on the Sustain Collaborate scheme, including bursary.