

Guidance notes: Sustain Develop – 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 venue and local area. How many people can you fit in your venue? 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.
 - 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 audience members 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. Please tell us about your project idea. How will it help your community cinema or your audience? How will you use the £600 bursary to help you realise your project? (500 words)
 - We will score you on the potential impact your project could have on your group and your audience.
 - You will be scored on your ideas for how financial support could help you develop your community cinema. We will be looking at whether you have a clear vision of what you want to achieve, or whether you have identified any key areas that you are keen to address with the support of Sustain Develop. We also want to see a clear plan for what you will spend the bursary on.
 - 1 point will be awarded if your proposed project addresses accessibility and helps you to reach a more diverse audience
MAX SCORE 5

3. Sustain Develop offers one-to-one coaching support with the Cinema For All team and your group. What kind of support are you looking for? E.g. mentoring, tips and advice, resources, specific workshops. This doesn't have to be finalised but it will help us gain an understanding of how we can support you. (300 words)

- You will be scored on the clarity of your vision on what type of support you are looking for, and how this will benefit your community cinema and project idea.
 - We want to see if you have a clear idea of your goals and how the coaching will support you to achieve them. 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
 - An additional point may be awarded if you have completed research

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 **30 August 2021**.
- If your project is selected, you will receive a £600 bursary. 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.
- You must survey, collect audience data and record the number of attendees at the project you do as part of Sustain Develop. E.g. audience numbers and monitoring and evaluation forms for screenings, or volunteer training programmes (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 £600 bursary.

Terms and conditions (continued):

- All publicity materials for your Sustain Develop 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.
- 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 3 June 2021.
- Cinema For All will only support individual community cinemas, film societies, or other volunteer-led film screening groups.
- 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. Repeatedly not showing up for sessions can result in the retraction of your place on the Sustain Develop scheme, including bursary.