



FILM FESTIVAL FUND

GUIDELINES FOR APPLICANTS

Closing date for applications: Thursday, 31 January 2008

1. Introduction

A large number of film festivals are held across the UK each year. The majority are local in focus, but a number of others attempt to create an event that can attract a UK-wide audience. The UK Film Council recognises that these festivals are often under-funded and lack management resources or marketing expertise, and are therefore unable to fulfil their potential.

The Film Festival Fund with an allocation of £1.5 million a year for three years, aims to ensure that, by 2012, audiences across the UK have access to a wide variety of film festivals which maximise audience choice and provide opportunities for learning, and that collectively these festivals contribute to the development of a more competitive UK film industry at home and overseas.

The fund will be allocated as follows:

- £250,000 a year for up to three years, to no more than eight festivals that are, or in the opinion of the UK Film Council have the potential to be, of **national significance** (Strand 1);
- £1.25 million a year for up to three years, to no more than two festivals that are, or in the opinion of the UK Film Council have the potential to be, of **major international and national significance** (Strand 2).

A description of what the UK Film Council views as a **festival of major and international and national significance** and a **festival of national significance** is set out in the UK Film Council's **UK-Wide Film Festival Strategy** which should be read in conjunction with these guidelines.

2. Can you apply?

You can apply if you manage, or propose to create and manage, a film festival in the UK defined as follows:

'An event which takes place bi-annually or less frequently, which offers film screenings or a programme of films that would not otherwise be available to the local or national population. A festival includes individual events and elements eg debates, masterclasses, criticism, guest speakers, etc, that create a sense of occasion, time and/or place, and generate a unique atmosphere of anticipation,

excitement and learning which over time permeates the festival's brand.'

You can apply in relation to a 'start-up' film festival in the UK but you should note that such a start-up may have difficulties in meeting the public value assessment criteria and is less likely to be successful than an existing festival.

We would expect applications to be made by registered charities or registered companies, or by consortia made up of festival organisers, screen agencies, local authorities, etc.

You can only apply to one of the strands of the fund. In order to decide which strand to apply to, consider to what extent your festival meets the six core public values as set out in the **UK-Wide Film Festival Strategy**.

Please note that if you apply for Strand 2 and are not successful because, in the opinion of the UK Film Council, your festival is not, and does not have the potential to be, a festival of major international and national significance, then your application will not be re-routed to Strand 1.

Applications will be assessed in accordance with the assessment criteria set out in these guidelines but there is a limited amount of funding available and as a consequence applications will be competing against other applications in the same strand.

In developing your application you should seek the advice and support of your local national or regional film agency where possible.

Strand 1 – Festivals of national significance

To see what is a festival of national significance, please refer to Section 4 of the UK-Wide Film Festival Strategy.

We expect most applications to be made to this strand.

Strand 2 – Festivals of major international and national significance

The UK Film Council believes that there are only two festivals currently operating in the UK which meet, or have the potential to meet, the public value

requirements of this strand as set out in Section 4 of the UK-Wide Film Festival Strategy. As such it intends to solicit applications from the organisers of each of the BFI London Film Festival and the Edinburgh International Film Festival to this strand.

Other festivals can apply this strand but should be aware that applications will be required to score much better against the **core public value indicators** than applications to Strand 1.

3. How to apply

All applications must be in the form of a fully completed Film Festival Fund application form, which can be downloaded from the UK Film Council website – www.ukfilmcouncil.org.uk – or by contacting the Distribution and Exhibition Administrator on 020 7861 7530.

The completed application form together with the supporting documentation should be sent to:

Kath Knight
Distribution and Exhibition Fund Administrator
UK Film Council
10 Little Portland Street
London W1W 7JG

Applications must be received by 18.00 on Thursday, 31 January 2008 (the closing date).

Applications must be lodged with the UK Film Council to constitute a formal application and may be sent by mail, courier, or by hand, and duly signed. Applications via fax or the internet are not acceptable. Applications received after the closing date will not be eligible for consideration.

On receipt of an application the UK Film Council may request a copy of your latest audited accounts (if applicable) or other information relating to the project or to the applicant before proceeding with assessment of the application.

How much can you apply for?

Funding is unlikely to be allocated equally between the successful festivals because the needs of each festival will vary, but you should take into account:

- the total funding available to each strand and the anticipated number of awards;

- an award of less than £20,000 per year is unlikely to have a significant effect on establishing a festival's position as one of national significance; and
- funding is intended to expand existing activities, not support the status quo.

The UK Film Council may decide to offer an award amount that is greater or less than you have applied for and may discuss your budgets and plans with you as part of the assessment process.

4. WHAT HAPPENS NEXT

On receipt of an application it will be logged and it will be checked for eligibility. You will be notified in writing if the application is not eligible and therefore will not be assessed.

Assessment process

Eligible applications will be assessed in accordance with a three stage process. The assessment will involve senior members of the UK Film Council's Distribution and Exhibition Department together with a panel formed of industry experts and an independent chair.

At **Stage 1** the assessment panel will review the written submissions and will prepare a short list of potential award recipients for each strand. Some applications may be rejected at this stage.

At **Stage 2** short-listed applicants to the relevant strand will be invited to present their application to the assessment panel, focusing on the three year vision and plan. The UK Film Council will seek to be as flexible as possible in the dates that are suggested, but it may be limited in the dates that it can offer depending on the availability of the panel. Therefore if you are not available on the dates suggested by the UK Film Council, or if you subsequently fail to attend on the agreed date, your application may be rendered ineligible. A maximum of three people representing the applicant can participate in and attend the presentation.

Following the presentations, the panel will reconvene to make recommendations as to which applications to support.

At **Stage 3** the UK Film Council's finance and business affairs departments may undertake due diligence in relation to these recommended applications. Subject to the results of such due diligence, the recommended applications will be submitted to the UK Film Council's Distribution & Exhibition Finance Committee for approval.

The timing of the stages for each strand may not run concurrently.

It is intended that all applicants will be notified of the decision on their application by 28 February 2008.

Assessment criteria

Applications will be assessed against certain criteria. These criteria have been broken down into three parts (as set out below) for ease of reference. Each section also contains a description of what you should cover in your application in order address those criteria.

Part one: Three year plan

This section will be evaluated against the following criteria.

Quality of plan

- The degree to which the vision and plan is clearly defined.
- The degree to which the plan demonstrates its viability as a festival of national or major international significance (as applicable to the strand) and in particular how the applicant proposes to manage an international or national campaign (as applicable).
- The range and breath of the film festival in terms of programming choice and events.
- The overall quality, level of creativity and innovation demonstrated by the application.

Structure and management

- The degree to which the plan demonstrates that the film festival has the structures, governance, personnel and backing of sufficient people with sufficient skills and knowledge to achieve the vision and deliver the plan.

Financial viability

- The degree to which the plan is properly budgeted.
- The applicant's previous experience and demonstrable ability to manage the enhanced film festival.
- The degree of promotional and programming expertise and experience

demonstrated by the applicant.

- The degree to which third party funding and/or sponsorship is attached.
- The viability of proposals for obtaining a higher level of third party funding and/or sponsorship.
- The financial viability of the applicant itself.

Value for money

- The number of people that are estimated to benefit from film festival.
- The extent to which UK Film Council funding would be used to achieve additional value and not supplement existing activities.
- The extent to which the application explains how the film festival will minimise cost and other operational risks.

You should include in your application a three year plan for the festival:

The UK Film Council is looking for organisations that demonstrate a clear direction, what resources they need to get there, who their partners are or might be, and show their ability as an organisation to get there. This plan should outline:

Vision – what do you see as the medium to long term vision and position nationally or internationally (as applicable) of the festival? As a guide, this should not be a long descriptions but rather a concise statement that encompasses the spirit and ambition of the festival.

Long term plan – this should be split into four sections:

- a) Commentary which describes how you are going to achieve the vision, ie your business plan. This should cover the three years of the potential funding and also how you intend to continue, or enhance, the vision beyond that period once any potential UK Film Council funding has been utilised. It is important to remember that the Film Festival Fund is not meant to sort out existing deficit funding issues, so evidence needs to be provided as to the existing base line of the festival (unless it is a ‘start-up’ festival) clearly demonstrating that the UK Film Council would be additional funding to achieve your vision.
- b) A description of the core management team and how the festival is to be staffed at key times. Advisory boards, patrons, etc, who are proven to be active in the film festival should be listed, and clear evidence provided of stakeholder collaboration and involvement in the vision, planning and

management of the festival.

- c) Financial projections/budget for three years indicating sources of funding and whether or not such funding is committed.
- d) Details of partners and other funding that would be brought in as part of the three year plan in order demonstrate how UK Film Council funding could possibly leverage other opportunities.

This plan should be no more than five pages excluding the financial information (see c) above).

Part 2: Impact measurements

In order to identify:

- whether applications to Strand 1 qualify as festivals of national significance, or
- whether applications to Strand 2 qualify as festivals of major international and national significance,

and in order to assess the applications, this section will be evaluated against the six core public values identified by the UK Film Council as set out in detail in the **UK-Wide Film Festival Strategy**.

This section will look at the impact the applicant is hoping to achieve against each value.

The following table shows the six values and the relative importance the UK Film Council places on each. For illustration purposes three stars (***) means the festival is expected to have maximum impact against that value. The requirements for Strand 2 are necessarily much higher than for Strand 1. One star (*) indicates where it is not necessary to have an equivalent impact in that value to qualify for funding (although ideally there should be some impact however small, in all of the categories).

Strand	Market development value	Company value	Cultural value	Educational value	Social value	Global value
1 - National significance	*	*	***	***	***	*
2 - Major international and national significance	***	***	***	***	***	***

Examples of events that may not successfully meet the above criteria might be those that organise a programme of films dedicated to a single language or culture, or that focus on a particular theme aimed at a particular interest group or audience. Conversely, an event that focuses on an inclusive genre, eg short films of different subject matter and from filmmakers UK-wide may be considered to meet the criteria. The onus is on the applicant to make the case that its application and proposals meet the required public values.

You should include in your application:

A short narrative, backed up with data as appropriate, as to the extent to which your film festival meet each of the six values, bearing in mind, if your application is to Strand 1, the greater focus on cultural, educational and social values.

You should deal with each value in turn under the specific headings, eg Cultural value.

Assessing the impact of festivals in terms of **social, educational and cultural value**, tangible measurements may include actual audience numbers, subsidy (if any) per head (value for money), and most importantly the diversity of the audience and the programme. Diversity could be demonstrated by the type of events and films on offer, and crucially to whom these are on offer and the take-up of those offers by audiences.

Global value could be measured by the amount of international press coverage of the event, the level of international events and contacts made through the event, the number of international visitors, and the degree of international input into the event, (delegates, patrons, etc).

You should also try to demonstrate:

- how with additional funding your film festival can position itself as an event of national significance, rather than appealing mainly to a local audience;
- that your film festival is inclusive (ie holds the potential to appeal to a wide audience, rather than one with a fairly narrow focus that does not appeal to a broad audience tastes);
- how, with additional financial support, your film festival can establish itself as a major and important annual event, become a perennial event that attracts wide media publicity, and possibly attract an audience including cinema-goers, industry practitioners and other major industry bodies from overseas;
- overall, your film festival can maximise its public value via a significant contribution to all of the identified desired values mentioned above.

Where your business plan anticipates a growth in your festival over the three years, then it may be useful to show impacts or measurements on specific

elements over each of the three years.

Part 3: Working with partnerships and delivering wider film strategies

This section will be evaluated against the following criteria:

- The applicant's perceived ability to work collaboratively and harmoniously with the wider industry through partnerships, and with the UK Film Council and its stakeholders.

You should include in your application:

A narrative demonstrating your understanding of the UK Film Council's priorities as set out in the publication *Film in the Digital Age*, and the way in which your festival can work inclusively with the UK Film Council's priorities and in partnerships with national and regional screen agencies.

Film in the Digital Age outlines the UK Film Council's new funding and policy priorities from April 2007 to March 2010. This document can be found on the UK Film Council website:

<http://www.ukfilmcouncil.org.uk/publications?page=1&step=10&viewby=category&value=16959>

5. Offer of funding

We will write to you to let you know if your application has been successful. Funding will be conditional upon:

- counter-signature by you of this offer letter within 21 days of its issue; and
- execution of a Film Festival Fund agreement setting out the terms and conditions of award; and
- satisfaction of any conditions precedent set out in that agreement.

The terms and conditions of funding will include, at a minimum, the following:

Use of the award

If you are offered an award you must use the funding exclusively for the purpose for which it was granted as set out in your application form.

Payment of the award

The UK Film Council will agree with you a cashflow schedule for the award.

Trust account

The UK Film Council will require all funds to be paid into a separate dedicated trust account. Completion of a trust account bank mandate will be a pre-condition to the UK Film Council advancing funds.

Third party finance

It will be a condition of the UK Film Council's funding that other finance is secured. Failure to obtain such funding may result in the agreement being terminated.

Monitoring and performance review

You will be expected to provide a report on the film festival within a reasonable time after the event has occurred. Such report is likely to include, amongst other things, your summary of what happened, highlights and lowlights, key statistics in relation to attendance levels, and an analysis of costs against budget.

Funding will be offered for up to three years but the UK Film Council will have a right of cut-off after each year. Festivals will be required to produce an annual performance review for the UK Film Council which will focus on to what extent the film festival is on target to achieve its vision by measuring achievements against the six core public values.

The UK Film Council may from time to time request additional information from successful applicants in order to help monitor and evaluate the fund. The UK Film Council or its authorised representatives may also require access to the festival (and associated premises) and to any reasonable relevant information in order to monitor the award.

Other undertakings

You will be required acknowledge the UK Film Council's National Lottery funding in all appropriate materials prepared in relation to the film festival.

Important information

1. The information in these guidelines can change. The law and Government regulations on distributing National Lottery funds may also change. The UK Film Council therefore reserves the right to review this programme and/or change its policies, procedures and assessment criteria.
2. The application form does not necessarily cover all the information the UK Film Council uses to decide which applications to fund. The UK Film Council can ask applicants for extra information.
3. All applications are made at the applicant's own risk. The UK Film Council will not be liable for loss, damage or costs arising directly or indirectly from:
 - the application process;
 - the UK Film Council's decision not to provide an award to an applicant; or
 - dealing with the application.
4. The UK Film Council decisions on applications are final.
5. The UK Film Council will not pay the award until it has received a fully executed copy of the Film Festival Fund agreement.
6. The UK Film Council will publicise information on the number of applications it receives and the awards made.
7. Sometimes the UK Film Council's Board Directors or members of staff may be involved in some way with applicants. This interest has to be declared in applications from such applicants. The relevant Board Director or staff member will not be involved in assessing the application or the decision to make an award. Applicants are advised not to try to influence the success of their application by approaching a Board Director or staff member.
8. It is important that applicants carefully check the information given in the application form. The UK Film Council standard terms and conditions entitle it to withhold or reclaim an award in the following circumstances:
 - If the application was filled in dishonestly or with incorrect or misleading information about the organisation or the project whether deliberately or accidentally; and
 - If during the term of the agreement the awardee acts dishonestly or negligently to the disadvantage of the project.The UK Film Council will follow up cases of suspected fraud and will pass information to the police.
9. **Complaints and Appeals:** The UK Film Council decision is final. Inevitably, applicants will have to be turned down and may be disappointed by this result. Formal appeals against the final decision will not be considered unless the

applicant has good cause to believe that the procedures for processing the applications were not adhered to, or applied in such a way as to prejudice the outcome of the application. A copy of the UK Film Council's Complaints and Appeals procedure can be downloaded from the website or obtained on request from the UK Film Council's Communications Office.