

Growing Film Audiences across a United North

In December 2016 the BFI launched their new strategy BFI2022. In that document, they set out their commitment to giving everyone, everywhere in the UK the opportunity to enjoy and learn from the richest and most diverse range of great British and international cinema, past, present and future!

The BFI Film Audience Network (FAN) is central to this commitment and will be underpinned by the desire to boost diversity and inclusivity - to build a broad film culture across the UK which recognises and values the quality of difference and seeks to rebalance under-representation on screen, in the workforce and in audiences.

Building on four years of FAN, the period 2017-2022 will see changes to the network, bringing activity in line with 2022 priorities and aligning with other National geographic delineations for arts support.

As part of these changes, the North of England region is expanding to be served by one unified hub that covers a wider area.

There are some key changes that impact on the North of England:

- Staffordshire, Shropshire and Derbyshire will no longer be part of Film Hub North West Central, and will be served by a new Midlands Hub.
- There will be one Hub that covers the whole of the North of England, mirroring Arts Council England's North Area: Cheshire, County Durham, Cumbria, Greater Manchester, Lancashire, Merseyside, Northumberland, North Lincolnshire, Tyne & Wear and Yorkshire.
- Across all of the UK, Hub membership criteria will be standardised, so that no matter where your organisation is in the UK, venues, festivals and other exhibitors will have support from the local Hub.

There is an open application process for the contract to run the new Film Hubs including in the North and stage one applications are due at the BFI by 9th June 2017. You can read more about the new geography and the application process here: <http://www.bfi.org.uk/supporting-uk-film/distribution-exhibition-funding/bfi-audience-fund>

Our Approach

The two existing Film Hubs in the expanded North region have worked hard over the past four years to establish effective ways of supporting Film Hub members in delivering great work. We therefore believe very strongly that bringing the work of the existing Hubs together under a unified Northern Strategy will enable us to build on the considerable strength of film in the North of England.

In a joint bid to run the future Film Hub North with leadership from the exhibition sector, HOME, Showroom Workstation and Tyneside Cinema have formed a collaborative and creative Partnership in order to bid for, and deliver, against the BFI FAN aims and objectives for BFI2022, ensuring comprehensive reach across what is one of the largest UK regions – both in landmass and population.

What Happens Next

This next stage of FAN's development cultivates the successes and in-depth work undertaken by FAN and it's Hub members over the last four years and provides additional support in order for the Hub regions to take on further responsibilities including Film Festival strategy, Talent Development and areas of specialism relating to facets of film heritage and audience development*

There is opportunity to grow the significant achievements of the region and to capitalise on the cultural leadership roles of Tyneside Cinema, Showroom Workstation and HOME so that Film Hub North meets the overall FAN aims:

- To deliver a larger, more diverse, confident and sustainable audience for a wider range of British and international film-with a primary focus on the collective viewing experience.
- To create a stronger, more connected and confident sector for the distribution and exhibition of a wider range of British and international film.
- To support, source and develop new filmmaking talent and distinct voices from and in the region.
- To commit to the BFI's Diversity Standards to increase representation on and off screen for UK film and film audiences from a wide range of people.

The Partners will work together, building on previous successes, to plan and deliver Film Hub North ensuring that the diverse needs of the Hub Membership are met, the body of work presented is of high curatorial quality and the Hub successfully meets it's intended targets.

As we develop our application the Partners have signed a Memorandum of Understanding to frame the way that they work together and to ensure transparency, and consistency. The bid for future Film Hub North is led by the three Chief Executives of the partner organisations.

Key Dates

- April - 9 June 2017: Preparation and submission of Stage One BFI FAN application.
On approval:
- July - October 2017: Preparation of BFI FAN Stage Two application.
- September - December 2017: Preparation of Stage Three BFI FAN application.
- January 2018: Commence delivery of Film Hub North.

Member Consultation

During the preparation of our strategy for Film Hub North we will be sending out regular communications to our Hub Members to ensure they are kept up to date.

In the week beginning 8 May, we will share headline strategy with members for your response by email. This will be an initial response to the new FAN criteria and will set out top-line objectives for the Hub, to be further developed for final submission on 9 June and beyond at stage 2 in more detail. As the timescale for stage 1 applications is short, we hope that members will appreciate the need to simplify initial objectives and collate first responses electronically.

We will provide a further update toward the end of May prior to submitting the application and on progress with regard to stage two of the bid after submission on 9 June.

Members support throughout 2017

To ensure the continued support of the Network as its reach and responsibilities grow, the current hubs continue to support members and it is business as usual at FHNWC and FHN to the end of December 2017. Please check your relevant Hub website for information on schemes, training and other areas of Member support. Hub newsletters will continue to be sent out during this time and as always the Hub teams are available for you to contact:

Film Hub NWC - filmhubnwc@homemcr.org

Film Hub North – info@filmhubnorth.org.uk

ⁱ For the full BFI 2022 strategy please see <http://www.bfi.org.uk/2022/>