

This is a preview of the application form. We can only accept applications through our online application portal.

WELCOME

You are about to begin an application to the **BFI Audience Fund**.

Please read the guidelines before submitting your application. You can view the guidelines by clicking on the link above.

Please click on the tabs at the top of the page to navigate through the form. If you have any problems you can contact us by clicking on the link above.

To view your in-progress and submitted applications, please click on the account link above. Your account is linked with the email address that you used to access this form.

ORGANISATION

Organisation's legal name:

Please select the legal status of your organisation:

- Limited Liability Partnership (LLP)
- Limited Company Limited Partnership
- Community Interest Company (CIC)
- Charity – UK Registered
- Education Institution (University, College or School)
- Other
- Public Sector/Govt/Local Authority, Trust – UK Registered.

Company or charity number:
(Legal registration number)

Please provide a link to your organisation's page on the [Companies House](#) or [Charity Commission](#) website:

Please select your organisation type:
(This should be your organisation's main activity)

- Arts Organisation
- Cinema/Exhibition Venue
- Community/Arts Organisation
- Distributor
- Educational/Training Organisation
- Festival
- Film Society/Club
- Film Studio/Facilities House

- Local Authority
- Other
- Production Company
- Publisher
- Readers
- Regional/National Archive
- Regional/National Screen Agency
- Sales Agent
- Talent Agency/Literary Agent/Artist Management
- Trade Association/Guild/Union

Organisation's trading name:
(if applicable):

Street address:

Town/city:

County:

Postcode:

Website:

APPLICANT

First name:

Last name:

Job title:

Telephone:

Email:

If you have any specific communication needs, please tell us what they are:

Text phone

- Yes

No

Sign language

Yes

No

Other (please specify below)

Yes

No

ACTIVITY

Application type:

Project Award: Research and Development

Project Award: Delivery of Activity

Activity/film title:

Brief overview of activity:

Please state the audience(s) you will target with BFI funding:

Proposal:

Please address how the proposed activity meets the objectives of the Audience Fund. This should include:

- A brief description of the project
- Details of the audience(s)/beneficiaries and how you will reach/engage them
- Why BFI funding is needed

Activity start date/film release date:

End date:

Location of audiences/beneficiaries:

Select all of the regions your proposed activity will take place in, using as many as applicable. If your activity will be UK-wide, only select 'United Kingdom' from the first drop down list.

United Kingdom

England

England - East Midlands

England - East of England

- England - London
- England - North East
- England - North West
- England - South East
- England - South West
- England - West Midlands
- England - Yorkshire & Humber
- Northern Ireland
- Scotland
- Wales

Delivery:

Please provide evidence that your organisation can successfully deliver the proposed activity. This should include:

- A brief summary of your organisation and its work
- Details of the key personnel working on the activity including any new roles that will be created
- Details of any key partners
- Evidence that your organisation and key partners (where applicable) have the relevant skills and expertise to deliver the activity

ACTIVITY TARGETS

Complete only where applicable

Projected paying audience admissions/beneficiaries:

Projected free audience admissions/beneficiaries:

Projected box office revenue:

Projected VoD revenue:

Number of films screened:

Number of screenings:

Widest point of release:

Number of events:

Detail other targets:

FINANCE

Please indicate whether you are applying for a grant or recoupable loan:

- Grant
- Recoupable Loan

Request amount: (£)

Total budget: (£)

Other sources of finance

Partnership funding amount (cash): (£)

Partnership funding amount (in-kind): (£)

Has your organisation received funding from BFI in the past 5 years?

- Yes
- No

If yes please provide the reference number, project title and contract year:
(List the five most recent awards)

Has this activity/film received funding from other Lottery distributors?

- Yes
- In Progress
- No

BFI DIVERSITY STANDARDS

The under-represented groups we look at primarily relate to the protected characteristics as defined in the [UK Equality Act 2010](#):

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership

- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation

In addition we seek to address under-representation in the following areas:

- Regional participation
- Socioeconomic background
- Caring responsibilities

Please visit the [website](#) for more information about the BFI Diversity Standards.

STANDARD A: ON-SCREEN REPRESENTATION, THEMES AND NARRATIVES

To achieve Standard A you will need to meet THREE of the criteria below:

A1: Lead characters, contributors, presenters, voice artists

At least one of the lead characters / contributors / presenters / voice artists are from an under-represented group(s).

Please outline and select the underrepresented groups:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation
- Regional participation
- Socio-economic inclusion
- Other

A2: Other characters, contributors, presenters, voice artists, competitors

The total of your secondary or more minor on-screen individuals meet one, or more, of the following targets:

- A 50-50 gender balance
- 20% belonging to an under-represented ethnic group
- 10% LGBTQ+
- 7% D/deaf and disabled
- Significant amount of contributors or competitors resident in the UK outside of London and the South-East

- Significant amount of contributors or competitors are from a lower socioeconomic background

In addition, for Scripted Films and Programmes, you should indicate these characters' roles in the story and where applicable explain where there are characters that are not frequently portrayed on screen or are offering non-stereotypical representation.

Please outline and select the underrepresented groups:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation
- Regional participation
- Socio-economic inclusion
- Other

A3: Main storyline / subject matter

The main storyline(s), theme or narrative of the film or programme is about under-represented group(s). Series or screening programmes should demonstrate diversity across the majority of programmes in order to meet A3, not just a single episode or element.

Please outline and select the underrepresented groups:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation
- Regional participation
- Socio-economic inclusion
- Other

A4: Other storylines / subject matter

There are other elements of your storyline(s) or subject matter that are about under-represented group(s).

Please outline and select the underrepresented groups:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation
- Regional participation
- Socio-economic inclusion
- Other

A5: Location

For Scripted Films and programmes: The setting is wholly, or partially, in an under-represented region or community. If your project is an animation that offers relevant representation, please detail how the world or place will be represented.

For Factual and Entertainment programmes: Filming should be wholly, or partially, on location or inside a studio outside of London and the South East of England.

Please outline and select the underrepresented groups:

- England - East Midlands
- England - East of England
- England - London
- England - North East
- England - North West
- England - South East
- England - South West
- England - West Midlands
- England - Yorkshire & Humber
- Northern Ireland
- Scotland
- Wales
- Other

A6: Casting decisions

Casting choices that address under-representation and challenge tropes and stereotypes.

Please outline and select the underrepresented groups:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation
- Regional participation
- Socio-economic inclusion
- Other

Please state whether you have addressed at least three of the categories to meet Standard A?

STANDARD B: CREATIVE LEADERSHIP AND PROJECT TEAM

You will not be asked to identify individuals by name.

Please note that, where the total crew or project team size is less than 25 (e.g. documentaries, smaller festivals and screening programme projects), allowances will be made in terms of number of people required to meet a criteria.

To achieve Standard B you will need to meet TWO of the criteria below:

B1: Department heads

At least three of the following Heads of Department or Creative Leadership are from under-represented groups: Animation Director; Art Director; Composer; Costume Designer; Creator; Director; Director of Photography; Editor; Executive Producer; Head of Production; Post Production Supervisor; Producer; Production Designer; Production Executive; Senior Animator; Series Director; Series Editor; Series Producer; Show Runner; Storyboard Supervisor; Technical Director; Writer; VFX Supervisor

If you are applying for a project that is not a film or a television production, you can detail any other department heads not listed above.

Please outline and select the underrepresented groups:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation
- Regional participation
- Socio-economic inclusion
- Other

B2: Other key roles

At least six other key roles (mid-level crew/team and technical positions) are filled by someone from an under-represented group.

Please outline and select the underrepresented groups:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation
- Regional participation
- Socio-economic inclusion
- Other

B3: Other project staff

At least one or more of the following targets are met for the overall crew or project staff:

- A 50-50 gender balance
- 20% target for those identifying as belonging to an under-represented ethnic group
- 10% target for those identifying as LGBTQ+
- 7% target for those identifying as D/deaf and disabled
- Significant amount of crew / staff resident in the UK outside of London and the South-East
- Significant amount of crew / staff from a lower socioeconomic background

Please outline and select the underrepresented groups:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation
- Regional participation
- Socio-economic inclusion
- Other

B4: Regional employment

The film, programme or project offers substantial local employment in the UK outside of London and the South East of England.

Please outline and select the underrepresented groups:

- England - East Midlands
- England - East of England
- England - London
- England - North East
- England - North West
- England - South East
- England - South West
- England - West Midlands
- England - Yorkshire & Humber
- Northern Ireland
- Scotland
- Wales
- Other

Please state whether you have addressed at least two of the categories to meet Standard B?

STANDARD C: INDUSTRY ACCESS AND OPPORTUNITIES

You will not be asked to identify individuals by name.

Standard C is compulsory for all applicants with the exception of BAFTA and BIFA applications. Concessions may also be made for programmes and projects with very small teams e.g. development applications.

To achieve Standard C you will need to meet TWO of the criteria below:

C1: Paid employment opportunities

Your project is offering paid employment opportunities (such as apprenticeships, internships, expert advisers and similar) to people from under-represented groups.

Please outline and select the underrepresented groups:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation
- Regional participation
- Socio-economic inclusion
- Other

C2: Training opportunities and skills development (craft, creative and business) including one-off, bespoke and student work-experience opportunities

Your project is offering training opportunities (including work experience and other opportunities such as skills/craft development for crew and staff coming from outside of the industry, on-set and one-off training) to people from under-represented groups.

Please outline and select the underrepresented groups:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation

- Regional participation
- Socio-economic inclusion
- Other

C3: Promotion to a role that constitutes career progression

Crew/team members from under-represented groups are given a role that constitutes career progression.

Please outline and select the underrepresented groups:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation
- Regional participation
- Socio-economic inclusion
- Other

C4: First job in a role that constitutes career progression from prior training

Crew/team members from an under-represented group are given their first professional (non-trainee) role on the project.

Please outline and select the underrepresented groups:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation

- Regional participation
- Socio-economic inclusion
- Other

C5: Meaningful, structured mentoring programmes

Mentorship programmes for people from under-represented groups are being run as part of the project, either as part of a structured mentorship over the course of the project, as part of wider mentorship programme run by the company or where a HOD or creative from the project acts as a mentor within a wider programme and their mentee(s) have some involvement with the project.

Please outline and select the underrepresented groups:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation
- Regional participation
- Socio-economic inclusion
- Other

Please state whether you have addressed at least two of the categories to meet Standard C?

STANDARD D: AUDIENCE DEVELOPMENT

To achieve Standard D you will need to meet THREE of the criteria below:

D1: Disability access and materials

Access interventions are provided that go beyond statutory requirements or the obligations of UK broadcasters (BSL, subtitles, audio description). A real commitment to making a venue, festival, event, film release or programme broadcast accessible to as wide an audience as possible.

Please outline and select the underrepresented groups:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation
- Regional participation
- Socio-economic inclusion
- Other

D2: Under-served audiences

The target audience(s) of a project is an under-served audience group, with a clear strategy to reach them.

Please outline and select the underrepresented groups:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation
- Regional participation
- Socio-economic inclusion
- Other

D3: UK regional and national audiences outside London

There is a clear strategy to add value and to engage audiences from outside of central London.

Please outline and select the underrepresented groups:

- England - East Midlands
- England - East of England

- England - London
- England - North East
- England - North West
- England - South East
- England - South West
- England - West Midlands
- England - Yorkshire & Humber
- Northern Ireland
- Scotland
- Wales
- Other

D4: Promotional and marketing strategies

There is a clear strategy to engage the under-served audience(s) you have referenced in D2 including marketing; events; outreach; online strategies; educational content; App, game or VR content; or competitions or partnerships with charities, community groups or other relevant organisations.

Please outline and select the underrepresented groups:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation
- Regional participation
- Socio-economic inclusion
- Other

D5: Partnerships utilising specialist and/or expert knowledge

The project utilises specialist and/or expert knowledge in order to engage the under-served audience(s) you have referenced in D2.

Please outline and select the underrepresented groups:

- Age

- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation
- Regional participation
- Socio-economic inclusion
- Other

Please state whether you have addressed at least three of the categories to meet Standard D?

DECLARATIONS

Diversity Standards

I have completed the Diversity Standards section and I am aware that I may be required to review and resubmit this information.

Please tick to confirm:

- Yes
- No

General Conditions

I have read and agree to abide by the [BFI National Lottery Funding General Conditions](#).

Please tick to confirm:

- Yes
- No

Authorised to Apply

I confirm that I am authorised to make this application and accept a conditional offer. I also have the authority to repay the British Film Institute in the event of the conditions not being met.

Please tick to confirm:

- Yes

No

Supporting Materials

I have read and understood the British Film Institute's application guidelines. I confirm that the information I have given on this application is true and correct. Any material I have sent to support my application is also true and correct. I will tell you immediately if this information or the supporting material needs to be updated. I am happy for you to provide copies of this form and any supporting material to any person or organisation you wish to consult about my application. I understand that further material may be required and I am able to provide this within 7 working days of a request.

Please tick to confirm:

Yes

No

Conflict of Interest

The British Film Institute is required to identify all relevant financial or personal interests that may exist between board members or employees of the BFI and applicants. This is to ensure that measures can be introduced to prevent a conflict of interest arising between those persons assessing the application for the British Film Institute and such applicant. Do you or any of your colleagues on the project have any financial and / or close personal relationship with any Board member or employee of the British Film Institute?

If yes, please give details of the nature of your relationship (e.g. spouse, relative, financial interest):

Data Protection

Part or all of the information you give us will be held on an internal grants management system for the administration of applications and awards. We may also use this information for the evaluation of our Funds. We may provide copies of the information in confidence to further individuals or organisations who are helping us assess applications or monitor funding and also with other companies in the British Film Institute group of companies. We may use a credit reference agency to validate information you have provided in your application. This is not a credit check and will not affect your ability to receive credit from other organisations. The credit reference agency we use may keep a record of the information, and may disclose the fact that a search of its records was made to its other clients, in order to stop fraud. By submitting this application, you are providing your informed consent (permission) for the BFI to run such an identity verification check, including its access, use and storage. If you have knowingly provided false or inaccurate information to us at any point, we may provide details to fraud prevention agencies. If you are a company this will include the names of the Company Directors at the time of the fraud. You must undertake to inform all Directors, Trustees and Committee members of this notice.

ATTACHMENTS

All applicants are required to submit an income and expenditure budget on the

relevant BFI Audience Fund template supplied below and an environmental sustainability policy:

- [Project awards \(excluding distribution projects\)](#)
- [Project awards \(distribution projects only\)](#)

Applications which do not include the above required attachments will be considered incomplete and will therefore be marked as ineligible.

Upload

The maximum size for all attachments combined is 10 MB. Please note that files with certain extensions (such as ".exe", ".com", ".vbs", or ".bat") cannot be uploaded.

PREVIEW