**Audience Development Application Form**

Please read Film Hub Wales’ [Partnership Support - Guidelines](http://filmhubwales.org/support) before making an application. We have given a guideline word count for each section in order to simplify the application process. Please give succinct answers but describe your project in sufficient detail.

**Section 1**

Application Details

**Date of application:** Click here to enter text.

**Grant applied for:** (please tick)  Cultural Leadership

(please refer to funding overview)  Cross Wales Engagement

Diversity/ Access

Screen Heritage

Special Film Events

Grass Roots

Digital Tools

**Project title:** Click here to enter text.

**Name of applicant:** Click here to enter text.

**Organisation Name:** Click here to enter text.

**Membership Number:** Click here to enter text.

**Project start / end date:** Click here to enter text.

**Project language:**  Welsh   
 English

Bilingual

**Projected audience size:** Click here to enter text.

**Projected number of Independent (British or world) films:** Click here to enter text.

**Number of projected events/sessions:** Click here to enter text.

**Proposed venues(s):** Click here to enter text.

**DIVERSITY:** (please tick all that apply) **Your project area/background**  Rural

Urban

BME

LGBT

Communities First

Other (please specify) Click here to enter text.

**Please give any additional information here on diversity including whether your target audience is hard to reach/underserved and how you are making content widely accessible:** Click here to enter text.

**Amount of funding you are applying for** £ Click here to enter text.

(note that Film Hub Wales can only offer up to 50% of the total budget. The remaining 50% should be supplied in cash or in-kind match funding, such as estimated box office. This information will be used to determine the award)

**Section 2**

About your event

Please see Film Hub Wales’ [Partnership Support - Guidelines](http://filmhubwales.org/support) for project eligibility and fund objectives.

**REACH - Please provide a short description of your event** (i.e. what your plans are for screenings, workshops, master-classes, networking etc.). Tell us your aims and objectives, taking the Film Hub Wales objectives in to account and considering what we cannot support (guideline 150-200 words):

Click here to enter text.

**BREADTH - Please tell us more about your proposed programme.** What do you want to screen? Will it include any archive, Welsh/British independent film? Please give examples of films where possible. (100-200 words):

Click here to enter text.

**DEPTH - Please tell us how your project will help audiences to engage with and learn about film (such as programme notes or life-long learning):** (100-200 words):

Click here to enter text. **PARTNERSHIPS - Please tell us about the partners you are working with including whether they are new partners:** (Wales, UK and international, if relevant) (100-200 words):

Click here to enter text.

**UNDERSTAND YOUR AUDIENCE: How will you track and evaluate your project/audiences?** Film Hub Wales will supply a standard evaluation template but we’d like to know how you get feedback from audiences in your own venue already. (100-200 words):

Click here to enter text.

**CAPABILITY - Will your project offer training or mentoring for staff or volunteers?** If so, please give detail:(100-200 words):

Click here to enter text.

**COMMUNICATION - Please outline your marketing plans** **and how you will attract audiences** (If you have a separate marketing plan or audience development plan, please attach) (100-200 words):  
  
Click here to enter text.

**TECHNOLOGY** – **Please tell us about any links to digital technology** that you might be using as part of your project such as live link ups or digital apps (100 words)

Click here to enter text.

**LEVERAGE - Please provide a project budget (downloadable from our website** [**here**](http://filmhubwales.org/support/open-calls)**)** indicating the amount you require from Film Hub Wales and whether funding is confirmed or pending.   
  
**\*Note that Film Hub Wales can only contribute up to 50% or a maximum of £10,000 per project, with a ceiling of £15,000 per provider per annum.**

* Please use the suggested budget lines provided for expenditure, adding any other fields where needed.
* We understand that running projects in house can lead to high levels of in-kind expenditure. Please tell us what you think you might contribute in-kind, adding other fields where needed.

**If your application is successful would funding from Film Hub Wales help release funds from any other related applications?**

\*Yes

No  
\*If yes please state the amount **£** Click here to enter text. and source: Click here to enter text.

**Please give details of any other applications for support you may have submitted to other Film Hubs across the UK (if relevant):** Click here to enter text.

**Risk Register**

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk** | **Level** | **Management** | **Lead Responsibility** |
| ***Example*** *– audience attendance for new event is low* | *Medium* | *Solid marketing strategy in place (see p 6 of plan attached)* | *Duty Manager* |
|  |  |  |  |

**Application Checklist:** (please tick)

Completed application form **(including budget –** [**download template here**](http://filmhubwales.org/support/open-calls)**)**  
   
 Marketing / audience development plans **(if separate)**

Sections of the business plan which relate to cinema exhibition **(first application only)**

CV’s and background information on organisation **(first application only)**

Welsh language policy **(link to website is acceptable – first application only)**

Child protection policy **(where relevant – first application only)**

Management accounts executive summary showing organisational profit or deficit **(once annually)**

Evidence of recruitment and selection process for individuals working with children and vulnerable adults, project staffing plan including numbers of children per supervisor **(if applicable)**

**Signatures and Declarations**

**Please Note**

The information you supply may be held on computer. It may be used to process applications, awards and to prepare statistics. We may also be obligated to share information under the freedom of information act. Film Hub Wales reserves the right to cancel any application and require repayment of funds if false or incomplete information is supplied.

**Please sign to confirm the following**

(Note: the signatory must be the individual named previously as project applicant):

**I confirm that all information provided on this application, and in any material submitted in support of it, is truthful and accurate. I agree to share this information with Film Hub Wales and its funders. I confirm that all other applications to other distributors of Lottery awards have been declared. I undertake to inform Film Hub Wales fully and immediately of any changes affecting this application or related materials.**

**I confirm I have the authority to make this application on behalf of the applicant organisation.**

**Name:** …………………………………………………………………. **Position:** ………………………………………………………

**Signature:**…………………………………………………………………. **Date:** ………………………………………………………

**Co-signature** (if required under company regulations):

**Name:** …………………………………………………………………. **Position:** ………………………………………………………

**Signature:**…………………………………………………………………. **Date:** ………………………………………………………

**Contact details**

If you have any queries, or if you would like to discuss any aspect of your project prior to application, please contact (and submit your final application to): :

Lisa Nesbitt, Development Officer  
[lisa@filmhubwales.org](mailto:lisa@filmhubwales.org)

02920 311067

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