

Education Guidelines

September 2006

Film Agency Education Guidelines

Aims & Objectives

The Agency's priority is to promote a vibrant and dynamic film culture, through increasing access to and broadening the range of films available to all audiences across Wales. This is complemented by a consistent approach to Audience Development through formal and informal education, which is aimed at enhancing film literacy and stimulating an appetite for specialised¹ cultural and non-mainstream films across all ages of the population.

The agency offers:

- Financial support for formal and informal education initiatives across a range of delivery platforms, including exhibition venues, schools, at special events and within communities; as well as potentially via on-line, DVD and CD-ROM.
- An open door policy whereby we are able to offer project specific advice to any applicants.

Please see the Agency's *Education Strategy* for further information on funding priorities.

Eligibility

Applications for funding will be accepted at any time and at any stage of the proposal's development. Where the proposal is at an early stage, but addresses or is likely to address the Agency's Aims and Objectives and Guiding principles as described in our *Education Strategy*, we will collaborate in working up that proposal to facilitate it reaching a form that could potentially receive funding.

¹ Specialist film as defined by the UK Film Council at:
<http://www.ukfilmcouncil.org.uk/cinemagoing/distributionandexhibition/dsn/specialisedfilms/definition/>

Submissions may be made on a project-by-project basis, or as a slate of up to 3 projects at any one time. All projects must primarily take place in Wales and contribute to the development of the indigenous audience.

The Agency recognises the pressures on Human Resources faced by many organisations and therefore encourages applicants to make provision for a Project Manager or additional personnel to facilitate delivery as part of the proposed budget. Eligible costs also include research, the production and duplication of materials, travel and subsistence, marketing and analysis.

As an Agency we have a specific focus on the medium of film and encourage exhibitor involvement such that films are shown in a cinematic venue wherever possible, though it is recognised that film literacy can also be stimulated and addressed through other media. We also encourage the involvement of film industry practitioners and representatives wherever possible to stimulate interest and convey direct experience.

Selection Criteria

When selecting projects the following criteria will be considered:

- The potential to enhance film literacy and stimulate the appetite for specialist film within the target group;
- Clear and measurable objectives;
- Accurate data collection;
- The viability of the project in terms of budget and timescale;
- The incorporation of collaborative relationships in delivering the project, where applicable and where 'added value' can be gained;
- Good practice regarding equal opportunities and access.

Application Procedure

Applicants will be asked to complete and submit an application form which can be downloaded from the website and submitted as a hard copy, or you can contact the Agency if you would prefer a hard copy to be sent to you.

Applications will be accepted at any time (i.e. there will be no funding rounds/deadlines).

Funding Decisions

Applications will be considered by the Audience Development Manager and Chief Executive, with the Chairman and Vice-Chairman called upon where appropriate. Decisions will normally be made in writing within 4 weeks of application.

Awards and Conditions

Successful applicants will be awarded funding of up to 75% of the cost of any given project, up to a cap of £5000, with a ceiling of £10000 to any one provider in any given year. Further awards may be provided at the discretion of the Agency.

The Agency's funding will take the form of a non-recoupable grant-in-aid and will be subject to a written agreement between the Agency and the applicant, which will be tailored to specific circumstances and will include requirements for the collection of project related data (e.g. number and demographic spread of participants, interest groups, ethnic diversity, etc. as relevant). The Agency may withdraw or reduce funding if significant changes occur to the applicant's circumstances and/or the proposed project.

Copies of education materials developed for any given project supported by the Agency will be required to be housed with the Film Agency to create a centralised resource, with permission granted for such materials to be made available to other education providers in the future.

The Agency is keen to work closely with film education providers and will provide the on-going support of the Agency's Audience Development Manager, and Chief Executive as appropriate.

Contact Details

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

Dan Thomas
Audience Development Manager
The Film Agency for Wales
33-35 West Bute Street
Cardiff
CF10 5LH

E-Mail: daniel@filmagencywales.com

