

## Section 3 About Your Organisation

Name of Organisation		Berwick Film & Media Arts Festival		
What type of organisation are you (please tick)				
Registered Charity	<input checked="" type="checkbox"/>	Unregistered Community Group/Club/Society	<input type="checkbox"/>	<input type="checkbox"/>
Other (please state):				
Do you have a set of rules or a constitution (please tick)? <i>(please supply a copy if this is your first application to BTC)</i>		Yes	<input checked="" type="checkbox"/>	No
Where does your organisation work (please tick)?				
Just in the Berwick, Tweedmouth and/or Spittal area	<input checked="" type="checkbox"/>	Regionally in the North East and/or Southern Scotland	<input type="checkbox"/>	<input type="checkbox"/>
Throughout Northumberland	<input type="checkbox"/>	Nationally	<input type="checkbox"/>	<input type="checkbox"/>
For the most recent financial year please state:				
Income 195,293	Expenditure 200,379		Year end balance £32,135	
<b>What does your organisation do?</b>				
<p>Berwick Film &amp; Media Arts Festival (BFMAF) is an artistically ambitious, accessible and inclusive organisation for new cinema and artists' moving image. It is the leading Festival for new cinema in the UK and works with artists, filmmakers, programmers and young people year-round to develop their skills and careers.</p> <p>The programme is informed by the social, cultural, historical, and environmental contexts of North Northumberland and its communities. BFMAF provides a unique programme of international cinema in a region with one of the lowest densities of cinema attendance in the UK, that would not otherwise have access to films that bring insight into other lives and cultures.</p> <p>The 18th edition of Berwick Film &amp; Media Arts Festival will take place from Friday 3 – Sunday 5 March 2023 in Berwick-upon-Tweed with a programme of screenings, live events and workshops at The Maltings and other venues around the town.</p> <p>Recurring Festival strands include BFMAF's annual Berwick New Cinema Awards, championing filmmakers who transgress restraints of genre, capital and expectation; Essential Cinema, a retrospective series presenting new restorations and a fresh look at classic works of cinema; and Propositions, where filmmakers and curators illuminate new perspectives which expand upon our experience of their work. The programme will include national and international film premieres and exclusive interviews will be included in the podcast series.</p>				

Beyond the Festival, over the last few years our Communities Programme Coordinator has worked with schools and local youth groups to deliver activities that introduce young people to film, developing skills and confidence and new ways to express themselves. During 2020/21, 700 school children in Northumberland benefited from our free online film programmes. At the next festival, BFMAF will host approx. 300 school children for a screening with bespoke introductions and learning resources, and from April 2023, we will employ a full-time Public Programmer who will work with our communities – particularly young people under 30 and people local to Berwick – year round.

How many people take part in your activities each year? 7,600 (a revised post-covid audience)

How many people are involved in your organisation?

<p>Committee &amp; Volunteers</p> <p>47 (7 trustees, 40 volunteers)</p>	<p>Paid Staff (FTE)</p> <p>2.7 FTE (4.3 FTE from April 2023, plus 10 seasonal freelance roles annually)</p>
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## Section 4 Your Project

**Describe your project [Continue on a separate sheet as necessary; include any drawings or plans of your project that will help explain what it is about]**

This is the first time the Festival will take place in this new slot in the calendar year. Previous editions of BFMAF have all taken place in September, alongside other Autumn Festivals in Berwick. As the tourist season has extended longer into September, we have found that it is harder for those who want to attend the Festival to find suitable, affordable accommodation. The shift to March opens up more accommodation and enables us to welcome more UK and international visitors. Berwick will benefit from the economic boost of these out-of-season overnight visitors (we have made a cautious post-Covid estimate of 7,600 visitors in 2023 growing to 13,000 in 2025 and 230+ overnight stays this year). Extending the Festival season through the year will bring cultural, social and economic benefit to the town and its communities.

This year, BFMAF will deliver:

3-day Festival: 20 screening programmes made up of 50 films by UK and international filmmakers including national and international premiers, talks and Q&As; 5 free exhibitions open to all; 20 Berwick New Cinema awards for filmmakers, with an online programme; A festival catalogue with new writing.

Employment: 2 Programming Fellowships recruited prioritising people with protected characteristics and people from a low income background; 10 freelance roles, providing vital early career experience for those building a career in the arts or film industries.

Volunteers programme: 40 volunteers to be recruited locally. This rare opportunity to bring older and younger generations together for common purpose will have a positive impact on our local community. Volunteering is a valuable first opportunity for young people considering a career in the cultural sector; a chance to develop new skills; and a way to meet people.

Young people programmes: Expanded learning and skills programmes for young people in Berwick including Young Filmmakers, Young Programmers, and a schools screening programme led by our new Public Programmer and Community Programmes Coordinator; Early Career Critics professional development programme; work placements.

Building audiences is one of our primary objectives over the next three years. We will achieve this through:

- Employing a part time Marketing Manager and increasing our PR and marketing spend, raising the profile of the Festival and the profile of Berwick and Northumberland nationally and internationally;

- Undertaking audience research and outreach work with our communities including focus groups which will help us understand the needs of our different communities;
- Promoting accommodation options to increase the overnight stays of BFMAF audiences;
- Employing a Public Programmer who will develop more opportunities for young people under 30 to participate in our programmes whilst gaining skills;
- Increasing the percentage of our audience who live in Northumberland and the North East region through marketing and year-round programming;
- Improving film provision for d/Deaf audiences by creating subtitles for all films and other accessible materials;
- Ensuring that income is not a barrier to participation or attending through providing bursaries and 'pay what you can' ticket options.

**Why is it needed? (include details of any research you have carried out to identify the need and describe any specific benefits for the people of Berwick, Tweedmouth and Spittal)**

We know that demand exists for the work we do, through surveys and data collected from our audiences:

BFMAF's audiences increased from 7,891 in 2016 to 12,158 in 2019. In 2020, the online event achieved 12,639 viewers. This significantly exceeded BFMAF's own 2017 target of 10,600 by 2022. We have a 3-year plan to build audiences back from Covid to over 13,000 in 2025.

In 2021, 93.7% of visitors surveyed rated the quality of the art and cinema programme as either good or very good – with 75% as very good. 94% of audiences said they would definitely or very probably attend BFMAF in 2023.

BFMAF brings visitors to Berwick: In 2019 43% of audiences were from outside of the region, bringing visitors to Berwick and benefiting the local economy (overnight stays and spend in local businesses); 9% were international, a third from local postcodes and a further 16% from the wider NE. The switch to an online programme in 2020 shifted audiences, with 37% international. This tells us that there is an international demand for our work that could be converted to in visitors to Berwick.

We aim to be a sector leader in making film more accessible, in particular for d/Deaf audiences who are underserved. The Independent Cinema Office conducted research into barriers for d/Deaf audiences attending the cinema and found that 97.5% said they

would visit the cinema more frequently if provisions were improved. A significant part of our project budget will be used to make BFMAF's programme more accessible for d/Deaf audiences through production of SDH captions for films; transcripts for podcasts; live subtitling or BSL interpretation for events; review and upgrade of accessibility measures on our website; staff and board training.

Northumberland is an Arts Council England/DCMS 'leveling up for culture place', which means that it is culturally underserved. Economic disadvantage, combined with rural isolation from the broader range of opportunities offered in metropolitan centres make audiences harder to reach. BFMAF is recognised by ACE as a key cultural provider in the region through its additional investment in our work through the most recent NPO funding round which begins in April 2023.

The North East underperforms in terms of educational and attainment metrics (Northumbria University's Social Mobility Impact Report, May 2022). These socio-economic and educational markers are also factors that make it less likely that young people from the region will go on to enter careers in the creative industries. Through projects like Berwick Young Filmmakers and Screentime (for young programmers), BFMAF supports young people to understand what a career in the creative industries could look like for them and provide pathways for developing a career, creative practice, or simply taking pleasure from an interest in contemporary art and film.

Additionally, Northumberland has one of the lowest densities of cinema attendance in the UK, with no specialist screens. BFMAF provides a unique programme of international cinema that local audiences would not otherwise have access to.

### **How will you measure the success of your project?**

We will measure success against targets we have set and agreed with our board of trustees, which include:

- 20 events
- 50 films
- 5 free exhibitions
- 7,600 + in person visitors
- Ticket income (£7,000)
- 230 + overnight stays
- 40 local people supported into volunteering
- Local, national and international press coverage
- E-newsletter sign ups (+10%)
- Social media engagement (+10%)

Participant and audience surveys will help us evaluate our success in:

- Increasing the % of local (North East) audiences
- Increasing the % of participants and audiences with protected characteristics including Black and other global majorities, LGBTQI+, d/Deaf audiences, and those from lower socio economic backgrounds.

This is a pivotal year for the Festival: it is the first edition in the new timeslot and the forthcoming closure of The Maltings' closure for redevelopment will necessitate us to identify new ways of working, including alternative venues for the next few years. It's also a time of great opportunity for us, with the start of Berwick CCZ investment, additional funds from NTCA and ACE coming in from April 2023 onwards.

For these reasons, we will undertake our most thorough evaluation to date of the 2023 Festival, including evaluation and monitoring of the impact of our young peoples and volunteers programmes, bringing together focus groups from our key audiences (local to Berwick, young people, d/Deaf people, film/art professionals), monitoring the impact of our marketing and communications print and online, and understanding the economic impact of the Festival on Berwick-upon-Tweed.

What is the total cost of your project? £233,603

***Please provide a project budget***

Have you asked any other organisation for help to fund the project? If yes, please give details below		Yes	<input checked="" type="checkbox"/>	No	
Organisation	Amount requested	Outcome			
Arts Council England	71,228	CONFIRMED			
British Film Institute	40,000	CONFIRMED			
Northumberland County Council	9,721	CONFIRMED			
North of Tyne Combined Authority	47,937	CONFIRMED			
Trusts & Foundations – confirmed	15,000	CONFIRMED			
Trusts & Foundations – expected	19,400	EXPECTED			
HE Institutions	1,500	CONFIRMED			
Other programme partners e.g Circa New Zealand	4,000	CONFIRMED			
Simpsons Malt	4,000	CONFIRMED			
Earned income – confirmed	9,818	CONFIRMED			
Earned income – expected	8,500	EXPECTED			

## Section 4 Your Project (continued)

What will the Town Council grant be used for?

Here you should list either individual items you want the Town Council to help pay for e.g. Toilets or insurance or areas of expenditure you want help with e.g. printing or publicity.

**Do Not** provide a list of unrelated items and a single cost for them all.

Item	Cost	Purchased or hired?	Town Council Contribution
Marketing: Programme guide printing 10,000 copies (offered at cost price from Martins The Printers)	1000	Purchased	500
Marketing: Programme distribution (North East region)	900	Purchased	500
PR services: local, national, international coverage of the Festival & Berwick-upon-Tweed	3000	Purchased	1000
Evaluation and focus groups (audience development)	2500	Purchased	500

**Total requested from Town Council**  
**This box must be filled in and not exceed £2500**

2,500

**How will you publicise the Town Council's assistance (for example at the event and/or in publicity or other material)?**

Berwick Town Council's support will be acknowledged on all our online platforms and print communications including:

- bfmaf.org website footer and 'Support' page
- 10k programme guides professionally distributed in Berwick and around the North East and South of Scotland
- Press releases to local, national and international press (3 releases in total with campaigns managed by specialist culture/film PR agency The Corner Shop, Glasgow)
- Email newsletters (programme launch in January and regular email newsletters up to the Festival)
- In the Festival catalogue
- On any promotional trailers for the Festival and 'splash screens' during screening programmes at The Maltings
- On posters, A-boards and appropriate on street signage during the Festival

Increased PR and marketing spend this year will raise the profile of the Festival, with a multiplier effect raising the profile of Berwick Town Council and all our supporters, the profile of Berwick and Northumberland nationally and internationally and is an asset for the promotion of tourism in the region.

## **What will happen if you are not given funding at this time?**

Funding from Berwick Town Council remains very important to the Festival and it will have a big impact. If we do not receive this funding we will need to scale back our marketing and PR activity; we will not be able to work with a distribution agency to distribute 10k programme guides and we will reduce the number we print. We will have to scale back PR activity, which will limit the general press work the agency will do for us (Berwick location photo calls, radio, regional news etc). And we will not be able to fund the focus groups which will be a vital part of our evaluation process and audience development research.

It is very difficult for us to fundraise towards our marketing materials and promotional activities, but these are essential for us to reach our audiences and increase the number of visitors we attract to Berwick each year. With NTCA's funding covering the appointment of a 0.6 FTE Marketing Manager, this is the perfect time to increase our marketing and PR activity for maximum return.

Investment in promotion of BFMAF will have a multiplier effect – anything that raises the profile of the Festival, also brings attention to the town, and raises the profile of our supporters including Berwick Town Council.

Support from our most local partners – Berwick Town Council and Simpsons Malt – is particularly important to us as it sends a message to local people that the Festival is for them and they are encouraged to attend or participate in other BFMAF events.

For context, funding from our largest funders (ACE and NTCA) covers our biggest core costs including salaries; funding from the BFI, numerous smaller trusts and foundations and programme partners covers delivery of the Festival screening programme (mostly going directly to participants) and year round outreach programmes.