



BFI FAN Major Programmes Evaluation Tender

Date range: April 2019 – April 2020

Contract value: up to £12,000

Film Hub Midlands is seeking an individual or organisation with the appropriate knowledge and expertise to undertake comprehensive monitoring and evaluation of the BFI FAN Major Programmes initiative – starting with BFI Comedy Genius, a [Major Programme](#) delivered by the Film Hub in 2018/19.

About The BFI Film Audience Network (FAN)

The [Film Audience Network \(FAN\)](#) was set up in 2012, using funds from the National Lottery to support a stronger and more connected approach to growing audiences for British and international film on the big screen.

FAN is made up of eight regional and national Film Hub Lead Organisations (FHLO) providing a comprehensive geographic reach across the UK with the aim of increasing the breadth and depth of film available to audiences. FAN is central to the BFI's commitment in BFI2022, its current five year plan, 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 filmmaking, past, present and future.

The eight Film Hubs are:

- Film Hub London
- Film Hub Midlands
- Film Hub North
- Film Hub Northern Ireland
- Film Hub Scotland
- Film Hub South West
- Film Hub South East
- Film Hub Wales

About Major programmes

Major Programmes is a cross-FAN area of specialism for FAN that is managed by Film Hub Midlands. The project runs over 4 years between 2018 -2022 and will deliver two annual programmes of specialised, thematically driven film programmes UK-wide in this period (8 programmes in total).



The aims of the BFI Major Programmes initiative are to:

- increase audience engagement with film and deepen the quality of cultural experience
- increase the confidence of FAN members to screen a wider range of films
- boost the engagement of audiences aged 16-30
- increase the diversity of FAN audiences
- raise the profile of film as an art form and create a dialogue about its place in our cultural life

Scope of this Evaluation

This evaluation project is intended to look at the first two years of the Major Programmes project delivered by Film Hub Midlands, with particular focus on 3 seasons:

- Comedy Genius, a BFI 'Blockbuster' season running October 2018 – January 2019
- Film Feels: Obsession, a FAN-led season running in June & July 2019
- Musicals, the Greatest Show on Film, a BFI 'Blockbuster' season running October 2019 – January 2030

It should give consideration to the impact of these programmes in terms of audiences and FAN members and also to the effectiveness of the delivery approach for both Film Feels and BFI led 'blockbuster' programmes.

About BFI Blockbuster

Since 2014, BFI Southbank and BFI FAN have collaborated to deliver annual Nationwide thematic film seasons to engage and delight audiences UK-wide. Celebrating genre, representation and craft in film, BFI Blockbuster combines a high profile National campaign with a sustained (3-4 month) period of film programming at both Bfi Southbank and in venues nationwide.

Since 2018, BFI Blockbuster funding for FAN has managed by Film Hub Midlands as part of the Major Programmes project.



Blockbuster seasons 2014-2018

2018 - Comedy Genius: www.bfi.org.uk/comedy-genius

2017 - Thriller: <https://www.bfi.org.uk/thriller>

2016 - Black Star: <https://www.bfi.org.uk/black-star>

2015 - Love: <https://www.bfi.org.uk/love>

2014 - Sci Fi: <https://www.bfi.org.uk/sci-fi-days-fear-wonder>

About Film Feels

Film Feels is a new initiative from the Film Hub to frame and deliver an annual Summer season of independent films, aimed at broadening priority audiences for FAN.

Delivering support for FAN member's activity and a curated campaign launching in summer 2019 across the UK, *Film Feels* is designed to celebrate film's unique ability to transport us, to illuminate ideas, and to spark a conversation.

The aim is to inspire programming that offers the viewer something different - whether that's live engagement, special events or rediscovered works presented in new ways - that foregrounds the power of film on the big screen.

The first season delivered under the Film Feels framework is Obsession throughout June - July 2019.

Aim of the Evaluation

To assess the impact of Major Programmes on audiences, its benefit to FAN members and the effectiveness of the new delivery mechanism through Major Programmes.

To provide analysis of how effectively Major Programmes is meeting BFI FAN objectives, to make recommendations that might improve on reach, impact and quality for subsequent seasons through to 2022, including making recommendations on suggested changes and highlighting key successes and challenges.



BFI FAN priorities

BFI FAN priorities closely mirror those set out in BFI's four-year strategy [BFI2022](#) with particular attention paid to section 3: Future Audiences. As well as cross-FAN projects such as Major Programmes, each Film Hub works to develop and support film culture and audiences for specialised film in their region.

Between 2018-2022 priorities for funding and support are predominantly weighted toward

- Screen heritage
- Young Audiences (aged between 16-30)
- Inclusion and diversity – of audience and representation on screen

Objectives of the evaluation

- Measure impact on audiences – with a particular focus on BFI priority groups
- Assess and illustrate impact on delivery partners
- Gauge visibility of campaign
- Interrogate the cultural and creative offer of BFI blockbuster to UK exhibition as manifested by the FAN Major Programme initiative and the ICO Touring programme (i.e. not BFI SB)
- Review and evaluate the effectiveness of strategic partnerships including with the ICO, BFI Programme and others
- Measure leverage of funds
- Document geographic reach of funds and audience numbers
- Assess the efficacy of delivery mechanisms
- Provide a full evaluation report with executive summary to share with key stakeholders.

The chosen applicant will have experience of evaluating cultural events and be able to commit to preparation and follow up meeting in Nottingham and/or London as required throughout the project

Film Hub Midlands is keen to invite responses that look at evaluation in an innovative and flexible way, while working in line with wider evaluation of BFI Film Audience Network (FAN) by BOP consulting.



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Available resources

The following will be available to the appointed consultant to assist with the evaluation project

- Audience survey results
- Booking lists for Touring programmes
- Project logs (including admissions, audience demographics) for FAN funded activity
- Media impact and web analytics for specific campaigns
- Film Hub Midlands Reports to the BFI
- Access to programme partners (to be defined on agreement)

Reference Documents

In addition, the following will be made available to the successful applicant

- Overview of BFI Comedy Genius, Film Feels: Obsession and BFI Musicals
- Evaluation of Black Star and Love (previous BFI Blockbuster programmes)
- BFI FAN Overview

Expected timeline and time commitment:

Developing Framework and Shared Aims

w/c 6 May: Initial meeting with FH Midlands (1 day)
w/c 13 May: Telephone consultations with BOP, and if necessary, BFI (1 day)
13- 24 May: Desk review existing evaluation materials and devise framework (3 days)
Total estimated time: 5 days

BFI Comedy Genius season

27 May – 7 June: Interviews and outreach (2 days)
Desk review project logs, campaign and admissions data (2 days)
17 June: Presentation of initial results: Comedy Genius (3 days)
24 – 28 June: Revisions and amends (2 days)
28 June: Delivery of initial findings for Comedy Genius (1 day)
Total estimated time: 10 days



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Film Feels: Obsession season

Late May 2019: Consultation with Hub team to define approach (1 day)
August - Sept 2019: Interviews and outreach with members and partners (2 days)
October 2019: Desk review project logs, campaign and admissions data (2 days)
25 October: Presentation of initial results: FF Obsession (2 days)
28 -31 October: Revisions and amends (2 days)
28 June: Delivery of initial findings for Comedy Genius (1 day)
Total estimated time: 10 days

BFI Musicals season

February 2020: Interviews and outreach (2 days)
March 2020: Desk review project logs, campaign and admissions data (2 days)
w.c 6 April: Presentation of results: BFI Musicals and earlier seasons in context (4 days)
6 -17 April: Revisions and amends (3 days)
28 June: Delivery of final evaluation and executive summary (1 day)
Total estimated time: 12 days

The individual or organisation will be expected to commit to partnership working and creating an evaluation framework that dovetails with existing FAN evaluation plans, as well as setting meaningful parameters to evaluate and develop the programme.

In total, we estimate the amount of time required to evaluate the project to be up to 40 days including contingency.

Tender requirements and deadline

Please send a short proposal (no more than 2 sides of A4) explaining how you would manage the evaluation along with your CV/company profile and relevant experience to annabel@filmhubmidlands.org before Thursday 18 April, 5pm.

Candidates will be notified by Friday 26 April and should be available for a phone interview on Wednesday 1 or Friday 3 May. We expect the successful candidate to begin working on the project in May 2019 if possible and to complete an initial review of Comedy Genius by the end of June.

Contact information

To ask a question or discuss this opportunity by telephone please contact Annabel Grundy, Major Programmes Project Manager, on 0115 850 7851 or email annabel@filmhubmidlands.org