

Film Print Provision – Cinema Access Programme

Introduction

With the increase in accessible cinemas aided by the Equipment Strand of the Cinema Access Programme, it is believed that a larger proportion of the popular titles released by the larger UK film distributors will be made available with captions and audio description.

However the UK Film Council recognises that the costs to the distribution sector for the less popular 'specialised' films are potentially prohibitive with the result that people with sensory impairments will not have the wide range of choice available to general audiences.

The UK Film Council has therefore made available £60,000 to support soft-subtitled and audio-described film provision.

Eligibility

This strand is open to companies registered and centrally managed and controlled in the UK or in another state of the European Union/European Economic Area with direct experience of theatrical distribution.

Applications can only be made in respect of feature length films (exhibited on 35mm or on digital format) to be released in the UK. The applicant must own or control the UK theatrical rights in the film and intend to distribute the film in England. Applications for the release of a film in territories other than the UK will not be eligible (for the purposes of film distribution, UK includes Great Britain, Northern Ireland and Eire). The film must be in possession of, or be likely to receive a classification certificate from the British Board of Film Classification (films classified or likely to classify as R18 will not be eligible). The release of the film in the UK must be on less than 100 prints and have a total P&A spend of less than £500,000.

Partnership funding

The UK Film Council expects applicants to provide at a minimum 50% of the funding required to caption and audio describe the film.

Application process

Applications must be submitted to the UK Film Council on the Film Print Provision Strand Application Form which you will find on our website at least 16 weeks ahead of the planned release date of the film to allow sufficient marketing activity. The UK Film Council may, at its discretion, accept applications with less than 16 week pre-release time.

Applications will be acknowledged within 2 weeks of receipt.

The UK Film Council will inform applicants as soon as possible if the application is not eligible.

The application will be logged and assessed by the Distribution and Exhibition Fund. A decision on the award will be made on the recommendation of the Head of Distribution and Exhibition Fund at an internal finance committee. The decision will be made within 8 weeks of receipt of the fully completed application. Offers will be issued within 2 weeks of the finance committee.

If the UK Film Council offers an award to an applicant, the applicant will be required to monitor and evaluate the performance of the film in relation to the screenings aimed at people with sensory impairments. The application should therefore contain a proposal for evaluation.

Assessment process

All applications will be assessed taking account of:

Public benefit

The applicants understanding of, and commitment to, equal opportunities and tackling exclusion.

The way in which the project will contribute to reaching new audiences and achieve a better geographical spread of film availability.

Financial viability

The commercial and financial viability of the applicant organisation.

Quality of project

The creative merit of the film and audience potential.

Quality of plans for marketing and developing audiences

Distribution plan (ie print numbers and target cinemas) and the number and timing of planned screenings of the captioned and the audio-described versions of the film.

The degree to which the distributor will co-operate with the exhibitors to publicise the screenings.

Amount of award

The maximum award offered per film will be £3,000 or 50% of the total cost (net of VAT) of the captioning and audio description.

Monitoring and evaluation

The UK Film Council will monitor the release, expenditure and print usage of all the films. It will also monitor the publicity relating to the availability of accessible screenings via website and other means. The successful applicants will be required to provide reports to the UK Film Council in a pre-agreed format for

monitoring purposes and may be required to produce consumer satisfaction surveys. The UK Film Council will reserve the right to use external consultants in the monitoring and evaluation process.

Payment of award

The UK Film Council will need to be satisfied that the film has been captioned and audio described and that it has been made available in those accessible formats according to the distributor's approved release plan before authorising payment.