

## **BFI FAN Innovation Lab: Next Audiences**

A two-day residential lab + ongoing partner project to diversify audiences

Organisations will be paired by the facilitator unless they apply with a prospective partner.

BFI FAN welcomes Expressions of Interest from people who may experience racism.

**Key focuses:** partnership; exhibition talent development; growing ethnically diverse audiences

**March-April, 2022:** Individual and partner work + consultation

**20-22 April, 2022:** Residential lab in Cheshire, England

**Cost:** £240 (inc. VAT) + travel. Bursaries + freelancer honorariums are available.

### **EVENT DETAILS:**

#### **Overview:**

Part of the BFI FAN Innovation Lab series, *Next Audiences* is a two-day training and professional development lab with a focus on diversifying audiences. In particular, this lab will focus on reaching new audiences from underrepresented ethnicities, via projects developed by participant organisations in partnership. It will also provide a valuable talent development opportunity for exhibitors.

Each partnership will be made up of at least one decision-maker from a venue with a regular screening programme + at least one decision-maker from an organisation whose leadership is of underrepresented ethnicity/ies.

The event will include invited speakers, facilitated discussions and workshops, networking and social events. Participants will exchange knowledge, work on personal challenges, and find practical actions/solutions as a group.

#### **Background:**

In the current context of 'living with Covid', we want to bring together organisations from the screen exhibition sector to explore the challenges of audience development; to consider their core audiences, new audiences, and to look towards future audiences - the *next audiences*.

The next audiences will be more diverse than ever in terms of age, ethnicity, gender, sexuality, and other identities and characteristics. We want to explore organisations' missions, and their fitness within current and foreseeable social contexts. How do organisations want to re-engage their core audiences, and establish ways to reach new audiences? How can this work be done in partnership with people with lived experience of racism; with authentic consultation with these communities?'

## **Lab Speakers:**

The two-day lab will be facilitated by [Huttson Lo](#).

We aim to adapt the programme to suit participants' needs, so we will confirm experienced speakers once we have received expressions of interest.

## **WHO IT'S FOR:**

### **Participant profile:**

Each collaboration partnership will comprise at least two participants from each Hub region, from two+ film exhibition organisations who are committed to working together on at least one project. Each partnership will include at least:

- One decision-maker from a venue with a regular screening programme
- One decision-maker from an organisation whose leadership is of underrepresented ethnicity/ies

For a venue, 'leadership' or 'decision-maker' might be a CEO or Head of Department. For a non-constituted collective, this may be a founder or other key actor.

We are particularly interested in applications from people in programming, marketing or audience development roles, as well as senior managers.

Participants may apply with an established connection with a partner. Or, they may wish to develop a new partnership, facilitated by the lab organisers.

FAN anticipates around 24 participants.

## **LAB OBJECTIVES:**

### **The lab aims to generate:**

- Commitment to activating cultural change, to grow ethnically diverse audiences;
- Inspiration and motivation to collaborate, as a safe space for co-mentoring;
- Solutions to barriers and blocks to joint working;
- Strong, equal, trusting, and sustainable partnerships between venues and non-venue organisations;
- Projects with clearly outlined deliverables, developed through reciprocal dialogue;
- Authentically inclusive, practical project plans that can be replicated in the real world

### **Each collaborative project should:**

- Be a screening project for which both organisations truly collaborate to deliver something together, with an equitable partnership in place
- Be accessible to public UK audiences. This could be as a physical event/series, or online or hybrid event/s
- Target inclusion of minoritised communities, who may not be a typical audience for the venue partner

- Have potential to be expanded into a longer-running series of screenings, which are embedded into a regular programme
- Build profile and create future opportunities for the underrepresented exhibition partner

### **HOW TO TAKE PART:**

#### **EOI:**

To express interest in taking part, please complete [this short online EOI form](#) by 25 February, 2022.

#### **Dates:**

March-April 2022: Individual and partnership work conducted in consultation with Lab Facilitator;  
20-22 April 2022: Residential lab

#### **Lab location:**

The Stanneylands Hotel, Cheshire.

#### **Fee:**

£200+VAT (£240 total) per participant. This includes training, two nights' accommodation and meals. Speak to your local Hub about applying for a bursary if needed.

#### **Freelancer honorarium:**

Participants who are freelance in their film exhibition role will receive £240 to cover the cost of the two-day session. Participants who are salaried employees will not receive honorariums.

**BFI FAN Innovation Lab: Next Audiences is a joint project, created by Film Hub Scotland and Film Hub Wales.**

**[REGISTER AN EXPRESSION OF INTEREST HERE.](#)**