

Transformative Film Culture for Hull 2017 Business Strategy **Consultant Tender**

Background

The BFI is funding *Transformative Film Culture for Hull City of Culture 2017 (TFCH)*, as part of its National Lottery-funded BFI Film Audience Network portfolio led by Film Hub North.

Delivered through Hull 2017, Hull Independent Cinema and partnerships with film festivals, educational organisations, and archive partners from across the north, the film programme will bring a packed programme of more than 400 screenings, one-off events and film festivals throughout the year to Hull and the region. The programme reflects the BFI's aim to bring film to audiences where there is less opportunity for them to experience and engage in film across the UK, and to support local film networks and audience initiatives. There is much to explore, celebrate and enjoy.

TFCH's strategic partners include:

Hull 2017, Hull Independent Cinema (HIC), BFI and Film Hub North.

Delivery partners include:

Sheffield Docfest, Up Projects, Doc 'N Roll Film Festival, Sensoria, Leeds Film, Into Film, Women of the World Festival, Yorkshire Film Archive, University of Hull, Live Cinema UK, Neu Reekie, and Hull 2017.

Requirements

Film Hub North is seeking an individual to develop a sustainable business strategy for Hull Independent Cinema.

The primary objective of this business strategy is to develop a 5-year strategic plan with Hull Independent Cinema which will:

- Continue to strengthen Hull Independent Cinema's film programme beyond the 2017 year of Culture
- Continue the development of Hull Independent Cinema as an organisation
- Assess feasibility of having an independent film venue in Hull
- Develop a fundraising and income generation plan for HIC which identifies and engages appropriate funding partners

Long term aims for Hull Independent Cinema

Film Hub North, as part of the BFI's Film Audience Network, is tasked with developing regional audiences for independent film through funded, partner-led initiatives. Through the Transformative Film Culture for Hull 2017 initiative, HIC has been identified as the key partner to deliver a long-term independent film offering to the city of Hull. After the 2017 City of Culture has finished, it is vital that HIC have a clear plan in place in order to reinvest the cultural currency they have acquired this year into a long-lasting legacy of quality film provision for Hull's populace.

Objectives and targets of the 2017 project include the ability to more effectively work with partners in the future - including the ability to engage with funding bodies, local authorities and community partners – and to build on the audience development foundations laid down during 2017.

Background to Hull Independent Cinema (HIC)

HIC is an almost entirely volunteer run film society, screening a diverse programme of films at various venues around Hull. A core Board of Trustees comprises a group of film devotees who each bring an area of professional expertise to the running of the organisation – including programming, marketing, HR and finance. Additionally, HIC have employed a full-time Projects Coordinator on a fixed term, project funded contract and a part-time Marketing Coordinator to assist with the delivery of the City of Culture 2017 programme.

Since beginning delivery of the City of Culture 2017 film programme, HIC, along with other TFCH partners, have been working with an evaluation team to gather evidence of audience interest, feedback on special events, and appetite for a better city-wide independent film offer.

A more detailed table of KPIS related to the above targets is available on request.

Deliverables of the business strategy tender

- 5-year strategic plan to sustain HIC's film programme beyond the City of Culture 2017
- Short-term fundraising plan, including identifying funding partners and helping to forge relationships between HIC and suitable funding bodies
- Strategy for reinvesting surplus income into the organisation
- Developing a sustainable staffing structure to allow the organisation to grow, to enable the Trustees to work on partnership management and strategic decision making and mitigate risks.

Timescale

- September 2017 – Initial meetings with HIC Board of Trustees, TFCH team and Film Hub North manager for introduction to project and information gathering.
- November 2017 – mid-term update on project deliverables
- January 2018 – Delivery of final business strategy plan, fundraising plan and staffing proposal

Criteria

The person providing a quote for the brief should be able to demonstrate:

Essential:

- Ability to regularly meet with partners in Hull, taking into account irregular working hours of cinema volunteers
- Proven experience of business strategy, development and fundraising for a cultural, not-for-profit organisation
- Ability to bring independent perspective to the development of this brief
- Excellent communication skills
- Proven successful partnership development work
- An understanding of equal opportunities and diversity

- Experience in writing and knowledge of non-profit funding applications to support the process of strategic planning
- Value for money

Desirable:

- Working knowledge of cultural film exhibition and audiences

Budget

£6,000 inclusive of VAT, plus £500 for travel and expenses

How to apply

Please submit a short written proposal that includes:

- Your approach to the brief
- An outline of previous experience in this area of work and an example of similar work
- Two references from relevant clients or partners
- An indicative budget, inclusive of VAT and expenses

Proposals should be sent by email to: megan.liotta@filmhubnorth.org.uk

If you wish to receive the HIC TFCH Project Aims targets, to inform your proposal, you may request these by email.

Please mark the subject line of your e-mail 'TFCH 2017 Evaluation'.

Closing date for proposals is 12:00 noon on 28 August and we intend to appoint within 21 days. Applicants may be invited to discuss further in person.

Queries should be addressed to: megan.liotta@filmhubnorth.org.uk and anna.plant@filmhubnorth.org.uk