

COMMUNITY GRANT SCHEME - ASSESSMENT SHEET

APPLICATION DETAILS		
Ref No: CGS/48/14	Grant Request: £5,000	Total Project Cost: £-
Project Title: Support Grant		
<p>Brief Summary: Alchemy Film & Moving Image Festival has been running annually in Hawick over the last 5 years. It is an international event which is growing in size due to its popularity and unique nature. It is the only film and moving image festival of its kind at present in the UK. Due to increasing costs and lack of increased funding from its main festival funder, the organisation is facing a period of temporary financial difficulty at the present time and requires financial assistance. The grant would contribute towards the cost of publicity materials and the 'Moving Image Installations' screenings which are exhibited within disused shops, offices and warehouses in Hawick. The festival will take place from 16th-19th April 2015 and will include a programme of film-maker symposiums, a variety of short film screenings, artistic performances, schools screening, community screening and evening walk.</p>		
Match-Funding From Other Sources:	Not applicable as the application is for running costs, although the organisation does receive regular funding from Creative Scotland towards the cost of the festival.	
Contribution by Organisation:	Not applicable as the application is for running costs.	
ORGANISATION DETAILS		
Name of Organisation: Alchemy Film & Arts		
Type of Organisation: Charitable Company Limited by Guarantee		
SBC Members/Officers who are members of organisation:	Susan Garnsworthy (Arts Development)	
The following information has been received and checked by an Officer as correct:-		
<input checked="" type="checkbox"/> Signed and dated Constitution (<i>all organisations</i>) <input checked="" type="checkbox"/> Original Bank Statement less than 3 months old (<i>all organisations</i>) <input checked="" type="checkbox"/> Independently approved annuals accounts (<i>all organisations over a year old</i>) <input type="checkbox"/> Estimate of Income/Expenditure for first 12 months (<i>newly formed organisations only</i>) <input type="checkbox"/> Quotations/Estimates (<i>project grants only</i>) <input type="checkbox"/> Letter of Support (<i>project/support involving children or vulnerable adults only</i>)		
SBC Grants Received in last 2 years: Environment & Infrastructure: 2014 (£1,925 – Events) Community Grant Scheme: 2013 (£3,500 – Casting the Net)		
ASSESSMENT		
<ol style="list-style-type: none"> 1. The organisation was in receipt of a project grant from the Community Grant Scheme in 2013 which has been signed off appropriately 2. The organisation is properly set up and appears to be operating in line with its Constitution 3. The organisation was formerly known as 'Borders Arts Trust' but was re-constituted in December 2013 under the new name of Alchemy Film & Arts 4. The constitution of the organisation states that it champions the development of arts, predominantly but not exclusively, in the Scottish Borders and beyond therefore the organisation requires funding from the generic budget 5. The organisation has submitted accounts to 4th December 2013 which have been checked and appear in order 6. The organisation has savings of £5,952 which is less than one full year's typical income of £31,663. £5,204 of these savings are ring-fenced for a Community Filmmaker Project, leaving a balance of £748. The organisation is demonstrating temporary financial difficulty at the present time and the application is eligible for support 		

7. The total cost of the festival this year is estimated at £30,694. The budget breakdown equates to venue hire £4,194; Producer £4,000; Creative Director £7,500; Freelance Reviewer £1,500; Freelance Press/PR £1,000; Travel & Accommodation £3,900; Screening Fees & Programme Editing £2,600; Installations & Community Filmmaking Outputs £2,250; Promotional materials/signage £2,750 and Administration £1,000
8. The organisation has been successful in securing £20,000 from Creative Scotland, £1,500 from Craignish Trust and £500 in sponsorship to support the opening event. It estimates ticket income at £3,180, demonstrating a funding requirement of only £4,500
9. Through a partnership approach with the organisation, Heart of Hawick off-sets the cost of venue hire in exchange for ticket income generated, the remainder being donated in-kind
10. Creative Scotland provides the majority of the funding for the festival annually, however as a result of a transitional period following the changeover of funding streams, the organisation was unable to achieve a request for increased funding this year which has necessitated the need for financial assistance
11. The organisation has been in discussions with the Head of Film at Creative Scotland who is supportive of the festival due to its unique quality and has encouraged the organisation to make a new bid under the Open Funding Programme to cover growth and running costs in 2016
12. The organisation's savings are below the minimum level and the application is eligible for support
13. As well as the annual festival, the organisation delivers a variety of smaller film making projects across the Borders aimed at encouraging the development of film-making skills for those wishing to progress careers in film and other technical avenues. It recently received arts funding for a Scottish Borders Community Filmmaking Initiative and a Scotland wide Luminous Latitude Touring Programme
14. The festival showcases not only the work of professional moving image film makers but also local film makers who have the opportunity to share skills and ideas through interaction at the festival's symposiums
15. The organisation operates a volunteer scheme, currently with 60 volunteers, who have the opportunity to develop skills not only in film making but also in event organisation/administration and technical support which assists them in the advancement of alternative careers
16. The festival attracts a large number of film-makers into the town of Hawick which boosts the income of local B&Bs, hotels, eateries and restaurants as well as promoting a Borders town as an international film-making centre
17. The organisation has carried out regular surveys which demonstrates participation at the festival to be approximately 57% filmmakers/visitors and over 43% local community. 45% of the attendees stay in paid accommodation and the spend per festival visitor is estimated at £258
18. Ticket prices are kept at a low level (£4 per screening or a weekend ticket of £30) to ensure no one is disadvantaged due to lack of income or social background. Some activities such as the evening walk and moving image installations are free of charge
19. The application meets the scheme outcome 'more local groups or services are better supported to recover from financial difficulty'
20. The application meets the Corporate Plan priorities:-
 - Encourage** sustainable economic growth
 - Improve attainment and achievement levels** for all our children and young people, both within and outwith the formal curriculum
 - Provide high quality support, care and protection** to children, young people, adults, families and older people
 - Build the capacity and resilience** of our communities and voluntary sector
 - Maintain and improve** our high quality environment
 - Develop our workforce**
 - Develop our assets and resources**
 - Ensure** excellent, adaptable, collaborative and accessible public services
21. The organisation can demonstrate the support and involvement of the wider community through the large amount of volunteer support attracted in the running and organisation of the festival. Audience feedback obtained annually is positive and many local film-makers put forward screenings for selection. The festival also hosts a community screening each year based on a topic of local interest and undertakes school workshops in film-making for children Borders-wide
22. The Arts Development Manager has confirmed that the festival meets many aims within the Cultural Strategy for the Scottish Borders and Ambitious for the Borders 2012. Its outcomes also support the aims of the Creative Scotland Film Strategy 2014-17 which encourages the support and

development of artists and film-makers to create content with international appeal. The Arts Development Service also states that the organisation has a good reputation and has an inclusive approach to Arts ensuring its activities reach people of all ages. The festival programme is extremely varied and it has steadily grown over the years. The Arts Development Service is unable to offer any funding towards the festival

23. The Event Strategy Officer confirms that the festival meets the aims of the Scottish Borders Council Event Strategy and the EventsScotland National Strategy. The organisation continues to build on success and is developing its audience base. The organisation actively engages with the local community and the event is well supported. The festival was funded by SBC Events last year, however due to limited budget and the need to target event support in line with EventsScotland strategy, the festival does not meet the minimum 5,000 audience participation and cannot be funded through SBC Events this year.
24. Membership of the organisation is open to all and it appears committed to equal opportunities although it does not have its own Equal Opportunities Policy. The organisation has however provided an Equal Opportunities Statement confirming its commitment to equalities. An EIA scoping assessment has been carried out and there are no apparent concerns. In line with advice received from the SBC Equality & Diversity Officer the organisation will be advised to produce its own Equalities Policy.

OFFICER RECOMMENDATION

Recommend to approve at the lower level of £4,500. The organisation appears to have already addressed its shortfall in funding in 2016 however in order to reflect the intended one-off nature of support grants, any offer of grant should be conditional the organisation revising its fundraising plans to bridge this gap in future years.

Assessment Criteria

- *Grants received before*
- *How group has made use of previous grants*
- *How group is set up and managed*
- *Finances and financial need for funding*
- *Need/demand for project/activity*
- *How well the project meets the Community Grant Scheme outcomes (Communities have more access to better quality local services of activities; Communities have more access to better quality environment; Communities have more pride in their community; Communities have more access to better quality advice and information; More local groups or services are better supported to recover from financial difficulty)*
- *Support and involvement of wider community*
- *Efforts to secure other sources of funding*
- *How group has taken account of equal opportunities*