

**SCOTTISH BORDERS COUNCIL
COMMUNITY GRANT SCHEME**

APPLICATION FORM

Received 5/12/14

(Please read the Guidance Notes carefully before completing this application)

YOU MUST ANSWER EACH QUESTION IN THE SPACE PROVIDED – DO NOT SAY ‘SEE ATTACHED’

You can continue each question on no more than one side of A4

**All groups should complete Part 1 and Part 4. Please complete in black ink
Please refer to the application notes on the right-hand side when completing**

PART 1

About your group

1. What is the name of your group?

Alchemy Film & Arts (formerly known as Borders Arts Trust)

2. Where is your group based?

Hawick, with audiences and activities from the whole Scottish Borders region.

3. Name of main contact

Name	Richard Ashrowan
Position in Group	Creative Director
Home Address	Phenzhopehaugh Roberton Hawick
Post Code	TD9 7NQ
Telephone Number	01750 62395
Email Address	richard@alchemyfilmfestival.org.uk

4. When did your group start?

11 Mar 2011 (charitable status registered)

This should be the same name that appears on your Constitution (please note your Constitution, annual accounts and bank account must all be in the same name)

Tell us in which town/village your group is based. If your group serves the whole of the Scottish Borders please say so

This is the person who will be the main point of contact for future communication and who should have a good understanding of the work of the group and details of the application. They should be contactable throughout the duration of the application process

5. How many committee members are involved in running your group?

5

6. Are any Councillors/Scottish Borders Council Officers members of your management committee? If so, give names

Susan Garnsworthy is currently employed by SBC on a 1 year contract as Creative Learning Manager in the Arts Team. Permission to remain a trustee was given by Arts Business Manager Lisa Denham after consultation with Ian Brown, Head of Cultural Services as SG is only employed on short term contract and on the understanding if there is any conflict of interest it is declared.

We also have two advisors who are employed by SBC and who occasionally attend our Board meetings, but they are not board members and have no voting authority: Susan Taylor, Marketing and Operations Manager at Heart of Hawick, Mary Morrison, CABN.

7. What is the legal status of your group? (Please tick relevant)

- Unincorporated club, association or community group
- Company limited by guarantee
- Company limited by shares
- Trust
- Charity recognised by OSCR (Charity Number SC042142)
- Other (give details)

8. What is the purpose of your group, its main activities and what benefits does it bring to the local community?

Alchemy Film & Arts champions the development of independent arts projects in the Scottish Borders. It aims to advance the arts, by the practice, knowledge, understanding and appreciation of visual arts, music, literature, performance, film and crafts.

Our currently active projects are:

1) Alchemy Film and Moving Image Festival – an international festival of experimental film and artists' moving image based in Hawick. It is delivered in partnership with Heart of Hawick, who provide the main screening venue and festival hub. The festival is now approaching its fifth edition (April 2015) and attracts filmmakers from around the world.

2) Scottish Borders Community Filmmaking Initiative – a community filmmaking initiative encouraging the development of filmmaking skills, rooted in the community, within the Scottish

Describe in full what your group does, the activities it undertakes and in what way it benefits the community it serves

Borders region.

3) 'Luminous latitude' Touring Programme: an international touring programme of short films made by Scottish artists and filmmakers.

Over the last five years, Alchemy Film Festival has grown substantially. Last year we had a total of 2,387 visits to our ticketed events and art installations around the town, an increase of 225% on the previous year. The festival brings the town of Hawick alive over its duration, selling out all the available B&B accommodation, and filling restaurants and cafes. It also brings a much needed spirit of internationalism, putting Hawick and Borders region on the map as a destination – in 2014 we had 53 visiting filmmakers attending, from the USA, France, Netherlands, Switzerland, Sweden, Croatia, Hungary, Ireland, Scotland, Wales and England.

Our activities are strongly rooted in the local community and Alchemy Film & Arts aim to develop projects that actively and creatively engage local residents in both filmmaking and film appreciation. Every year the festival hosts a 'community' screening, usually involving a specially commissioned film on a subject of local interest. We also hold special schools workshops (open to schoolchildren Borders wide) in filmmaking.

In 2014/2015 we are running a 'Community Filmmaking' project, training 20 local residents (of all ages) in filmmaking. The works produced will be screened as part of Alchemy 2015 (April 16-19th 2015), as films and as 'moving image art installations'. We believe this project will have a lasting impact on the creative culture of the Borders, and we aim to run this as an annual programme.

Our 'moving image installations' strand opens up disused spaces – empty shops, offices and warehouse buildings within Hawick, as venues during the festival. These installations are free access to all, and bring renewed life and appreciation for neglected spaces within the town.

The festival is also beginning to deliver significant economic impact for the community of Hawick - 45% of our audience stay in paid accommodation and the average spend is £258 for each festival visitor staying overnight in Hawick. Excluding local residents, an estimate for total spectator spend in Hawick is between £16,000 and £24,000 (based on the industry standard *eventIMPACTS* model).

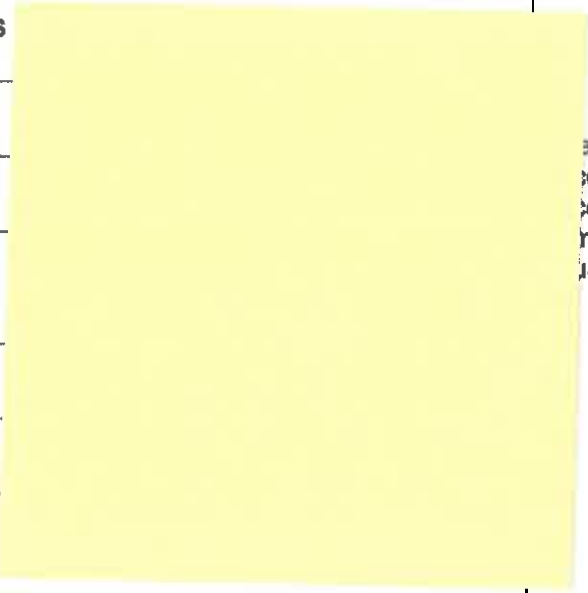
From our evaluation in 2014:

- 83% of respondents to our questionnaire said that Alchemy was 'better' or 'much better' than other film festivals they had attended.

- 94% rated their overall Festival experience 'very good' or 'excellent'.
- 97% would recommend the Festival to friends, family and others.

9. Tell us your bank account details

Account Name
Bank/Building Society Name
Address of Bank/Building Society
Post Code
Sort Code
Account



The name on the bank account and annual accounts should be the same as the name on your Constitution.

How many people are required to sign each cheque or withdrawal from this account?

2

List the names and positions of the people who are authorised to sign each cheque or withdrawal from this account

Name	Position
Keith Alexander	Chairman
Lawrence Robertson	Treasurer

Bank accounts require a minimum of two signatories. Grants will not be paid into an individual's bank account

If any signatories are related you will require to submit a letter from your bank confirming that the related signatories are not authorised to sign off the same cheque/ withdrawal

10. Tell us what your total savings/cash or investments are (all accounts)

Our bank statement shows £5952 on 30 Oct 2014, of which £5204 is committed to our Community Filmmaker Project.
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If your group has more savings than the amount of money your group receives in a year, you should explain what you are planning to do with this money. If you have not set aside this money for anything in particular the scheme is unlikely to give a grant

11. Is your group registered for VAT?

Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
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12. Tell us what grants you have received from the Council in the last 2 years?

Date	Amount	Project Title
April 2014	£1,925 1,925	Alchemy Film Festival – from SBC Events Grant (LEADER)
23rd March - 6th April 2013	£3,500 3,500	Casting the Net – from Community Grants Scheme

13. Tell us how your group takes account of equal opportunities legislation by including all sections of your community (include child protection, vulnerable adult legislation if relevant, disability, promotion of equality of access to services irrespective of race, gender, age sexual orientation, religious or political beliefs). **If you group has its own Equal Opportunities Policy please provide a copy.**

We operate within an agreed set of values and principles, within which are commitments to Equalities & Diversity, including

- Participative: participation by people in the local community, and specifically young people.
- As an organisation, we have a positive attitude toward full inclusion, aiming to promote equality, diversity and ease of access at all levels of activity.

This extends from making our call for entries for residencies, programmes for young people and submissions of films and proposals to the festivals to be as widely accessible as possible and to be distributed widely. We use the best range of newsletters and forums within Scotland and are committed to this open process, underpinned by a belief that it brings in new ideas and drives up quality and diversity of ideas and content.

With regard to selection panels for participants in any programme, such as 'Luminous Latitude', the festival or residencies, paid or free-lance opportunities in the team, through to Trustees, we recruit an equitable mix of ages and genders in selection panels, promoting a positive, open and non-discriminatory atmosphere and process. Alchemy Film & Arts is committed to Equal Opportunities policies in the delivery of projects. It may be interesting to note that while the Residencies panel had a balance of genders, the resulting places were offered to five women and one man (who could not

Equal opportunities and inclusion is about involving people from different parts of the community in the development and implementation of projects and services. This might involve taking account of issues around gender, ethnic background, disability or access.

attend), based on the quality of submissions.

The tested means by which we have increased access by diverse audiences and participants and which we intend to develop as core projects are:

The 'Shoot it yourself' Creative Film-maker Programme for young people will run for the first time in 2014, funded by Into Film. This programme will involve 14-19 year olds from outside of the formal education system learning how to create films from initial concept into a finished product. The project results will be shown within the film festival in 2015. Our focus is on the collaborative creative process applied to non-conventional filmmaking.

Development of a yearly commission, a proven method of drawing local audiences who may know little about artists' film into the festival. This year we will open it out to competitive entry.

Opening up disused spaces as screening spaces within the town of Hawick and region-wide, for screenings during the festival and events. Our experience is that bringing projects to the high street and former industrial buildings which the community worked in, brings in unexpected visitors, older and young.

We aim to support intergenerational community filmmaking activities tied to screening opportunities at the festival.

The Community Grant Scheme gives grants mainly for project costs. If you are applying for project costs complete Part 2 and Part 4.

In some circumstances, it can provide one-off support grants to groups experiencing temporary financial difficulties (see Guidance Notes for details). If you are applying for support grant completed Part 3 and Part 4

PART 3 (SUPPORT GRANTS)

Support Grants are intended to help groups that are experiencing temporary financial difficulty.

They are not intended to be annual support payments.

23. Tell us clearly why you need a support grant this year?

Alchemy Film and Moving Image Festival is a festival firmly rooted in the Scottish Borders, whilst being truly international in programming scope, reputation and audience reach. Our April 2015 programme will screen around 100 films (drawn from around 500 international film submissions), including 20 World premieres, plus 6 to 10 'moving image installations' around the town of Hawick. We expect 50 filmmakers to visit, many of them travelling internationally. We are projecting visitors to ticketed and non-ticketed events to reach 2,500.

We are seeking a grant specifically to cover certain core and essential costs in running the 2015 festival. Our projected income for the 2015 festival is currently £7,030 short on our previous year's budget, an issue that could have a major impact on the festival in 2015. A grant from the Community Grant scheme is therefore specifically requested for the following two areas:

1. Publicity and marketing materials – production of the printed Alchemy Film and Moving Image Festival brochure and its distribution, plus town signage and online marketing activity. This essential component of the festival, providing visibility within Hawick and whole the whole Borders region, is currently unfunded. In 2013, it was supported by a Scottish Borders Council LEADER Events grant.
2. The 'moving image installations' strand of the festival. This strand offers film & video installations in up to 10 disused spaces – empty shops, offices and warehouses - within the town of Hawick for the duration of the festival. Each space offers an exhibition space staffed by full-time volunteer invigilators. Last year, in April 2014, this strand of the festival attracted 1087 individual installation visits (up 350% on 2013 figures). This is a popular strand of the festival, opening up many disused spaces to the community, enhancing the life of the town and providing high quality arts experiences.

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In addition, we engage with a significant number of volunteers for this aspect of the festival. In April 2014, 32 local volunteers participated. This provides a valuable community benefit in terms of skills development, training and personal inspiration. Grant funding from the Community Grants Scheme would enable us to continue to offer this strand of the festival, and deliver it to a higher standard.

For our 2015 festival, Creative Scotland, our main funder, maintained our level of grant funding without agreeing to a requested £15,000 increase to cover these costs and grow the festival. In addition, we had an unsuccessful bid into Creative Scotland's 'Regular Funding' programme, leaving us with a gap in our finances for the above elements of the 2015 festival, last year covered largely by a grant from the SBC Events fund (LEADER).

24. Based on the actual needs of your group, how much support grant do you need?

£5,000

25. Tell us what the support grant will actually pay for?

Item of Expenditure	Cost
Installations & community filmmaking outputs	£2,250
Promotional materials, printed brochure and signage	£2,750

26. Tell us what plans you intend to put in place to overcome this shortfall in the future?

The funding for this kind of festival is highly dependant on the support of Scotland's main arts funding body, Creative Scotland. Our relationship with this funder has been steadily growing over the last few years (£5K in 2012, £20K in 2014, £20K toward 2015), and has recently been strengthened during follow-up meetings after our recent unsuccessful bid to their Regular Funding Programme, which would have secured our core costs for the next 3 years. Despite turning down this ambitious bid, and not increasing our funding through their Festivals fund in 2014, they do now recognise the unique contribution the festival makes to the cultural life of Scotland.

This should be the minimum amount required to cover your group's temporary financial difficulty

Please note the scheme cannot give grants for activities/expenditure which has already taken place. Please refer to the guidance notes to ensure that the costs you are applying for are eligible for assistance

Creative Scotland have invited us to make two new bids into their Open Funding programme for the festival and related activities in 2016. We are at this stage confident of increased core support from Creative Scotland over the coming years, leading to a self-sustaining future. The specific items we are applying for here will form part of our Open Funding bid to Creative Scotland for our 2016 festival.

Local Authority recognition and financial support for the festival in 2015 would enhance our chances of receiving a higher level of grant from Creative Scotland in 2015/16. Creative Scotland like to see strong partnership working between third sector arts organisations and the Local Authority, recognizing that strong local authority support demonstrates its regional value.

In 2015 / 2016, we also intend to apply to the major UK Film festival funder, the BFI (British Film Institute), and investigate new funding streams that may be available through FilmHub Scotland (for audience development) and Regional Screen Scotland (for 'non traditional' screening events).

Additionally, we have a range of additional fundraising activities, including further applications to Trusts such as The Robertson Trust and The Craignish Trust, both of whom are supporting other aspects of the festival in 2015.

27. If you have received a support grant before what changes did your group put in place to address the shortfall (ie. revised fundraising plans)

We have not received a support grant before.

The scheme aims to support voluntary and community groups to become self-sustaining for the future, please detail what measures you have taken to overcome the previous temporary financial difficulty and how successful you have been in achieving this

28. Tell us what difference this support grant will make to your community

Our roots, as an organisation, are situated in a cultural deprived rural area, and we have a strong commitment to improving aspiration and quality of life in the region. Our community filmmaking initiatives and local filmmaking commissions are aspirational, personally transforming and led by their participants. So is our work with volunteers.

Explain to us how this support grant will benefit the needs of your local community ie. does your group deliver a unique service in your area, provide activities which improve health or increase physical fitness, address the needs of a minority group of people etc

The festival itself transforms a very traditional local community while it is on, showing work that lifts and inspires local people's imagination. We have seen how these things can transform people's lives and aspirations. This is a real need for such activity outside the urban centres and access to culture in our region can be unchanging and predominantly traditional.

Hawick, the location of the film festival, is the largest town in the Borders (population 15,000), and it faces many of the challenges confronting rural Scotland, exhibiting all the characteristics of social and economic deprivation and exclusion. It is designated within the South of Scotland European Partnership as 'a priority area'. Within Hawick, and arguably the Borders as a whole, the provision of world class contemporary art experiences is a rare occurrence and this gap in provision is something Alchemy Film & Arts aims to meet.

We aim to contribute to the fulfilment of the vision of the 2014 Cultural Strategy for the Scottish Borders:

- By 2019, the Scottish Borders will be recognized and celebrated for what it is, one of the richest, most distinctive and diverse cultural regions in Scotland.
- Alchemy is referred to as a festival "with a highly distinctive offering... and no immediate Scottish counterpart" (Reference, pg 16).
- To be a learning organisation, investing in our staff, board and volunteers, learning from each project and investing in our team and volunteers

This grant will contribute to delivering the significant community benefit of the festival, specifically:

- Increasing the profile of an international Film Festival in Hawick, increasing access to high quality arts experiences for all Borders residents.
- Engaging 30-40 local volunteers in working with us in the three month period running up to and including the festival. This enables them to gain event management skills within a festival of international significance.
- Providing opportunities for 20 local people to attend a 12 week filmmaking training programme, which will lead to their work being presented at a special 'community screening' at the 2015 festival.
- Several of these participants have already requested to present work within our 'moving image installation' strand within empty shop spaces.

- Delivering economic benefit to the local community through our many visitors from outwith the region.
- 57% of our visitors travel to the festival from Scotland, England, Wales and internationally. 45% stay overnight, each spending an average of £258 on accommodation, restaurants and cafes.
- Raising the profile of Hawick as place that is outward-looking and international, presenting World-class premiere films of the highest standard. This not only benefits perceptions of Hawick from the outside, but raises pride and forward-looking confidence within the community itself.

Our annual audience feedback helps us refine our offering. Here are some representative quotes from 2014, demonstrating the unique value the festival brings to the town of Hawick:

“Very friendly - Heart of Hawick an excellent venue, Local volunteers very helpful. Installations made the town very inclusive for outside visitors and encouraged us to get to know the town.”

“Excellent for a small Borders town to host an international event”

“Warm friendly people in the shops ,cafes and restaurants. Good food, lovely river. Sad about the loss of industry in such an elegantly made town.”

“Being small and off the beaten track has advantages - the scale and mood of the festival were ideal for the type of event it was and the people who came. And the nature of Hawick facilitated that. And film festivals don't depend on good weather (!)...”

“Brilliant that this is becoming international and would be good for Hawick to embrace this even more - more use of empty shops for exhibiting”

“It was actually a bit different and rather good. I liked the smallness of it the friendly buzz, the ease with which one could engage with the makers, critics and other punters”

“I think it's all about the creative use of other spaces in the town. I think the fact that you've got artists in the local B&B rather than the Hilton sets you aside from other events, in a good way.”

29. Tell us if you have applied to any other funding sources for this support (including any other Scottish Borders Council Departments) and the outcome of these applications

- We approached SBC Events to see if they were running the Events Fund again this year, but they are not. No other SBC departments have been approached.
- Heart of Hawick do contribute in-kind support but Heart of Hawick do not contribute cash funding to the running costs of the festival.
- We investigated Event Scotland funding but our audience numbers and audience data are not yet at an appropriate level. This national fund is for larger national festivals with very large audience numbers.
- We cannot apply to Awards for All, as they are already funding other aspects of our activity – our Community Filmmaking Project.
- We investigated but are unable to apply to Regional Screen Scotland's one-off grant scheme, as this would represent 'double funding' under Creative Scotland's rules.
- We investigated funding from the BFI (British Film Institute) but they specifically exclude the type of filmmaking our festival specialises in. I am told conversations are now happening between the BFI and Creative Scotland that may address this issue in 2016.

If your group is already in receipt of funding for running costs from another Council Department you are unlikely to receive a grant.

If your group is in the process of negotiating funding from another Council Department this must be disclosed. **Failure to do so will result in the application being automatically withdrawn.**

Now go to Part 4 to complete your application for support funding