

# British Film Institute Diversity Standards Screen Scotland pilot project



# What are the British Film Institute Diversity Standards?

Diverse means having a mix of different kinds of people:



- men and women
- young and old people
- people of different ethnic backgrounds
- people from both poor and more wealthy backgrounds
- disabled and non-disabled people.

The British Film Institute Diversity Standards are rules and ways to make sure there is a mix of different kinds of people both on screen and working behind the scenes.

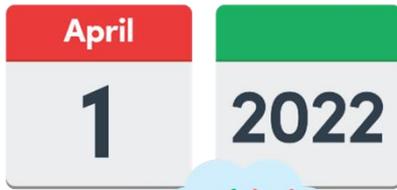


The Standards make sure that different groups are represented equally.

In the rest of this document we will call the British Film Institute 'the BFI' for short.



The Standards apply to anyone making films, or television programmes, as well as at places where there is an audience like film festivals.



Screen Scotland will follow the BFI Diversity Standards from 1 April 2022 for a year as a **pilot project**.

A **pilot project** is a trial to see if something works well.

Screen Scotland wants there to be more diversity in the people we see on screen and in those working in the screen industry.



It wants to see more people from **under-represented** groups.

**Under-represented** groups means people we do not usually see on screen.



In the pilot project applications to Screen Scotland's [Film Development and Production Fund](#) and [Film Festival and Screening Programme Fund](#) will have to meet the BFI Diversity Standards.

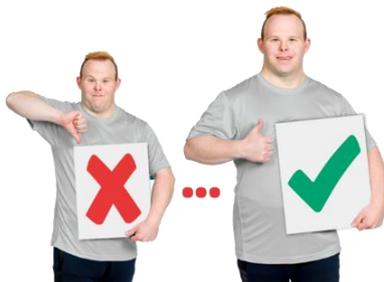


The Standards focus on the protected characteristics in the UK Equality Act 2010.



The BFI and Screen Scotland have added some standards to help make projects represent the Scottish population.

The Standards will:



- make sure there is more diversity in:
  - people on screen
  - people at the top of screen organisations who make creative decisions
  - people who work in the screen industry



- make training opportunities better
- have more ways for people to get jobs and develop their careers in the screen industry



- support the film and screen industry to reach a larger and more diverse audience



- support the film industry to make sure their staff and people involved are diverse



We know that films with a diverse cast and crew are more successful and make more money.

The BFI Standards mean that audiences will see themselves represented on and off screen in the projects they watch.

## What are the BFI Diversity Standards Scotland criteria?



**Criteria** is a list of things that the person who is applying for Screen Scotland money needs to have.

**Film Development and Production Fund** applicants should meet at least 1 of the 4 Standards.

This is usually Standard A.



**Production funding** applicants should meet at least 2 of the 4 Standards.

One of these must be Standard C.



**Film Festival Fund** applicants:

All applicants must meet the criteria of both Standards C and D.

They can also meet the other Standards if they fit their project.



## **STANDARD A** **On-screen representation, themes and narratives**

This means looking at what groups are not represented in:

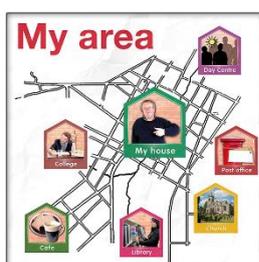
- the main characters
- presenters, voice-overs or real people taking part – for example experts
- casting choices – how it is decided what people take part in the project
- what the project is about
- where the project is set



## **STANDARD B** **Creative Leadership and project team**

This means looking at:

- the people who take creative decisions about the project like the Head of Production, Festival Director and other Heads of Departments
- other main roles and the diversity of the crew or project team
- if the project includes under-represented areas in Scotland



## **STANDARD C**

### **Industry access and opportunities**

This means looking at how people can get jobs and opportunities like:



- paid roles like internships, apprenticeships and advisers
- training or work experience
- promotions and 'first job' roles
- mentoring

All these roles must be filled by people from under-represented groups.

Everyone applying for Screen Scotland money from the Film Development and Production Fund and the Film Festival and Screening Programme Fund must follow Standard C.



Projects that are being developed or that have very small teams may not have to follow the rules.

## **STANDARD D**

### **Audience Development**

This means looking at things that will support more people to access projects, films and programmes.



Everyone applying for Screen Scotland money from the Film Festival and Screening Programme Fund must follow Standard D.

## What are the under-represented groups?



We mean the protected characteristics in The Equality Act 2010 as well as other groups we think are important to support in the screen industry in Scotland.

There are 9 protected characteristics in the Equality Act:



- age
- disability
- gender reassignment
- marriage or civil partnership
- pregnancy and maternity
- race
- religion or belief
- sex
- sexual orientation



You can find out more about protected characteristics in this [Easy Read document](#).

## Targets



The BFI Diversity Standards – Screen Scotland have **targets** – things they are trying to achieve.

It wants film and screen projects to have:

- an equal number of men and women



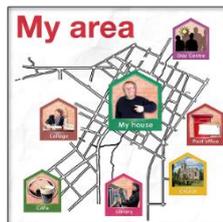
and to include more people who identify as:

- D/deaf and/or Disabled
- LGBTQIA+



and people who:

- have experience of being in the care system
- have experience of being carers
- are Gaelic speakers
- are from an under-represented ethnic group
- do not speak English as a main language
- are of Refugee and Migrant background
- live in Scotland in an under-represented area.



This could be a place, region, or community.



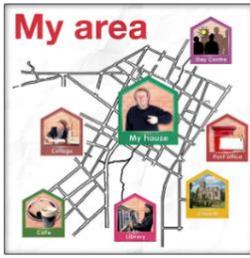
This includes locations in Scotland that:

- have a lot of **deprivation**

A **deprived** area is one where many of the people who live there do not have:

- enough money
- choices and chances
- resources – there might not be as many public services





- are areas defined by the [Urban Rural Classification](#)

This means areas that are far from towns or cities or are difficult to get to.

The targets also want to include more people who are from a **lower socio-economic background**.

This means people who do not have the same choices and chances as other people.

This could be because they do not have much money or they live in a deprived area.



We would also like to get applications for projects which look at under-representation in areas that are not on this list.



There is no extra funding from either the BFI or Screen Scotland to support projects to meet the Standards.

We believe that most of the areas within them can be addressed without extra costs.





Applicants that are not already offering the opportunities in Standard C should see if they can provide these as part of their wider business.

This could include looking for funding from another organisation for training.



We suggest that you also look at BFI's information on Recruitment and the Equality Act at: <https://core-cms.bfi.org.uk/media/91/download>

## How do I apply?



There are 2 steps to follow for applications to Screen Scotland's Film Development and Production Fund and/or Film Festival and Screening Programme Fund.

### STEP 1

Fill in questions about your project and the BFI Diversity Standards – Screen Scotland on the BFI portal:

<https://www.bfi.org.uk/inclusion-film-industry/bfi-diversity-standards>



Do this **before** you submit your application to the Screen Scotland fund.

## STEP 2

Once you have completed STEP 1, you can follow the application process on the Screen Scotland website:

[Film Development and Production Fund](#)

[Film Festival and Screening Programme Fund](#)

You do not need to wait for the BFI response to Part 1.



Please make sure you give your project the same name in Step 1 and Step 2.

Only these two funds will be using the BFI Diversity Standards to decide what projects get Screen Scotland money in the pilot period.

Other Screen Scotland funds will follow.

Please read [BFI Diversity Standards – Screen Scotland Extended Guidance](#) carefully.

Only fill in questions about criteria you meet or will meet.



## After I have completed Part 1 and Part 2 what happens next?



The BFI Certification Unit will check the BFI Diversity Standards part of the application.

Screen Scotland will check all the other parts of your application.



Your application to Screen Scotland will not move to the next stage of the process until you have filled in questions related to the BFI Diversity Standards.



If your application to the BFI Diversity Standards does not pass, it could affect how long it takes for your Screen Scotland application to be looked at.



Screen Scotland will email you when they have made a decision about your application.

They will tell you if you have met the Diversity Standards criteria.

The email will include your Screen Scotland application reference number and your BFI reference number for the Diversity Standards part of your application.





If the BFI Certification Unit decide your project or film does not meet the Diversity Standards they will contact Screen Scotland about what should happen next.

The BFI Certification Unit may:

- send you more questions and give you advice about work you could do to meet the Standards
- arrange a meeting between yourself, the BFI Certification Unit and Screen Scotland to talk about what you can do to meet the Standards.



If things change on your project and you find it difficult to meet the criteria contact:

- BFI Certification Unit
- or the lead officer for your project at Screen Scotland



to talk about how you could change things.



If your application is successful you will have to do a report for the BFI to say how you met the Diversity Standards.



If you cannot deliver on the plans you made and cannot give a good reason for this, it could mean that you would not be able to get money in the future from Screen Scotland.

## How to contact us



If you have any questions or need support, further information or support with filling in Diversity Standards questions please contact BFI by:

Email: [diversitystandards@bfi.org.uk](mailto:diversitystandards@bfi.org.uk)

Telephone: 0207 173 3273



Please contact Screen Scotland if you:

- have any other questions about Screen Scotland Funds
- need any other general support or more information.



You can do this by:

- Email: [enquiries@creativescotland.com](mailto:enquiries@creativescotland.com)
- Fill out a [form on our website](#)
- Send us a tweet @screenscots



- If you want us to phone you, give us your phone number and we will call you back as soon as we can



- If you are a Deaf British Sign Language user you can access our services with the [Contact Scotland-BSL programme](#).