

## APPENDIX 2

### GLA GRANT - FILMMERTON: OBJECTIVES, TARGETS AND OUTCOMES

#### Context

Appendix 1 to the Agreement between L B Merton and the GLA requires clear outcomes and outputs.

#### Objectives

FilmMerton has four central objectives. They are not separately prioritised and activities within the programme will support more than one.

Ref	
O1	<i>To create ambitious and inclusive new work</i>
O2	<i>Build the audience for film in the east of the borough to support the ambition for a new cinema</i>
O3	<i>Building groups and communities who have taken and can take leadership roles in expanding cultural and civic participation in the east of Merton</i>
O4	<i>Put Merton, and particularly Mitcham, on the map as open to and excited by emerging immersive technologies in augmented and virtual realities to support economic development objectives</i>

#### Outcomes

Ref	Outcome	Objectives supported
OC1	Demonstrable growth in film audience in eastern half of the borough	O2
OC2	New groups and individuals in the community engaged with cultural activity leading to overall growth in activity	O1,O2, O3
OC3	New groups with ongoing cultural capacity through decision making and commissioning	O1, O2,O3
OC4	New commissions in film and immersive technology which are welcomed by key audiences including both communities and creative practitioners	O1, O3, O4
OC5	New partnerships with the film sector, including cinema operators, heritage groups, film clubs, film makers, producers and distributors to take forward future work towards a permanent cinema in the east of the borough	O1,O4
OC6	A successful immersive (VR and AR) festival <i>Mitcham Reality</i> which engages the community with those new technologies	O2, O3, O4
OC7	<i>Mitcham Reality</i> has capacity to become a regular fixture and is engaged with other festivals across London and beyond	O1, O2, O3, O4
OC8	A robust and accessible evaluation which enables communities, funders and the cultural leadership of Merton to build on success for future activities	O3

OC9	A reputation for Merton as borough where exciting cultural activities, led by and empowering local communities and producing amazing work, will be found	O1,O3,O4
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### **Targets/outputs**

<i>Ref</i>	<i>Outcome</i>	<i>Objectives</i>
T1	Achieve target growth in film audience (established in relation to baseline to be determined in late 2018)	O2
T2	At least 8 robust community panels, representing at least 32 people) engaged in curating film seasons with support and mentoring, building a long term and informed cadre of film fans, by February 2020	O2, O3
T3	At least (say 10 per film for 96 films) 960 film goers for the film seasons of which at least 25% (240) saying they are seeing a film they would not otherwise have seen by February 2020	O2, O3
T4	At least three new groups in the community actively engaged in cultural commissioning and decision making that are not so engaged at September 2018, by December 2019, in ways which outlast the individual commission or season	O3
T4	Positive community and critical reception for the newly commissioned work	O1, O4
T5	Ambitious and high profile programme of guest curated seasons well received by audiences	O2,O4
T5	A well-attended and watched <i>Mitcham Reality</i> in 2020	O4
T6	Full funding for FilmMerton as envisaged at May 2018 achieved by December 2018.	O3
T7	Further funding attracted to expand the programme, either to extend film seasons or create additional new work	O1,O2, O3
T8	At least three robust partnerships created with film industry partners to sustain through Film Merton and beyond, and in particular to support creating a cinema in Mitcham by September 2019.	O1,O4

### **Budget Milestones:**

For funding to be released under the Agreement:

M1: Signature of that Agreement, anticipated 15 September 2018: £30,000

M2: Acceptance of monitoring reports from L B Merton, accepted as satisfactory by the GLA, on 30 June 2019 and 30 November 2019 of progress against these targets and activities set out in the Project Plan: £10,000