



First Run: BFI Filmmaking and Production for Sports

Summary:

The #Funds4Runs initiative was launched in 2020 by ECB and LV= General Insurance to support areas of recreational cricket affected by Covid-19. The BFI and ECB have partnered to allow cricket clubs across England and Wales the chance to enrol in an online filmmaker programme – titled *First Run: BFI Filmmaking and Production for Sports* – delivered by the BFI as part of the #Funds4Runs initiative.

First Run will teach participants the skills required to create compelling films showing the unique character of your community and club as well as equipping you with editing, communication, digital and planning skills. It will enable you to create a variety of exciting video content on behalf of your club – whether that is content for a YouTube channel or digital storytelling through the club's social channels.

In a world where film and the moving image is becoming *the* currency of communication and self-expression, having access to film making skills and understanding is not just a nice to have but a vital ingredient in quality of life, work and professional opportunities and an all-round education. Not only will successful applicants receive professional level training, but each of their clubs will be in a position to better promote themselves and their activities as well as creating more robust links with the local community. Furthermore, you will also receive training that will enable you to pass on your newly acquired skills to the wider club and community.

First Run is an exciting and unique opportunity to take part in a 15 week filmmaker programme. You'll learn how to film and edit your own content. You'll gain experience and tuition in how to film an interview, edit match highlights and training footage. You'll gain insight into sports analysis and producing video content for social media. You'll learn how use film to advocate; to shot documentaries and tell the story of the sport and club you love. Covid permitting, the programme will culminate in a unique day of location filming, shooting live content with your fellow participants, and creating short films as well as a fly-on-the-wall of the day itself.

FAQS

What is First Run?

A course that equips participants with filmmaking, editing, communication, planning and project skills that enables you to create a variety of compelling video content on behalf of their club. The training will be delivered over 15 weeks. There will be one 2.5 hour session per week. We anticipate that this will be held on a Monday evening, but will also speak with all participants to ensure that there is some flexibility in this and that there is an option to agree a day of the week that works best for all participants.

Who can take part in First Run?

First Run is open to all. Five participants from eligible cricket clubs from around the UK will be selected to take part in the training. No experience is necessary, but participants must be interested

in filmmaking, communications, reporting/journalism or marketing. You may enjoy shooting footage on your smartphone, or may already own a DSLR so some form of filmmaking equipment. You must have an interest in improving your skills and using them to advocate for cricket and your club. Of course, participating in this course may also help with aspirations outside of your cricket club as well.

When will First Run take place?

The training will begin in May 2021 and will require you to commit to 2.5 hours of online training each week. You will be required to do additional creative and technical work outside of this, so it's important that you are able to commit at least another hour a week to the project to get the most from the training and in order to create and shoot the best content. It's important that consistent participant attendance is required in order to keep up with learning/skills development.

Why should I apply for First Run?

First Run represents a fantastic opportunity to learn new skills and will be deliver excellent benefits for the chosen participants including:

- Practical experience of planning, shooting and editing five projects, applying skills of pre-planning, production and editing to create coherent meaningful and engaging content
- A greater understanding of the language of film and moving image, developing a range of transferable filmmaking and digital communication skills
- Familiarity and confidence with filmmaking equipment and understanding how to optimise film and video for a variety of contexts and platforms
- An understanding of lighting and sound including how best to light and mic an interview
- Insight into the preparation and planning that goes into a film project, including idea generation, script, shot list and the roles performed by each crew member on a shoot
- An opportunity to advocate for their clubs and the sport with a unique opportunity to help build connections between local cricket clubs and national level campaign activities
- Skills in teaching/training through passing on new skills to other club and community members

Why is First Run valuable for Cricket Clubs?

For Cricket Clubs the course and the content produced presents extensive opportunities for:

- Upskilling clubs to reach new audiences
- Raising club profiles
- Engaging communities and members more often and more effectively, e.g. becoming a member, participation/attendance at club events, signing their kids up to sessions, getting involved as a volunteer.
- Supporting recruitment of new members and reaching new audiences
- Creating more meaningful links for the club with the community aiding cohesion and communications
- Producing promotional content and idents for cricket clubs digitally showcasing club activity
- Improved social media presence for clubs
- Increased understanding of the value of videography and sports analysis

Through increasing cohesion and engagement with local communities and members, the course aims to help clubs raise their profile, communicate what they do, recruit members and create more links with the local area.

How is First Run being delivered and what will I learn?

First Run: BFI Filmmaking and Production for Sports will be delivered. It will contain a mix of practical and theoretical elements.

Using the BFI's expertise, practical tuition will provide advice, support and mentoring to shoot and deliver the following content:

- Interview
- Footage edit
- Match highlights
- Training/nets
- Footage for social
- Footage for advocacy
- 'Telling The Story of your Club'

Tuition will also cover:

- Understanding the language of film – participants will learn to shoot effective, compelling and coherent content.
- Editing principles – including editing to music, graphics, captioning and compiling highlights footage.
- Pre and post shoot planning – including storyboarding techniques, scripting and equipment requirements.
- Social media – Participants will learn how cut for social media, how to build an audience, understanding metrics and engagement data.
- IP – who owns what, shooting permissions and licenses

Each participant will complete several filmmaking projects:

- A 10 shot short film
- An interview
- A film project targeted for social media
- A training or match package
- A group film and advocacy piece focused on cricket in a wider context

Participants will also be mentored and receive focused 1-2-1 support from the course director so they can keep practicing their skills and continuing to build and produce content for their clubs and community. They will also receive the training required in order to pass on some of their newly acquired skills to the wider club and community.