



CHAPTER



WELSH FILM SUPPORT REVIEW

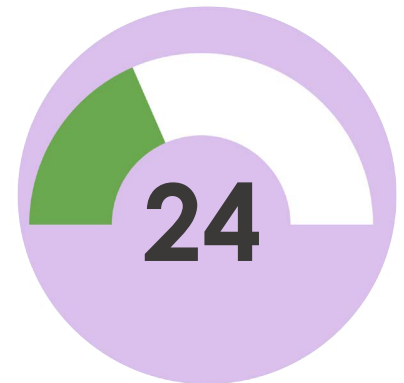
Since our launch in 2013, Film Hub Wales (FHW) has celebrated our national Welsh identity, language and culture through film. As we approach BFI2022, we have been reflecting on our support for Welsh Film, talking to our partners in distribution, exhibition and production to review what we do and find ways to get more Welsh films out to audiences in the future.



**Average of Welsh
films released
annually**



**Welsh features
supported by FHW
since 2013**

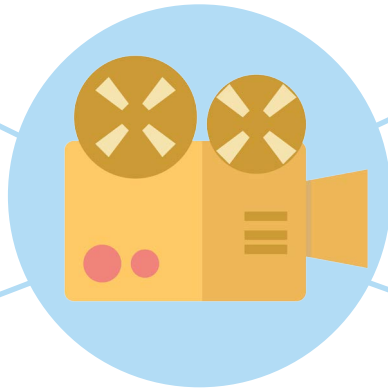


**FHW supported features
that otherwise
would not have
released theatrically**



WORKING WITH WELSH FILMS

65 features
3 curated shorts packages
9 other (archive etc.)



Regular conversation with partners and distributors about upcoming releases, including ICO, Ffilm Cymru, Wales Screen Commission, NSSAW, BFI, Bafta, BFI Net.work, Verve and Soda

Top three supported titles:
Dark Horse (2015),
American Interior (2014),
Svengali (2013)

Welsh films are regularly promoted through previews, newsletters and more (see rear page)

“ If there was a film with a Welsh focus I would absolutely jump at working with Film Hub Wales again [...] They were very open, they were very communicative. They weren't vague about what they were after, they were very enthusiastic about the whole project and it makes it much easier to have a conversation when people do that, to see what the vision is and how you can pair up. ”

- Distributor

SUPPORT GIVEN TO WELSH PROJECTS



Invested directly into Welsh film projects



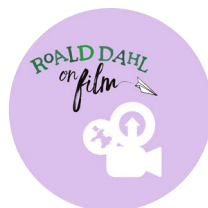
Welsh projects/screenings supported



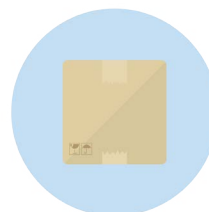
Different FHW members that have received Welsh film support



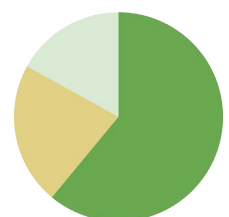
1 in 10 screenings included Q&As



Many other FHW projects promote Welsh film (Roald Dahl on Film, Off Y Grid)



Four film packages have been offered



Project breakdown:
61% single screenings
22% 2-5 titles
17% longer seasons

“ I would never have screened a Welsh language film without the Hub's support because [this] isn't a Welsh language speaking area. We undertook surveys to see what percentage of the audience were Welsh speaking and that's something we never would have done [...] It was the support from the Film Hub that got that going effectively. ”

- Exhibitor

AUDIENCES AND EVENTS



Attendances to
FHW supported Welsh
screenings and events



Welsh events
supported by FHW



General admissions
to Welsh films 2013-17
(including Pride)

“ I'm definitely pleased the Film Hub exists. I think they've been very accommodating to us which has been great, and supportive and [...] they have made us take a slightly new direction in programming. ”

- Exhibitor

HUB SUPPORT IMPROVED AUDIENCES FOR

Welsh self-distributed
works

+23%

Welsh language
titles

+14%

Films on limited
releases

+8%

“ [If there is] the opportunity for the audience to feel it's a vibrant, different event, then I will always go for it and I think Film Hub Wales realises those extra elements are also important to the audience. ”

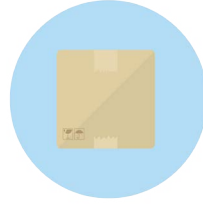
- Exhibitor

FHW'S YEAR-ROUND SUPPORT FOR WELSH FILM

In addition to our call for Welsh film projects, we work year-round on the following activities to promote Welsh film:



Online Made in Wales catalogue



Curated packages



Promotional newsletters



Online film preview room



Film preview days across Wales



Young Programmers UK Network with Welsh film feedback

“ Clearly if you're promoting a Welsh film it's more of a priority [to see it beforehand] because people will expect you to know. [...] Film Hub Wales does that, it gives you the opportunity to be able to know as much or be involved early on with these films so you can help promote them as well. ”

- FHW project evaluation form, 2015

WHAT WE'RE DOING NEXT

- We're reviewing our Welsh film strategy to make sure we're sharing information on what we do with our partners and offering the right support,
- We're working with our partners at Ffilm Cymru, Wales Screen Commission and others to expand our Welsh film pages by adding information about local Welsh connections and films currently in production,
- We're working with contacts in production and distribution to offer links to private screeners in advance where possible and further preview days,
- We're updating our website, marketing materials and meeting with partners to ensure that industry and audiences know where to go to find out the information they need from us,
- We continue to work with both Into Film and the FAN Young Programmers Network to promote and review Welsh films.

“ What [these] films need is cultural engagement and visibility. ”
Filmmaker

Research carried out by Bigger Picture Research - www.biggerpictureresearch.net

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