



Film Hub  
Wales  
Canolfan  
Ffilm Cymru

More film,  
more people,  
more places.

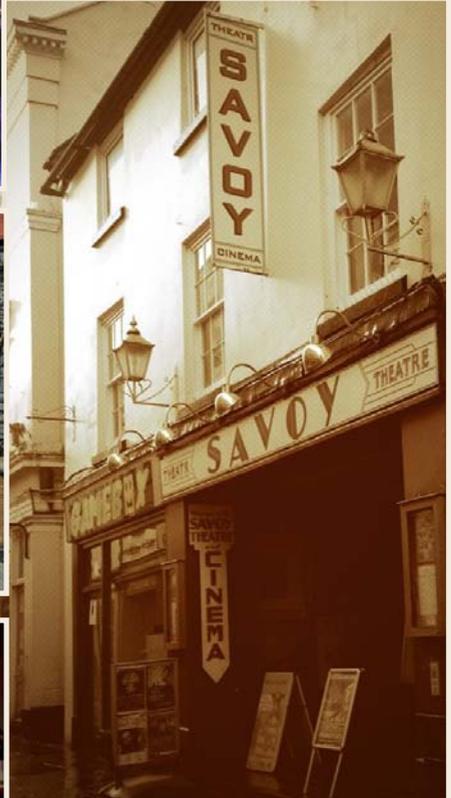
**CHAPTER**



Proud to be a partner of

**Film  
Network  
Audience**

Supported by  
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Images clockwise from top left:  
Riverfront Theatre (Newport) © Riverfront Theatre  
Monmouth Savoy Theatre  
Crosshands Hall & Cinema (Llanelli) © Crosshands Hall & Cinema  
Wyeside Arts Centre (Builth Wells) © Wyeside Arts Centre

# Introduction

This is an exciting time for film audiences across the whole of the UK.

Chapter is delighted to be the regional Film Hub Lead Organisation (FHLO) for Wales and to be part of what is a truly ground-breaking initiative from the BFI.

Working with people across Wales and the wider UK, Film Hub Wales will work to ensure the delivery of a four-year programme that is relevant, innovative and challenging and will cover the length and breadth of Wales.

The significant support from the BFI and from our Hub members for this project will ensure the development of wider access for audiences to engage with a wide range of film through events, screenings, education opportunities and collaboration with other practitioners and regional HLOs.

## **Sally Griffith**

Director of Film and Cinema at Chapter and Director of Film Hub Wales



Chapter Darkened Rooms event presented together with CADW at Castell Coch, February 2014.  
© Jon Pountney

## What is Film Hub Wales?

Film Hub Wales (FHW) is one of nine 'hubs' UK wide funded by the British Film Institute (BFI) to form the Film Audience Network (FAN). Chapter has been appointed the Film Hub Lead Organisation (FHLO) for Wales, with the mission to bring new film experiences to audiences across the nation and beyond.

In partnership with our cinemas, arts centres, community venues, societies, festivals and wider film practitioners, FHW aims to celebrate and support the vibrant cultural film sector here in Wales, working together to expand and increase choice for audiences, regardless of where they live.

We have been awarded up to £200,000 per year, for four years, to invest in exhibition projects that build and sustain connections to education, archive, talent and special events that are informed by audience needs and celebrate our wider cultural heritage.



## Our Objectives

- Development of an innovative, adventurous and significant cultural film programme Wales wide;
- To celebrate Welsh language, heritage and culture, offering a platform for Welsh talent;
- Increase access to British independent and world cinema through events, screenings and education opportunities;
- Support a network of regional, national and international partnerships and share best practice, leading to a more confident, vibrant & collaborative film sector;
- Sharing programming ideas, access, debate and information exchange via training and mentoring;
- To research, understand and develop diverse, life-long audiences for film across the UK;
- Development of innovative approaches to digital technology to promote connectivity;
- To identify and support rural venues in underserved / areas of cultural poverty where audiences are hard to reach.

# Membership:

## Our Members

FHW's members are at the heart of this project, the more members and partnerships we build, the greater impact we can make for audiences and our exhibition sector in Wales.

FHW welcomes new members year-round. Member organisations may include:

- Independent cinemas,
- Mixed arts venues,
- Film societies,
- Community cinema providers,
- Film festivals,
- Film archives,
- Commercial cinemas,
- Film educators,
- Broadcasters,
- Wider film/arts organisations that have an interest in working with film.

## Membership Criteria

To become a FHW member, your organisation will need to share the objectives of FHW above in addition to the wider objectives of the BFI Film Audience Network (FAN):

- **Reach:** to increase and broaden audiences for independent British film and world cinema;
- **Breadth:** to considerably extend film choice for audiences across the UK;
- **Depth:** to enhance opportunities for audiences to engage with and learn about film leading to a better understanding of audiences;
- **Capability:** enhanced expertise in key areas via training and mentoring, which supports network objectives;
- **Partnerships:** a collaborative Network which works together effectively to deliver an exciting programme of film a range of settings and platforms;
- **Leverage:** to raise additional investment for film exhibition activity across the network;
- **Diversity:** catering to underserved audiences, making a variety of content widely accessible.

## Fees

There are no fees associated with Film Hub Wales. Membership is free.

# Benefits for Members:

## Audience

- Access to Film Hub Wales' Network and Audience Development funds (all members may apply for training bursaries and support for Welsh film and archive projects but member criteria applies to the Audience Development Fund. Please see our guidelines for more details);
- Marketing support through FHW web and UK wide initiatives, social media and other outlets with potential to raise awareness of your organisation;
- Potential to participate in audience research initiatives that will aim to better understand audience behaviour and improve individual data collection;
- The opportunity to participate in high quality special events and UK wide blockbuster seasons;
- The opportunity to pool programme resources and share best practice.

## Network

- Potential to benefit from Hub fundraising;
- Industry advice and partnership support from the Film Hub Wales team and members;
- Access to Hub meetings where there is potential to collaborate through cultural programming, develop new projects and discuss new developments within the sector;
- Access to bursaries with opportunities for bespoke training and mentoring;
- Increased connectivity, through links to wider hub members, film practitioners and organisations UK wide (Cinema for All, British Film Institute, Independent Cinema Office);
- Potential links to digital technologies via CAN and other relevant organisations and advocacy for sector needs;
- Opportunities for communication with established independent UK venues, offering potential for increased admissions;
- Representation and advocacy on a national level via FHW at UK Hub meetings and events and internationally via organisations such as Europa Cinema;
- Access to regular updates with information on upcoming programmes and industry news.



© Zoom International Youth Film Festival

## Partnership Support:

## Audience Development

Funding will be made available to exhibition projects with national, regional or local community reach that support adventurous programming, such as targeted screenings for hard to reach groups, youth or family audiences, archive, pop-up screenings, life-long learning or cross arts.



ICO Screening Days Wales at Chapter (Cardiff) © Jon Pounitney

## Network Development

### Training and Skills

Bursaries of up to £500 are available to enable members to attend training workshops, festivals, conferences and networking opportunities.

### Marketing

FHW will work with members to test flexible approaches to programming and audience development.

### Research

Wales wide research projects that aim to explore and understand the current landscape of film in Wales and the audiences within both rural and urban areas, the UK and the wider market. Research will support local exhibitors and UK wide partner initiatives where possible.

# Hub Advisory Group

We have brought together a Strategic Hub Advisory Group who will guide and monitor strategy around all areas of hub development. Group members have been selected based on their varied expertise:

- **Sally Griffith**, Director of Film and Cinema at Chapter and Director of Film Hub Wales,
- **Jim Barratt**, Bigger Picture Research, Llancafán Community Cinema
- **Berwyn Rowlands**, The Festivals Company, Iris Prize
- **Katie Featherstone**, Cardiff University and Tinted Lens
- **Steve Blandford**, Chapter Board
- **Julia Grime**, Clwyd Theatr Cymru
- **Gareth Bailey**, Aberystwyth Arts Centre / Abertoir International Horror Festival
- **Tom Barrance**, Learn About Film
- **Exhibition, Education and Regeneration representative**, Ffilm Cymru Wales
- **Angie Dickinson**, Pontardawe Arts Centre

A sub-committee comprising of Hub Advisory Members will also be formed to guide network priorities.



Images clockwise from left:

Opening night of the Iris Prize Festival 2013 at Chapter (Cardiff) © Iris Prize Festival

Strictly Cinema – a Valleys Cinema initiative at Maesteg Town Hall (Bridgend) © Toby Apperley

Contact a Family (Cymru) supportive environment family film day at Chapter (Cardiff) © Noel Dacey

WOW Women's Film Club with filmmaker, Deborah Perkin at Chapter (Cardiff)

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