

Made in Wales Strategy 2017

More People, More Places, More Films

Film Hub Wales (FHW) is part of a UK wide network of 'hubs' funded by the British Film Institute (BFI) to form the Film Audience Network (FAN), with Chapter appointed as the Film Hub Lead Organisation (FHLO) in Wales. We aim to develop the exhibition sector through dedicated research, training and audience development project support. Since Film Hub Wales set up in 2013, we've supported 122 cinema projects, reaching over 182,800 audience members.

*Since 2013 and the launch of the Film Audience Network (FAN), FHW has supported the exhibition of **65 unique Welsh features, 24 of which would not otherwise have had a theatrical release.** We have seen quality content produced, with an average of **8 Welsh films released annually**, many of these self-distributing. With limited marketing resources available and competition for screen space but demand amongst both audiences and exhibitors, our aim is to increase access for all and to celebrate our national identity, language and culture through film.*

Introduction

April - December 2017 marks a transitional year of funding for Film Hub Wales and FAN, following the launch of the new [BFI 2022](#) strategy. During this time, we will continue to research and progress plans for our developing Welsh film strategy.

With [Bigger Picture Research](#), we've been 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. You can see some of the results and the next steps we're taking, in our [Welsh film infographic here](#).

Welsh Film Support Available:

FHW supports organisations who show a year round commitment to independent film¹, including Welsh film, which can be split into the following headings:

- 1) **Screen heritage** - professionally made feature films, shorts and documentaries whose rights are held by screen archives, e.g. *The Life and Times of David Lloyd George* (1918) or amateur footage held in personal collections,
- 2) **Feature films and documentaries:**
 - a. involving Welsh film talent (director/ producer/ writer/ principal cast) e.g. the films of actor [Ray Milland](#),
 - b. made by production companies or filmmakers active in Wales (including those made with Welsh agency or Government funding) e.g. [Orion: The Man Who Would be King](#) (2015),
 - c. Set in Wales, or that deal with Welsh stories, events or people e.g. *Tiger Bay* (1959);
 - d. Made in the Welsh language e.g. [Yr Ymadawiad](#) (2016),
 - e. Set in Wales or deals with Welsh characters, events or situations (real or imagined). e.g. *Pride* (2014)*

¹ Examples include: foreign language films with subtitles, documentaries, classic or archive films, films that are hard to pigeonhole, films that tell a story in an unconventional, challenging way, films that are experimental with cinematic techniques or films that make you think they aren't purely for entertainment. The BFI will be launching a searchable film catalogue in 2017.

*Films such as this and others will be reviewed per application. Please see below for what we cannot support.

We offer two types of Welsh film support for projects running between April - December 2017.

1). Strategic projects

In 2017/18 we have a total of £5000 available to members programming long term seasons, or year round programmes of Welsh film. We anticipate that between one and three members would be successful in this strand with awards of between £1000 and £5000. A full list of films does not need to be identified at the point of application but partners need to be committed to the development of Welsh film audiences across the year, including new releases and have some idea of historic titles, if applicable.

Previous project examples:

- [A year of Welsh film](#) at the Phoenix Ton Pentre in 2016/17,
- [Off Y Grid](#) (of which Welsh film is a core element). In this project, four venues work together to create buzz around releases in North Wales, increasing audience traffic between sites and shared marketing.

Projects that leverage further income, that generate partnerships between venues and that increase access for hard-to-reach groups will be prioritised.

Deadline for applications is 12pm, 12th May. Projects must be completed by December 2017.

2). Pitch pots

We will also offer smaller pitch pots in the amount of £150, £250 or £500 to programme Welsh archive, language, or Welsh made films on a rolling basis.

An example of this may include programming films you have seen at a Welsh film preview day. Events that include creative marketing, guest speakers, workshops, talks, links to heritage film, discussion groups, runs that offer more than one screening and films in the Welsh language will be prioritised.

There is no set deadline for this support. Members can apply when films of interest are announced/discovered.

All Welsh film applications must be submitted at least **6 weeks** prior to the start of the project.

3). FHW may also use funds to respond to opportunities such as:

- The creation of curated film packages where there is thematic demand,
- National and regional promotion of Welsh film, where this activity will potentially generate additional audiences,
- Work with specialist partners to boost film campaigns or offer added value activities.

Our priorities:

All projects must be open and accessible. In order to reach the widest possible audience through our supported projects, we are committed to adopting the [BFI Diversity standards](#). The standards can be broken down broadly into the following four areas:

- **On screen** (diverse narratives, cast and places depicted),
- **A diverse crew** (explore who makes the films we screen),
- **Industry access or training** (ensuring that we offer accessible opportunities through our

- projects and organisations),
- **Catering for audiences** (provision of disability access, specialist projects for target audiences, providing for specific UK regions etc).

All projects will also be assessed against the ability and potential to meet one or more of FHW's core objectives:

- **Young People:** To improve year round access to film for families and young audiences (with a specific focus on ages 16-30),
- **Diversity:** Accessible screenings that increase the range and diversity of audiences engaging with film, ideally reaching priority groups with protected characteristics (LGBTQIA+, BAME, old age groups, multi-sensory needs, low socio-economic, rural and underserved, isolated groups, minority languages),
- **Engaging Audiences:** Projects that develop and sustain new audiences for British independent and world cinema and maximise audience reach through innovative marketing techniques and added value activities,
- Development of an innovative, adventurous and significant cultural film programme Wales wide that is supported by a network of collaborative regional and national partnerships,
- The ability to understand our audiences through the development of robust and engaging audience research,
- Use of/approaches to digital technologies to promote engagement.
- **Heritage:** Facilitating greater access to screen heritage with a focus on national and regional collections,
- To celebrate Welsh language, heritage and culture, offering a platform for Welsh talent,
- **Skills:** Boosting a skilled and diverse workforce across the Film Audience Network membership,
- Providing opportunities for communities, including young and hard to reach audiences to build essential skills via engagement with film.

For Welsh film, we will favour projects that:

- *Consider working with Welsh language centres, specialists and volunteer groups,*
- *Work with partners to boost uptake of Welsh film across 10 or more screens,*
- *Offer bolder, extended programming with added value to the film experience,*
- *Celebrate thematic programming and connect to wider marketing campaigns such as the [Welsh Government's Year of Legends](#) in 2017,*
- *Offer more than just one screening and an opportunity for audiences to return.*

Costs we can cover include:

- Project specific staff costs,
- Volunteer costs,
- Travel and subsistence,
- Marketing and PR,
- Film rights,
- Programme notes and resources,
- Evaluation costs,
- Training,
- Speaker fees,
- Venue and equipment hire,
- Translation.

What Welsh Film Support does not cover:

1. **Film premieres.** We prioritise longer runs, or collaborative efforts to promote a particular film/s across Wales.
2. **Core Film Festival Activity.** Film Festivals are eligible to apply for additional innovative audience development activity that would otherwise be prohibitive by cost, in partnership with one or more independent cinema or mixed arts centre. We would expect this activity to take place outside of festival dates and to include a level of creative risk. Festival funding should be sought from [Ffilm Cymru Wales](#) or the [BFI Audience Fund](#).
3. **Practical film-making.** You may wish to explore Ffilm Cymru Wales [education funding](#).
4. **For formal school film education projects for under 19's**, including film clubs, please contact [Into Film Cymru](#). We do support informal learning and watching activities, such as Pontio's [The 'Teulu \(Family\) Film Clubhouse](#).
5. **Capital for new film equipment or building repairs.** Enquiries should be directed to [Arts Council of Wales](#), other lottery providers such as [Big Lottery Fund Wales](#) (Awards for All or People and Places), or appropriate trusts and foundations.
6. **Establishment of a new film club/society.** FHW works closely with clubs, societies and other community cinema providers on seasons and support but cannot cover the costs associated with the set-up of a new club. Information can also be found via [Cinema For All](#). We also offer a portable [kit hire scheme](#).
7. **Film production, development and distribution.** FHW cannot support film-makers with the costs of development, production, distribution (including premieres), marketing or other related costs. Ffilm Cymru Wales and [BFI Net.work](#) exist to support production and development. FHW works year-round to promote films available for booking to our exhibitor network. View our [filmmaker page](#) to see what information we need. FHW may support exhibitors that wish to deliver a special event around a particular title, or if a number of exhibitors wish to screen a film which requires risk taking as part of their programme.
8. **Closed film events**, which includes student film events and showcasing of locally made short films (although we will support with advice and partnership activity wherever possible).
9. **Programmes where film is not the central art form**, such as opera, literature, dance on film, or entire programmes of artists' moving image.

Please also see our [FAQs](#).

In addition to the funds outlined above, the Hub will work with members and wider partners across Wales, the UK and internationally to source external funds to develop wider projects and initiatives for the benefit of the sector.

Eligibility and Application process

ALL MEMBERS² are eligible to apply for Welsh film support directly.

Collaborative partnership projects will be encouraged. Applications from individuals cannot be considered, although individuals may work in partnership with members. To see a list of our members, please visit our [website](#).

Organisations may submit multiple applications, to one or more funds annually. However, FHW will encourage applicants to seek a range of income sources. Applications for larger amounts will need to have demonstrable audience reach, a diverse programme and organisations should not be working in isolation.

Projects will be considered on a case by case basis. FHW will not be able to support all proposals submitted. In order to assess each application, we will consider how your project meets the given objectives of FHW above and the wider objectives of the BFI. You will be expected to meet one or more objective.

Projects must take place within the relevant financial year of application and must be completed by December 2017.

We can offer up to 50% of total project costs, with a ceiling of £15,000 to any one provider in any financial year. 50% must be supplied in match funding. This may be represented as cash or in-kind but should include anticipated income such as box office or other ticket sales, as this information will be used to help us determine the award.

Applications will be assessed by FHW Director, Strategic Manager and Development Officer. Applications may be discussed by a Sub Committee of the Hub Advisory Group where necessary. Feedback will be given and any decisions made will be final.

Next Steps

If you wish to discuss a potential project with FHW prior to application, please get in touch with:

Lisa Nesbitt, Development Officer - lisa@filmhubwales.org / 02920 311067

Hana Lewis, Strategic Hub Manager - hana@filmhubwales.org / 02920 353740

Chapter, Market Road, Cardiff, CF5 1QE

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² members' includes but is not limited to film societies, community cinemas, film festivals, commercial independent cinemas (privately owned venues that show commitment to independent film), event/pop-up providers, archives, film education providers/institutions, broadcasters, film distributors, multiplexes and wider arts/non film organisations.

What else do we do at FHW to support welsh film?

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

1. Since 2013, we have held 8 Welsh film [Preview Days](#) in 6 different locations across Wales. We offer these days to enable exhibitors to see films in advance, network and support wider programming,
2. We offer a [preview room](#) for Hub members where they can view Welsh film screeners online via filmmakers and distributors,
3. We send out regular newsletters containing updates on releases,
4. We talk regularly with distributors, filmmakers and agencies such as Ffilm Cymru Wales and the Wales Screen Commission on upcoming releases, to ensure that we are passing information through to the network,
5. We run a young programmers UK network with 4 venues in Wales and many more across the country. This offers opportunities for young audiences to feedback on Welsh films,
6. We offer a [Made in Wales](#) section on our website where a catalogue of Welsh film are listed, included centrally curated packages such as [Santes Dwynwen](#), [Ray Milland](#) and [Stanley Baker](#).

For information about some of our work to-date, please see our [FHW highlights](#).

Other Support available

FHW offers opportunities year round for independent exhibition activity in Wales. We offer two broad areas of support across 'training and skills' and 'audiences'. Members can apply to the following:

1. **Audiences**
 - a) **Audience development** (*closed to open calls between April – December 2017 during the transitional period. See [Audience Development 2017](#) for more information and a list of supported strategic projects*)
 - b) [Welsh film](#)
 - c) [New Release Strategy](#)
2. **Training and Skills**
 - a) [Bursaries](#)

We also offer networking events, training courses, marketing support, film news and the opportunity to participate in national film seasons like [Roald Dahl on Film](#).

Please join as a member [here](#) and we will register you for our newsletter, which contains information on all of the above.