

# FILM HUB WALES HIGHLIGHTS

Since 2013, we've offered a significant audience development programme that brings more films, to more people, in more places across Wales. Here we take a look at some of the highlights to date and share what we've achieved across our Welsh network and beyond.

## NETWORK



### Audience Research

- An Audit of Film Education in Wales
- Cinema Provision in Wales for Families with Disabled Children
- Marketing Strategy/Review
- Rural Cinema
- Understanding our Audiences
- Unlocking Heritage
- Welsh Film Review
- Youth Festival Networks
- Audience survey techniques pilot



### Skills Exchange

Five University of South Wales students were placed with Welsh venues to exchange skills, support marketing and promote programming as a career path with one student now considering an MA in curation. We're developing an accredited work experience module with the university to launch as part of the Film Studies course in 2019.



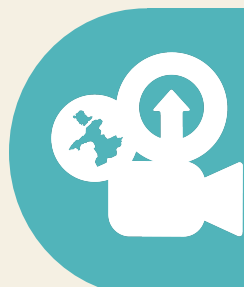
### Diversity Training

Two 'Open Doors Diversity Training Days' for exhibitors led to UK wide sessions via Inclusive Cinema. These sessions explored how to welcome audiences, from dementia and transgender awareness, to isolated groups such as refugees and asylum seekers via WOW BME Women's Film Club.



### Rural Cinema Support

In partnership with Moviola and Flicks in the Sticks, four rural cinema events delivered during Borderlines Film Festival offered practical training, ideas and networking opportunities for community cinemas.



### Spotlight: Off Y Grid

Ten venues (CellIB, Galeri, Pontio, TAPE, Neuadd Dwyfor/Buddug, Magic Lantern, Dragon Theatre, Occasional Cinema and New Dot Cinema) have joined forces as part of a strategic FHW project to promote diverse film titles to rural and isolated audiences across North Wales. Taking an innovative new approach to audience development, they create a buzz between the ten cinemas and increase awareness of exciting low cost events on offer for all ages across the region. The project has already reached over 24,000 audience members.

# AUDIENCE

## Access For All

FHW are proud to lead on diversity and inclusion UK wide on behalf of BFI FAN. We aim to design and support projects that address representation on screen, in the audience and behind the camera. Here are just a few:

[www.inclusivecinema.org](http://www.inclusivecinema.org)

Working with our BFI FAN Access Officer, we launched a unique online platform dedicated to equality and inclusion in cinema. The site hosts resources, case studies and data.

## Queer Film Network (QFN)

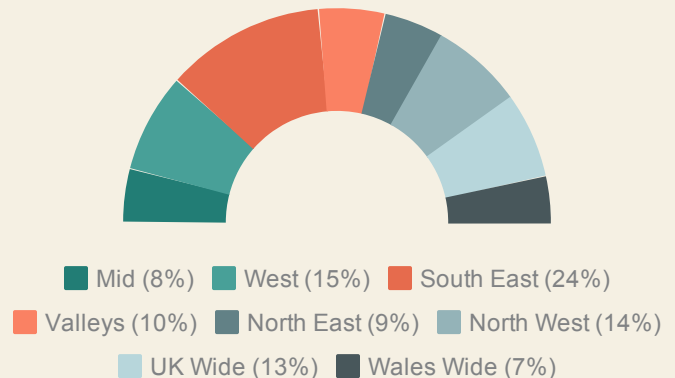
We set up a growing network of 20 film programmers across the UK who specialise in LGBTQIA+ cinema. They offer support to young queer programmers, curate touring content such as 'An Unashamed Claim to Visibility' tour and 'Gay as in Hysterically Funny' as part of BFI Comedy Genius. QFN also provide a platform for LGBTQIA+ voices through quality films like the Peccadillo Pictures POUT packages.

## Young Programmers 16-30

Developing the next generation of film-goers and curators, offering programme opportunities and skills development, particularly for young people in deprived areas where there are fewer opportunities (Rhyl Little Theatre, CellB, Neuadd Ogwen, Galeri, Chapter and Torch Theatre participating in Wales).



## Audience Project Locations



## Spotlight: Gentle/Radical

Gentle/Radical's Generation Hope project enabled BAMER outreach officers working in the community, to generate audiences for a series of 10 inclusive screenings catering to diverse communities. They drew on the power of film to bring the issues of our times into democratised, grassroots viewing spaces. From a people's symposium to an intergenerational film and cooking event, these film events were accompanied by post-screening discussion, workshops or speaker panels, helping us explore, confront and use the power of film and storytelling to decolonise the realities that lie before us.

## Abertoir Horror Festival

Celebrating their 13th edition with the theme of number 13 and the slasher genre, Abertoir represent 10-13 countries with up to 40 screenings. From compilations of early 20th Century silent and live piano accompaniment, to an offsite screening of Friday the 13th, film quiz, and a comedy theatrical show of Evil Dead II portrayed through the music of Elvis, audiences have so much to choose from.

## Wicked Wales

Working with young audiences across North East Wales, Wicked run an annual film festival, in addition to film clubs, summer film camps and youth-led cinema at Rhyl Little Theatre. They also work with Tir Morfa, a local school for children with additional needs, where the enterprise group ReACTions programme and market films.

## Wales on Film

We launched 5 themed archive packages in partnership with The Screen and Sound Archive at the National Library for Wales, designed for foundation phase to key stage 4. The resources will promote education in the classroom and cinema spaces across a range of topics. The films are available as a separate DVD pack which can be ordered from [walesonfilm@llgc.org.uk](mailto:walesonfilm@llgc.org.uk) and are featured on the Welsh Government HWB learning platform.

## Vale Venues

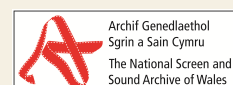
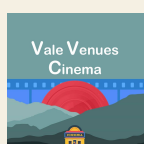
Led by Memo Arts Centre Barry, Vale Venues is an exciting new pilot project between fourteen mixed arts centres and community cinemas across the Vale of Glamorgan. Following on from a series of ice-breakers in 18/19, the network are planning to launch a county wide festival.

## Year of the Sea

In celebration of Visit Wales and Welsh Government's Year of the Sea, we explored a curated list of film titles in 2018, which nine partners across Wales used to present coast and sea themed film events for audiences.

## Living Memory

The Screen and Sound Archive at the National Library of Wales are opening up Wales' screen heritage to intergenerational audiences. They are using NLW's graphic and audio-visual collections to unlock memories and facilitate reminiscence therapy.





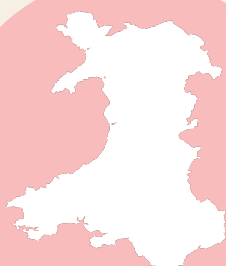
Films screened:

# FILM

Money leveraged for new projects:

## 2,495

## £940,268



## Welsh Film

Over  
**16,000**  
admissions

**121**  
Welsh  
features

**12**  
preview  
days

FHW celebrates Welsh language, heritage and culture annually, offering a platform for Welsh talent. We've supported 121 Welsh films since 2013, 24 of which would not otherwise released theatrically and invested £55,000 directly. FHW has recently launched an online Previews room for exhibitors to watch Welsh screeners.

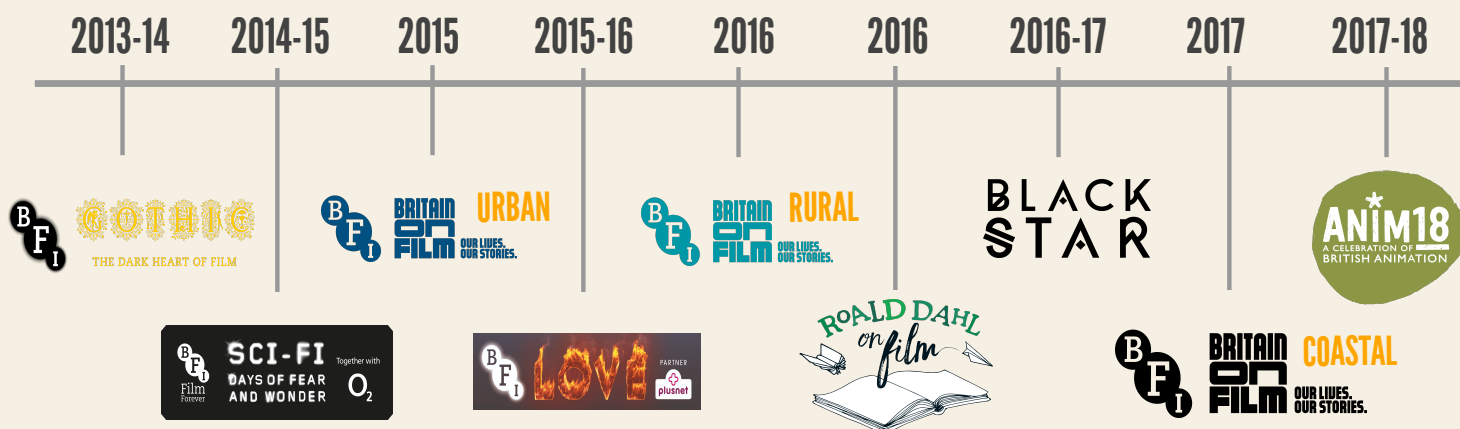


**48,893** admissions  
**40** venues  
**149** locations  
**903** screenings

## Roald Dahl on Film

To celebrate Roald Dahl 100 - the centenary year of Roald Dahl's birth, Film Hub Wales and Chapter teams developed a family-friendly programme running from July-September 2016 that celebrated the world's number one storyteller, who was born in Cardiff in 1916. Our resources reached as far as Europe! We offered free screenings of Alfred Hitchcock Presents, commissioned and toured Matilda Scratch 'N Sniff and launched an online evaluation tool.

## National seasons



Film information on all our projects at [www.filmhubwales.org](http://www.filmhubwales.org)