



CHAPTER

FILM FESTIVAL STRATEGY 2018-22

Supporting organisations that bring British and international film to audiences across Wales and the UK.

More People, More Places, More Films

Image: Iris on the Move / Iris Prize © Harrison Williams



@FilmHubWales

Chapter, Market Road, Cardiff, CF5 1QE
www.filmhubwales.org

INTRODUCTION

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.

Since Film Hub Wales was set up in 2013, we've funded over 225 cinema projects, reaching 465,000 audience members.

Thanks to National Lottery funding, as part of the [BFI 2022](#) strategy, this audience development programme is designed to:

- Enable innovative and adventurous cultural film programming Wales wide, helping exhibitors to invest regularly in bold choices,
- Facilitate greater in-depth audience participation,
- Explore representation and potential barriers to access,
- Recognise the significance of film to isolated rural communities,
- Connect with young audiences aged 16-30,
- Support environmentally conscious creativity.

Together we will celebrate the power of film to generate positive partnerships, life-changing skills and the fundamental value of film as both heritage and art-form, promoting Wales as a cornerstone for film culture.

Image: Cardiff Animation Festival © Mission Photographic



WELSH FILM FESTIVALS IN 2019

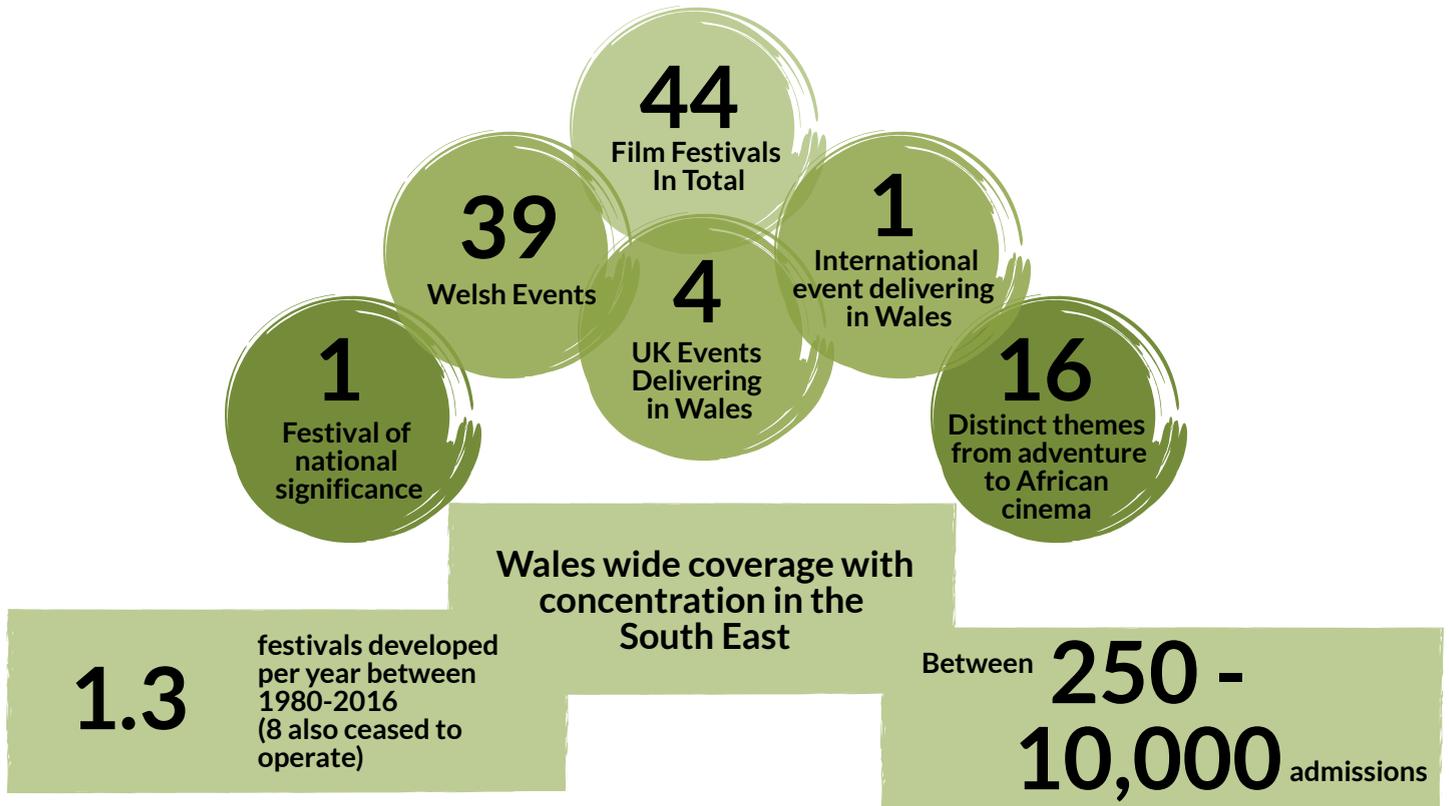


Image: Watch-Africa Cymru



OUR OBJECTIVES FOR FESTIVALS 2018-22

Mapping & Member Support

THE GOAL

To continue to gather an up-to-date picture and activity and *create key festival networks that share best practice, build infrastructure and reduce isolation.*

THE APPROACH

With limited funds we will develop key initiatives that bring together a collective of community, mixed arts and creative communities. Learning from key festivals offering specialist film provision, such as for young audiences, enabling all festivals to network and offer targeted provision.

We aim to develop the outcomes of our [Youth Festival Research](#), which maps over 90 festivals across Europe. We will focus on the programming of quality British independent and international features to boost audience development alongside shorts made by young people.

To reduce isolation further, we will ensure that festivals are aware of the support available to them from Film Hub Wales, BFI, Ffilm Cymru Wales and others across Wales.

Skills

THE GOAL

To ensure Welsh festivals are represented nationally, with support for long-term delivery.

THE APPROACH

80% of the festivals mapped are considered local, reaching less than 3500 people annually. Across a sample of 12, averaged admissions were calculated at 1500.

We know that festivals in the UK, Europe and a select few in Wales, are benefitting from national development, funding and training. We aim to close the gap through tiered skills support designed to develop audiences long term, local and national festivals and enabling a greater representation of Welsh festivals nationally. We will aim to boost connectivity between strategic partners, encouraging peer-to-peer support around areas such as network development, sponsorship and inclusivity.

Audience Development

THE GOAL

To support key festivals that meet FHW priorities around innovation, with good geographical spread and ensure sustainable delivery and return audiences for British International and independent cinema, beyond our initial investment.

THE APPROACH

We aim to generate greater engagement of festivals within the broader work of FHW, including Major BFI FAN Programmes and Wales based seasons, by promoting opportunities directly.

Please see our priorities and how to submit a proposal for funding [here](#).

WHO WILL WE WORK WITH?

The network of **44 festivals** to understand developing need and priorities.



BFI - regular communication to review which festivals receive national funding from the [BFI Audience Fund](#) and how priorities impact across regional festivals.



[Iris Prize](#) - discussion around potential training initiatives, sector development and diversity standards.



[Independent Cinema Office](#) and the **Cross FAN Member and Support lead** - to provide national training offers,



Voluntary Arts



[WCVA](#), [VAW](#) and [University of South Wales](#) -
- volunteering opportunities for young audiences where practical,

Distributors and filmmakers - to develop opportunities for talent, particularly in relation to Welsh film.



Ffilm Cymru Wales - regular communication to review which festivals receive regional support through the [Audience Access Fund](#).



[BAFTA Cymru](#) - regular communication as BAFTA develop a portfolio of supported festival events, ensuring that we work to bring talent to all areas of Wales and cross promote events. We will also explore joint training offers where relevant.



Llywodraeth Cymru
Welsh Government

We will connect with Creative Wales and wider Welsh Government's Film and TV strategy including [Creative Europe](#) to December 2020.



[British Council](#) - development of the festivals database and possible partnership events,

HOW FESTIVALS CAN ACCESS FUNDING

1

OPEN CALLS

Alongside all members, festivals are invited to apply to FHW as part of a bi-annual open call process, in which they will be asked to meet one or more of our priorities outlined below. **Festivals will not be eligible for financial support towards core costs alone.**

2

STRATEGIC PROJECTS

We will develop strategic activities to address need or gaps in the exhibition sector, approaching single or collective groups of exhibitors, including festivals, to deliver shared outcomes.

3

SKILLS

We will offer opportunities for festivals to learn from the steady growth of the Iris Prize and other exemplary models through the development of dedicated interactive training offers that enable members to participate, regardless of experience. We will continue to offer accessible bursaries which will operate according to our [training guidelines](#).

4

WIDER PARTNERSHIPS

Established national festivals could be explored in partnership with the Welsh Government's Major Events Unit to raise awareness of British and international film activity within a popular, cross arts, festival platform, potentially boosting cultural investment and attracting tourism. Where possible, we will support sustainable infrastructure by connecting festivals to venues.

5

FUNDRAISING

We will work with a selection of members to source and bring in funds for festivals where possible, such as trusts and foundations focusing on young audience engagement.

HOW TO APPLY

Visit our Funding pages [here](#) for Guidelines and Application Forms.

HOW WILL WE EVALUATE OUR SUCCESS?

1

With limited funds, it will not be possible to offer substantial funds to a variety of festivals. We will consider the engagement of festivals across one or more core priority areas annually a success.

2

We will seek the support of members across the exhibition sector to engage with festivals as part of strategic projects, such as [Off y Grid](#) who can work as ambassadors to develop relationships with festivals in the North.

3

We will aim to raise the general attendance of festivals at hub events and online engagement through newsletters and similar offers.

4

We will aim to offer training schemes for festivals which enable us to connect with members, ideally with the aim to develop a strategic project as a result of the work.

5

We will encourage our festival members to gather robust audience feedback and use this to monitor ongoing development.

Image: Abertoir International Horror Film Festival



APPENDIX

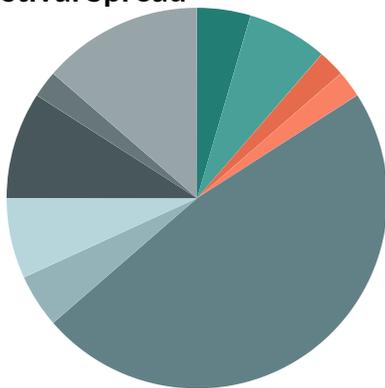
Appendix A

What do we define as a Film Festival?

An extended presentation of films, of varying scale and size, in one or more exhibition venues and often with digital content. Sometimes within a single region but may include multiple touring, or community events. Increasingly, film festivals can include year-round activities that develop beyond a set of particular dates. Festivals often have a unique selling point but have common themes such as showcasing new talent, creative special events and new international and domestic releases designed to attract new audiences. They enable us to celebrate diversity on screen and develop creative outlets for regular audiences.

Appendix B

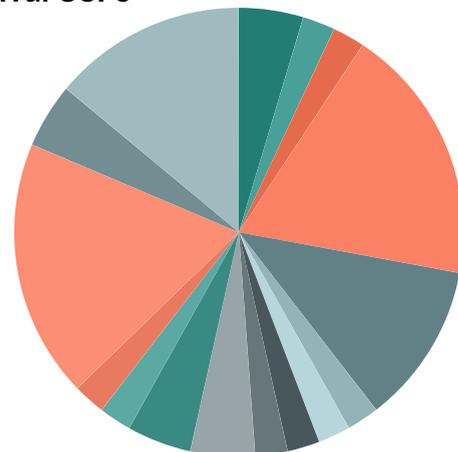
Welsh Festival Spread



- North (4.55%) ■ North East (6.82%)
- East (2.27%)
- South East & North East (2.27%)
- South East (47.73%) ■ South West (4.55%)
- West (6.82%) ■ North West (9.09%)
- Mid (2.27%) ■ Various (13.64%)

Appendix C

Festival USPs



- Animation (4.65%) ■ Adventure (2.33%)
- African Film (2.33%)
- British / Independent / World cinema (18.6%)
- Music & Arts (11.63%) ■ Coast & Sea (2.33%)
- Comedy (2.33%) ■ Disability (2.33%)
- Documentary (2.33%) ■ Film & Photography (4.65%)
- Horror (4.65%) ■ Italian Film (2.33%)
- LGBTQIA+ (2.33%)
- New talent / Broadcast / Student work / Shorts (18.6%)
- Welsh Life / Language (4.65%)
- Young Audiences (13.95%)

Appendix D

Please see our [member map](#) for a list of current festivals in Wales. We will update the map regularly.