

# OUR PRIORITIES

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



Image: Cardiff Animation Festival / © Mission Photographic

## Inclusion

Meaningful year-round programmes of accessible screenings that increase the range and diversity of audiences engaging with film:

- Projects designed to support marginalised communities (e.g. LGBTQIA+ audience, BAME, old age groups, disabled audiences, multi-sensory needs, low socio-economic, rural and underserved, isolated groups, minority languages).
- Dedicated grassroots outreach that bring audiences into the film space.
- Film programmes that represent diverse cultures and identities both on and off screen.

## Young Audiences

**Young audiences aged 16-30:**  
Improving year round access to film, with added value.

- Projects should offer regular British independent and international film choices at an affordable price.
- Schemes that offer incentives or travel solutions for more isolated young audiences or families.
- Opportunities to gather feedback from and build skills for young audiences that can shape future programmes.
- Young curatorial schemes,
- Partnership projects with Into Film for 16-19 year olds that build strong relationships between young audiences and their local venue.

Image: Contact a Family Cymru / © Noel Dacey





Image: Joanna Quinn / Anim18 © Helen Griffiths

## Engaging Audiences

Projects that attract and sustain audiences for British independent (including Welsh) and international cinema, offering an in-depth cultural experience:

- Projects that boost marketing and PR capacity, testing innovative techniques to attract audiences.
- Use of digital technologies to promote contemporary engagement with film, such as live Q&A or vox pops.
- Long-term programmes that develop outreach amongst the most hidden communities, rather than one off events.
- Robust and engaging audience research that enables us to understand our audiences.
- To celebrate films Made in Wales, offering a platform for Welsh talent.
- Innovative festivals or networks that encourage sustainable delivery models and return audiences for British International and independent cinema. Festival funding may also be sought from [Ffilm Cymru Wales](#) or for festivals of national significance, the [BFI Audience Fund](#).

Please also see our [Festival Strategy](#) for background.

## Heritage

Celebrating our national identity, language and culture through film.

- Facilitating greater access to screen heritage, with a focus on national and regional collections, increasing appreciation for heritage film across all ages.



Image: Gwaed ar y Sêr (1975) / S4C

## Skills

- Please see our [training guidelines](#) to apply for a bursary.



Image: ICO & Gentle/Radical

# OUR COMMITMENT TO INCLUSION

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## BFI Diversity Standards

In line with the [BFI Diversity standards](#), we encourage activity aimed at, and/or co-produced with, under-represented groups.

The Standards focus on under-representation in relation to age, disability, ethnicity, gender, LGBTQ+, religion and belief (as they pertain to the [Equality Act 2010](#)), as well as socio-economic background and geographical location.

We are particularly committed to ensuring disproportionately affected audiences, such as Black, disabled, Deaf, and neurodivergent people, can experience independent film and be welcomed into cinema spaces.

All Film Exhibition Fund proposals will be asked to demonstrate how their activity promotes inclusivity among audiences, on screen and in the workforce.

We ask that all proposals embrace the Standards, and priority will be given to proposals that do this in a clear and convincing way. Applicants should particularly focus on Standard D and how their proposal provides inclusive audience development opportunities.

The Hub team is on hand to help applicants interpret the Standards, please get in touch for more information.

Image: 73 Degree Cinema / Tŷ Pawb (Wrexham) © Geraint Perry



# ADDITIONAL AREAS OF FOCUS

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## Environmental Sustainability

We are committed to minimising the environmental impact of the work we support and are asking all recipients of funding to do what they can to contribute to this aim.

As part of your application, you will be asked about what measures you could take to keep the environmental impact of your project to a minimum.

Some inspiring examples of exhibitors doing work in this area include **Scott Cinemas**, **HOME**, **Curzon** and **Depot**.

We also have a list of resources on our website, including the [ICO Greening Your Cinema Toolkit](#).

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## Bullying and Harassment

BFI and Film Hub Wales afford no tolerance of abuse, bullying and harassment in our own organisations and the FAN members that we fund.

The BFI and BAFTA developed a set of principles and zero- tolerance guidance in consultation with organisations, unions and industry bodies across the film, television and games industry in response to urgent and systemic issues.

These documents [can be found here](#) . We ask all applicants to engage with these principles by, as a minimum, reading them and sharing them within your organisation.

Applicants will also be asked to include a copy of their bullying and harassment policies along with their proposal. If you do not currently have a policy in place, please get in touch and we can support you in this.

\*Environmental sustainability and bullying and harassment are not formal assessment criteria, but the information you provide will be used to gauge how we may support you further in this area and ensure best practice across the Film Audience Network. If a proposed action will incur modest additional costs, you can include these in your budget for consideration.

# Costs we can cover include:

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

# What our funding does not cover:

**1. Film Premieres.** We prioritise longer runs, or collaborative efforts to promote a particular film/s across Wales.

**2. Practical film-making.** You may wish to explore Ffilm Cymru Wales [education funding](#).

**3. 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](#).

**4. 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.

**5. 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](#).

**6. 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/distributor page](#) to see what information we need. FHW may fund 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.

**7. 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).

**8. Programmes where film is not the central art form,** such as opera, literature, dance on film, or entire programmes of artists' moving image.

**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.**