



MADE IN WALES 2020

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

More People, More Places, More Films

Image: Eternal Beauty (2020) / Bulldog Film Distribution



@FilmHubWales

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

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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 422,000 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 programme films with Welsh connections,
- 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.

You can see some Made in Wales highlights in our Welsh film review [here](#).

Image: Anorac (2019) / Boom Cymru



WHAT IS WELSH FILM?

FHW supports organisations who show a year round commitment to independent film,¹ including Welsh film, which can be split into the following headings:

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.

FEATURE FILMS & DOCUMENTARIES

- ✓ Involving Welsh film talent (director/ producer/ writer/ principal cast) e.g. the films of actor [Ray Milland](#).
- ✓ Made by production companies or filmmakers active in Wales (including those made with Welsh agency or Government funding) e.g. [Eternal Beauty](#) (2020).
- ✓ Set in Wales, or that deal with Welsh stories, events or people e.g. [Tiger Bay](#) (1959).
- ✓ Made in the Welsh language e.g. [Yr Ymadawiad](#) (2016).
- ✓ Set in Wales or deals with Welsh characters, events or situations (real or imagined). e.g. *Pride* (2014). Films such as this and others will be reviewed per application.

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. BFI searchable film catalogue: collections-search.bfi.org.uk/web

Image: Gwen (2019) / Bulldog Film Distribution



WHAT WE DO 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:

- ✓ Since 2013, we have held 14 Welsh film [Preview Days](#) in 10 different locations across Wales, enabling exhibitors to see films in advance, network and support programming.
- ✓ We offer a [preview room](#) for Hub members where they can view Welsh film screeners online.
- ✓ We send out regular newsletters containing updates on releases.
- ✓ We talk regularly with distributors, filmmakers and agencies such as Ffilm Cymru Wales and Wales Screen on upcoming releases, passing information through to the network.
- ✓ We support young programming in Wales and across BFI FAN, enabling young audiences to feedback on Welsh films.
- ✓ We offer a [Made in Wales](#) section on our website where a catalogue of Welsh films are listed, including centrally curated packages such as [Santes Dwynwen](#), [Ray Milland](#) and [Stanley Baker](#).
- ✓ We hold regular meetings between the wider film organisations in Wales, from training to production, to develop central approaches to Welsh film marketing that boost profile for new releases and offer added value activity.
- ✓ We are undertaking research into the potential of Made in Wales as a brand and have recently appointed a Made in Wales Officer to build national relationships and awareness.

Previous project examples:

- Pontio, Bangor's [Welsh film season](#)
- [Off y Grid](#) (Welsh film is a core element). Seven venues work together to create buzz around releases in North Wales, increasing audience traffic between sites and shared marketing.

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

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](#).

BFI DIVERSITY STANDARDS

All projects must be open and accessible. In order to reach the widest possible audience through our funded projects, we are committed to 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** (who's involved in making the films screened?).
- **Industry access or training** (offering accessible opportunities for work experience or professional development).
- **Catering for different audiences** (provision of disability access, specialist projects for target audiences, providing for specific UK regions etc).

Image: The Chamber (2017) / Studiocanal



OUR PRIORITIES

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

MADE IN WALES SUPPORT

FHW celebrates Welsh identity, language and culture through film year-round via our Made in Wales Strategy.

To date, we've supported the exhibition of **75 unique Welsh features, 24 of which would not otherwise have had a theatrical release. 8 Welsh films are released on average annually** and many of these self-distribute.

Our aim is to champion Welsh storytelling across Wales, the UK and internationally.

We offer two types of Welsh film funding for projects running between **1st April 2020** and **31st March 2021**, in addition to a range of national activities designed to boost audiences for Welsh film.

STRATEGIC PROJECTS

If you programme Welsh Film throughout the year but may previously have applied event by event, this strand is for you. Long-term seasons, or year round programmes of Welsh film will be eligible for this support.

We anticipate that between one and three members would be successful, with awards of between £1,000 and £5,000. 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.

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

PITCH POT

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.

For Welsh film, we will welcome 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,
- Offer more than just one screening and an opportunity for audiences to return.

HOW TO APPLY

FHW are placing an open call for projects that aim to develop audiences for films with Welsh connections, across Wales. In 2020/21 we have a total of **£12,000** available to members programming Welsh film. If demand is high, we will consider projects within the wider audience development strand.

Deadlines

- There will be two deadlines for strategic audience development applications: **12pm, Friday 1st May 2020** and **12pm Friday 3rd July 2020**.
- **Pitch Pot Applications:** there are no set deadlines for this support. Members can apply when films of interest are announced/discovered.
- Projects must take place within the relevant financial year of submission and must be completed by **31st March 2021**. Early application is recommended.
- All applications must be submitted **at least 6 weeks** prior to the start of the project.

Application Process

All members² are eligible to submit proposals for audience development funding.

- 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](#).
- Members may submit multiple applications, to one or more funds annually. However, FHW will encourage organisations to seek a range of income sources.

The average award for Welsh film projects was £389 in 19/20 and £1,518 in 18/19. 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 fund all proposals submitted. In order to assess each submission, 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.

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.

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

BFI Access Support scheme

If you have access requirements that mean you need assistance when applying for BFI funds, you may be able to request financial support through the **BFI Access Support scheme**. Find out more information [here](#).

² members' include Cinemas (independent and local/national circuits), Mixed arts venues, Volunteer-run film societies and community cinemas, Touring cinemas and community screen networks, Film festivals, Screen archives, Regular pop-up film events, Academic institutions, Museums and galleries, Local authority departments and agencies, Local and regional development agencies, Community groups and leisure providers.

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 Made in Wales 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 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.

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

Other Funding Available

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

Audiences:

- [Audience Development](#)
- [Made in Wales](#)
- [New Film Releases](#)

Training & Skills:

- [Bursaries](#)

We also offer networking events, training courses, marketing support, film news and the opportunity to participate in national film seasons like [Japan 2020](#). Please also see our [FAQs](#).

Not a Film Hub Wales member?

Our membership is **FREE** to qualifying organisations and offers access to our range of funding, support and benefits. Read our member guidelines and sign-up [here](#).

Image: Letter From Wales (1953) / © National Screen and Sound Archive of Wales

