



Media Release

January 2021

For immediate release

Film Hub Wales appoints new Made in Wales Officer to champion Welsh film

[Film Hub Wales](#) (FHW) has created a pioneering new role, dedicated to the promotion of Welsh films and the cinemas that screen them.

Radha Patel joins the team as the Made in Wales Officer at a critical time, as the film industry plans for a future beyond Covid19. Supported by funding from [Creative Wales](#) and developed in consultation with the Welsh screen industry, this innovative new role will explore ways to develop audiences for films with Welsh connections.

Hana Lewis, Strategic Manager of FHW explains:

*“The film industry has faced immense challenges during the pandemic, from long term cinema closures and festival cancellations, to delayed release schedules. Anticipated Welsh films such as Andy Goddard’s *Six Minutes to Midnight* starring Judy Dench and Euros Lyn’s *Dream Horse* starring Toni Collette, are just two examples of films impacted, losing crucial box office income but also a chance to celebrate Welsh stories. We are delighted to welcome Radha to our team, to a role which can support these and many other releases as they explore new pathways to reach audiences.”*

The role was developed in conjunction with FHW’s [Made in Wales strategy](#) which has been working to celebrate Welsh language, culture and heritage on screen since 2014. Over 700 films with Welsh connections are featured on the FHW website, along with an online preview room for film programmers and an option for filmmakers to submit their films for promotional support. Most recently, FHW undertook research into potential for a [Made in Wales brand](#), which could be used as a symbol to promote Welsh film internationally.

Gerwyn Evans, Deputy Director, Creative Wales said:

“We look forward to the recovery of our creative industries in 2021. Films have played such a key role in keeping us entertained at home during 2020, but we look forward to audiences packing our cinemas once again. In Wales we have a rich heritage and strong track record of film, with many local cinemas waiting to welcome back audiences. We wish Radha every success in this key role with Film Hub Wales promoting Welsh films and cinemas.”

Claire Vaughan, Programme Manager for Chapter Arts Centre in Cardiff says:

“We are very excited for Radha Patel begin work on this important role that will help promote Welsh film. This post will enable us to connect more filmmakers with audience members who are eager to hear Welsh stories. Radha is a talented artist who places emphasis on how we

explain ourselves with stories and her warm approach to audiences and professional manner with stakeholders makes her a great appointment to the role."

Radha's previous roles include Communications Officer at Age Cymru and Projects and Outreach Officer for [Gentle/Radical](#), a grassroots socially engaged arts organisation based in Cardiff. Radha has a background in audience development and is passionate about ensuring that cinema is accessible to and representative of all.

Radha adds:

"I've always been passionate about cinema, and making sure that it's accessible to all. As the Made in Wales Officer, I feel honoured to continue doing this by making sure films produced in Wales, or that have Welsh connections, receive the attention they deserve from audiences nationally and internationally. Wales is home to incredibly talented crews and production teams, filmmakers and writers, actors and talented individuals working all year round to bring compelling narratives to life. To truly champion them, we also have to champion Welsh audiences because the stories we tell belong to us all."

Find out more about Radha and how you can get in touch with her via [FHW's website](#).

[FHW](#) are led by Chapter as part of the [BFI Film Audience Network](#). Thanks to National Lottery funding FHW delivers a wide portfolio of activity annually, bringing more films, to more people, at more cinemas and film festivals across Wales.

Ends

For images, please copy and paste the following link into your browser:

<http://bit.ly/2XAJEIL>

For more information please contact:

Megan David, Marketing Officer, on 02920 311 057 / megan@filmhubwales.org (part time Tues-Thurs),

Lisa Nesbitt, Development Officer, on 02920 311 067 / lisa@filmhubwales.org,

Hana Lewis, Strategic Manager, on 02920 353 740 / hana@filmhubwales.org,

Radha Patel, Made in Wales Officer / radha@filmhubwales.org

Notes to Editors:

About Film Hub Wales

Film Hub Wales aims to bring more films, to more people, in more places around Wales. Part of the BFI Film Audience Network and supported by National Lottery funding, FHW regularly develops inventive ways for people in Wales to go to the cinema with its independent member venues.

Film Hub Wales (FHW) is one of eight UK wide 'hubs' part of the BFI Film Audience Network (FAN) and supported with National Lottery funding, 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 over 225 exciting cinema projects, reaching over 465,000 audience members.

We are also proud to lead the UK inclusive cinema strategy on behalf of BFI FAN.

[Website](#), [Twitter](#), [Facebook](#)

About the BFI Film Audience Network

Supported by National Lottery funding, the BFI Film Audience Network (FAN), is central to the BFI's aim to ensure the greatest choice of film is available for everyone. Established in 2012 to build wider and more diverse UK cinema audiences for British and international film, FAN is a unique, UK-wide collaboration made up of eight Hubs managed by leading film organisations and venues strategically placed around the country. FAN also supports talent development with BFI NETWORK Talent Executives in each of the English Hubs, with a mission to discover and support talented writers, directors and producers at the start of their careers.

BFI FAN Film Hubs are:

- Film Hub Midlands is led by Broadway, Nottingham working in partnership with the Birmingham-based Flatpack
- Film Hub North is led collectively by Showroom Workstation, Sheffield and HOME Manchester
- Film Hub South East is led by the Independent Cinema Office
- Film Hub South West is led by Watershed in Bristol
- Film Hub Scotland is led by Glasgow Film Theatre
- Film Hub Northern Ireland is led by Queen's University Belfast
- Film Hub Wales is led by Chapter in Cardiff
- Film Hub London is led by Film London

[Website](#)

About the BFI

The BFI is the UK's lead organisation for film, television and the moving image. It is a cultural charity that:

- Curates and presents the greatest international public programme of world cinema for audiences; in cinemas, at festivals and online,
- Cares for the BFI National Archive – the most significant film and television archive in the world,
- Actively seeks out and supports the next generation of filmmakers,
- Works with Government and industry to make the UK the most creatively exciting and prosperous place to make film internationally.

Founded in 1933, the BFI is a registered charity governed by Royal Charter.

[Website](#), [Facebook](#), [Twitter](#)

About the National Lottery

Thanks to National Lottery players, up to £600 million of funding has been made available to support communities across the UK during the Coronavirus crisis.

The National Lottery is playing a critical role in supporting people, projects and communities during these challenging times.

By playing The National Lottery, you are making an amazing contribution to the nationwide-response to combating the impact of COVID-19 on local communities across the UK.

[Website](#), [Facebook](#), [Twitter](#)

About Chapter

Chapter is one of Europe's largest and most dynamic arts centres with cinemas, theatres, exhibition spaces, studios, a café, award-winning bars, over 60 cultural workspaces and more.

Chapter has an international reputation for excellence, innovation and collaboration. It offers an ever-changing programme of the best performance, films and exhibitions from Wales and from around the world.

[Website](#), [Facebook](#), [Twitter](#)

About Creative Wales

An internal agency of the Welsh Government Creative Wales is committed to growing the Film and Television sector in Wales providing support through funding, skills and talent development for both home grown and inward investment productions. Our mission is to drive growth across the creative industries, build on existing success and position Wales as one of the best places for creative businesses to thrive.

[Website](#), [Twitter](#)