

BFI Film Audience Network (FAN)

Film Festival Strategy 2018-22

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



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



CHAPTER

Introduction

Film Hub Wales (FHW) celebrates cinema. We support organisations that screen film to a public audience, from film festivals, to societies and mixed arts centres. We aim to bring the best British and international film to audiences across Wales.

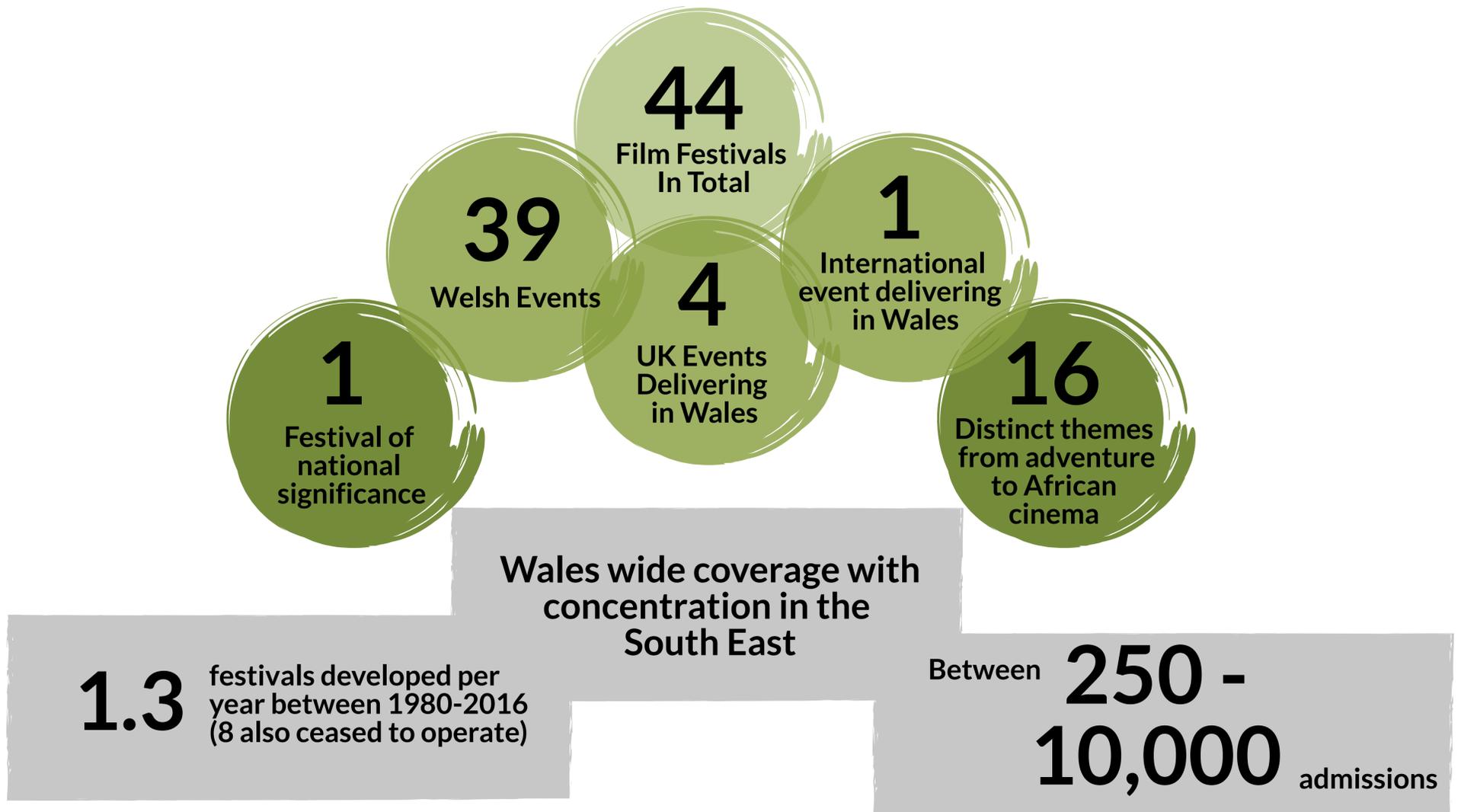
We're part of a UK wide network of eight hubs funded by National Lottery funding via the British Film Institute (BFI). We form the Film Audience Network (FAN) with Chapter appointed as the 'Film Hub Lead Organisation' (FHLO) in Wales.

This strategy lays out how we work with film festivals. If you are a festival looking to apply for funding, please see our Film Exhibition Fund.

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



Welsh Film Festivals in 2019



Our Objectives for Festivals 2018-22

Mapping & Members 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.

Audience Development

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

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 (below) and how to submit a proposal for funding [here](#).

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.

Who will we work with?

- The network of 44 festivals to understand developing need and priorities.
- Distributors and filmmakers - to develop opportunities for talent, particularly in relation to Welsh film.



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



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.



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.



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



WCVA, VAW and University of South Wales - volunteering opportunities for young audiences where practical.



British Council - development of the festivals database and possible partnership events.

Our Priorities

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

Inclusion

Meaningful year-round programmes that celebrate diversity on screen, in the audience and behind the camera:

- Programmes led by and for minoritised communities (e.g. LGBTQIA+ audience, Black and non-Black POC, old age groups, disabled audiences, multi-sensory needs, low socio-economic, rural and underserved, isolated groups, minority languages)*
- Dedicated outreach that brings audiences into the film space.
- Film programmes that represent diverse cultures and identities both on and off screen.

Young Audiences

Improving year round access to film for young audiences aged 16-30,

- Regular British, independent and international film choices for at an affordable price.
- 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.

*we are particularly interested in hearing from members who are embedding accessible programming for audiences with hearing or visual impairments.



Engaging Audiences

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

- Marketing and PR approaches that test 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 outreach to engage non-attenders, rather than one off events,
- Audience research that enables us to understand our audiences.
- To celebrate films with Welsh connections, offering a platform for Welsh talent. Made in Wales programmes should also be submitted to this fund ([see our strategy for more detail](#)),
- 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.

Skills

- Please see our [Training Guidelines](#) to apply for a skills bursary.



BFI Diversity Standards

We are committed to ensuring that disproportionately affected audiences, such as Black POC or Non Black POC, disabled, Deaf and neurodivergent people can experience independent film and be welcomed into festival spaces. We embrace the [BFI Diversity Standards](#), which 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)

We also encourage partners to explore Inclusive Cinema's guide to '[Dismantling Structural Inequality in Your Cinema](#)'.

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](#).

How Festivals can access Funding

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.

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.

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](#).

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.

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 will we evaluate our success?

- 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.

- 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.
- We will aim to raise the general attendance of festivals at hub events and online engagement through newsletters and similar offers.
- 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.
- We will encourage our festival members to gather robust audience feedback and use this to monitor ongoing development.

How to Apply

[Visit our funding pages here](#) for guidelines and application forms.

Next steps

If you wish to discuss a potential proposal 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:

- [Film Exhibition Fund \(FEF\)](#)
- [FEF Pitch Pot](#)
- [Made in Wales](#) (applications should be made to FEF)
- [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 Film Feels](#).

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](#).



Appendix

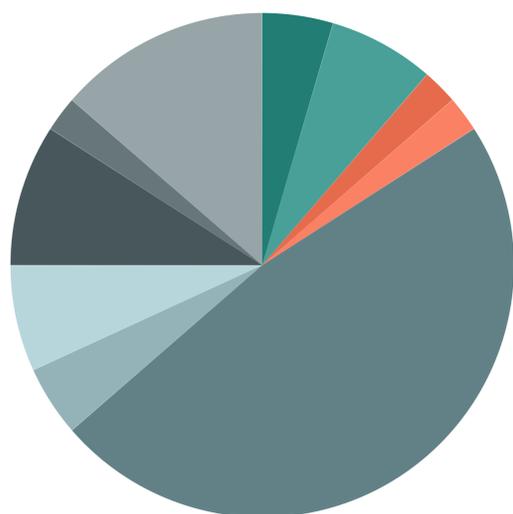
Appendix A

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



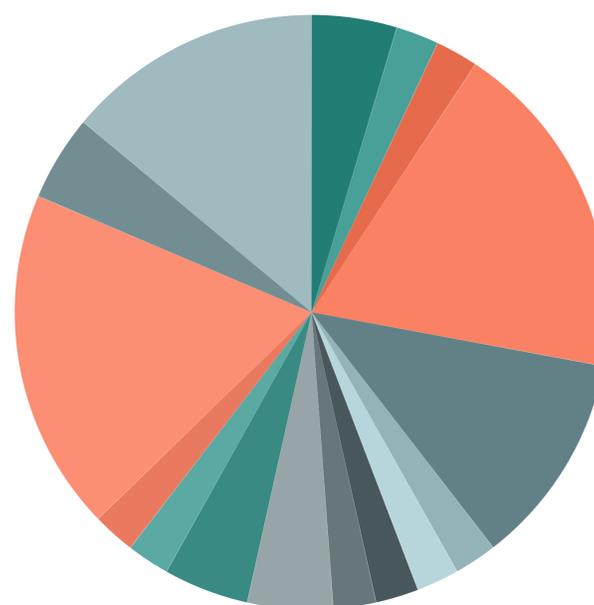
- North (4.55%)
- North East (6.82%)
- East (2.27%)
- South East & North East (2.27%)
- South East (47.73%)
- South West (4.55%)
- West (6.82%)
- North West (9.09%)
- Mid (2.27%)
- Various (13.64%)

Appendix D

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

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%)

