

BFI Film Audience Network (FAN)

Made in Wales 2021/22

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



Image: Eternal Beauty (2020) / Bulldog Film Distribution



CHAPTER

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More People, More Places, More Films.

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. This fund aims to bring the best British, independent 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.

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



What is Welsh film?

FHW supports organisations who show a year round commitment to independent film [1]

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 and 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



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 [Creative Wales](#) 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 [Depictions of Motherhood](#) and [Queer Love](#).
- 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.



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.



Additional Areas of Focus

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

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](#)'.



Made in Wales Support

- **FHW celebrates Wales through film year-round via a Made in Wales Strategy.**
- **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 May 2021 and 31st March 2022, in addition to a range of national activities designed to boost audiences for Welsh film.**

1. Film Exhibition Fund (FEF)

If Welsh film is a big part of your reopening plans post Covid-19 and you need support for activity costs for longer screening programmes of films across the year, you can apply to the Film Exhibition Fund.

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 generate income, partnerships between venues and access for minoritised communities will be prioritised.

2. FEF Pitch Pot

We also offer smaller pitch pots of up to £500 to programme Welsh archive, language, or Welsh made films as a one off, on a rolling basis.

An example of this may include programming one or two 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

[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](#).



@FilmHubWales

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