



**CHAPTER**

# A response to the Cultural Contract from Welsh cinema exhibition

*Film Hub Wales / Inclusive Cinema*

How can cinemas, festivals, mixed art centres and non-theatrical exhibitors work with communities to make the arts in Wales more equitable? With support from Wales Cultural Alliance, we explored their ideas around the creation of a ‘Cultural Contract’.\*

## Approach

- One workshop
- Open written feedback
- 16 participants
- 7 principles / questions

*\* Arts organisations in receipt of funding from Welsh Government or Arts Council of Wales will commit to a cultural contract, with the aim of revolutionising the arts and culture in Wales.*



73 Cinema © Geraint Perry

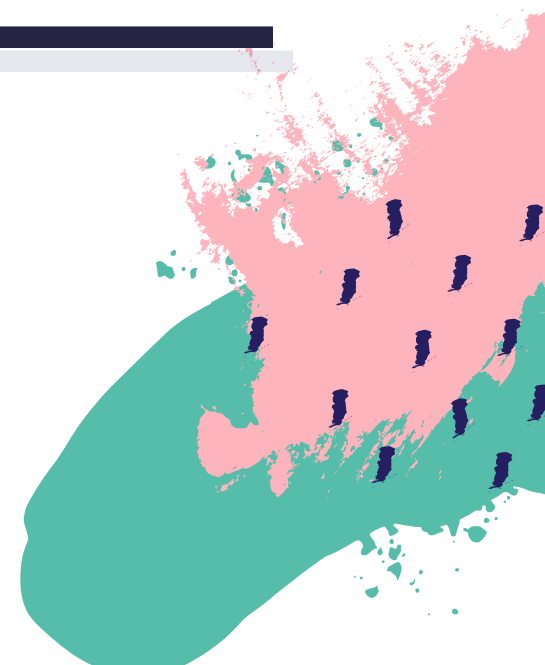
## Fair Work


*'I don't understand, if a young person is doing the same job as somebody else next to them, why they shouldn't be paid the same. What does that tell us about how we value young people?'*





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- Flexibility and freedom for employees and freelancers,
  - Exhibition's value to be recognised and promoted,
  - Resources supplied to workforce to deliver on cultural contract,
  - Regular evaluation of working practices and rates of pay,
  - Employer accountability regarding worker protection and support,
  - Consultation with staff, freelancers and volunteers essential,
  - Employees supported by counselling and therapies.
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*‘Making a commitment to inclusion. It doesn't mean that we have to do all things for all people every time but what we do need is to be essentially inclusive.’*

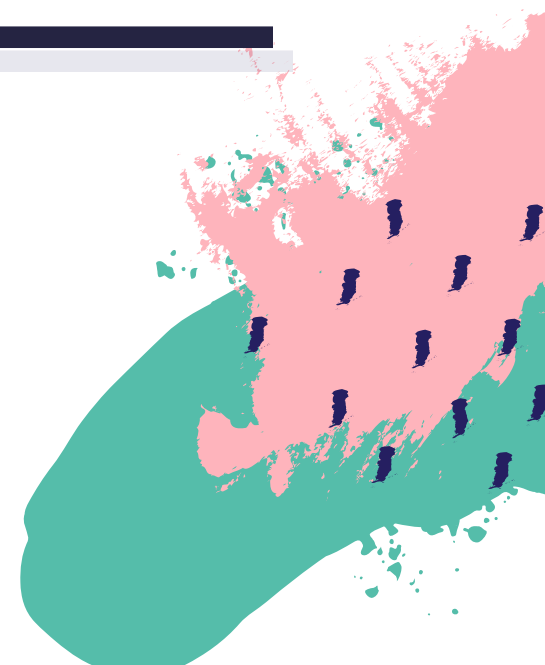


© Wicked Wales:  
International Youth  
Film Festival

Diversity



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- Accessibility needs to be holistic across all areas of work,
  - Diversity belongs behind the scenes as well as on screen and in audiences, with a focus on senior roles,
  - Work should be long-term and embedded, not just ‘tick boxes’,
  - Training and investing in staff to be emphasised,
  - Intersectional approaches necessary,
  - Resources and a cultural shift are needed to deliver caring strategies,
  - Progress should be monitored and evidenced.







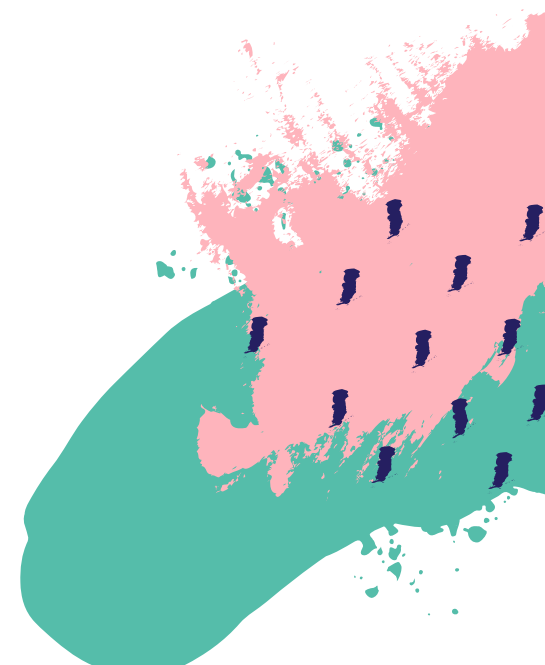
73 Cinema © Geraint Perry

## Health and Wellbeing

*‘...It's just there's only so much that we can do. But, you know, if you don't push yourself to the limit, how do you stand out above everyone else? It's a tough, tough position to be in...’*



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- Check-ins with staff are essential,
  - Staff should be included in the creation of any measures,
  - Resources and training are needed,
  - Speaking out supported through processes and procedures,
  - Expectations need to be flexible,
  - Programming and platforms should consider wellbeing.
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*‘We provide opportunities for them to volunteer, but what are the next steps? How do we support them to move past entry level positions? We need to trust them and then go that extra step.’*

Co-creation



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- Equality of wages is needed regardless of age,
  - Resources are needed to upskill young people and develop workforce,
  - Training can mitigate against harm to local communities,
  - New voices and perspectives integrated on an ongoing basis,
  - Long-term strategic investment must outgrow short-term projects,
  - Successful projects show the positive power of collaboration,
  - Funding should support screen industry collaborations, reducing competition.







*Iris Prize LGBT+ Film Festival  
2019 © Jon Pountney*

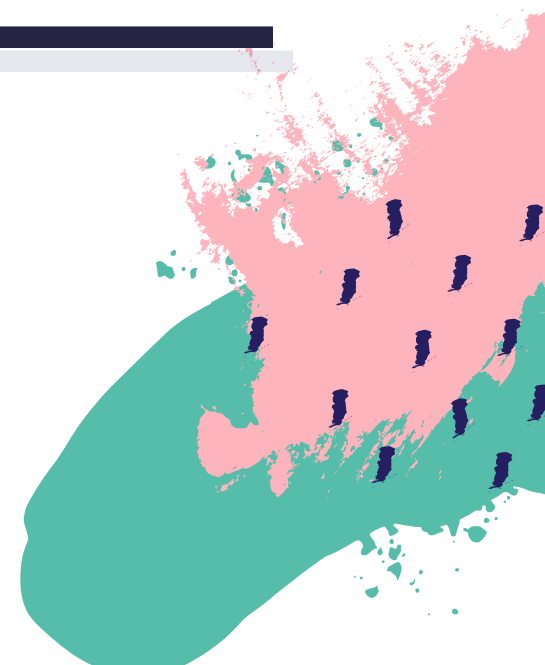
*'It's about creating a good, non-toxic atmosphere, and removing judging where possible. And I think we need confidence.... It's so easy just to hire people that look like you and understand you, but you have to stretch yourself.'*

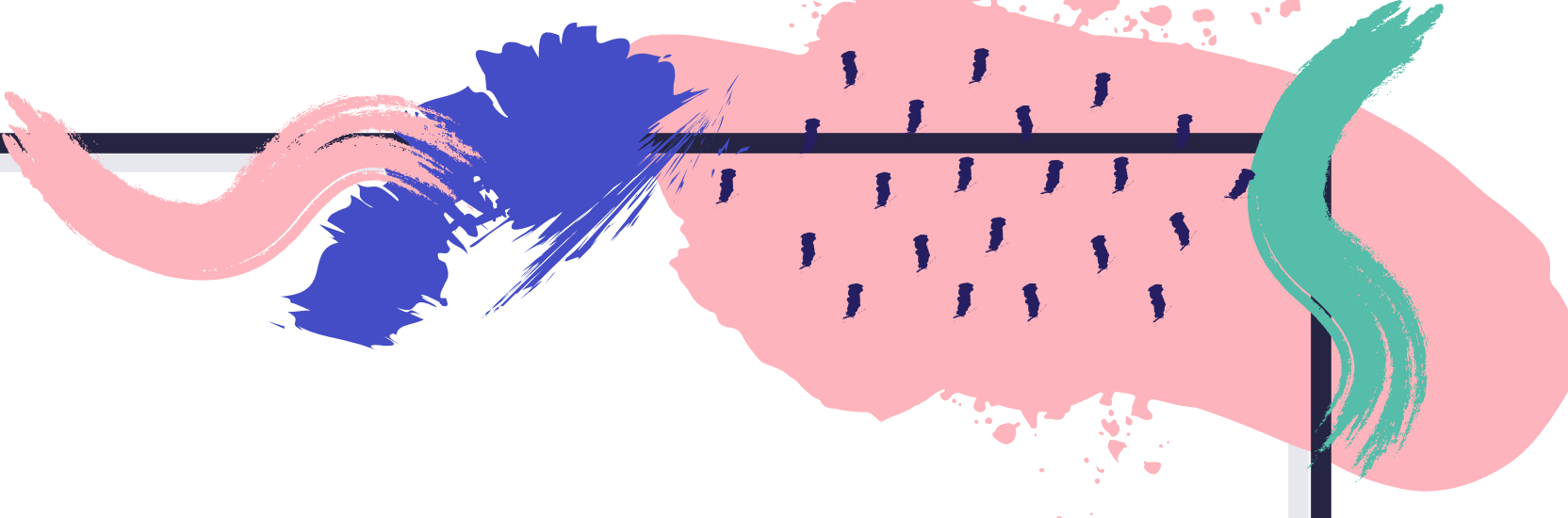
## Inclusive Leadership



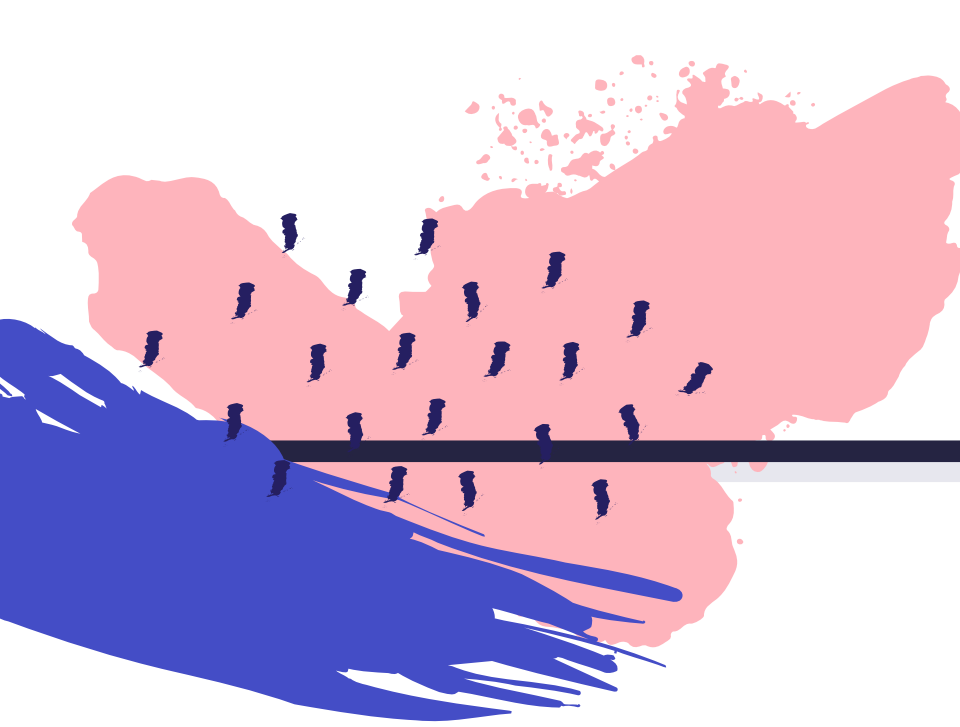


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- Leadership needs to be more equitable and relatable,
  - Unconscious bias and leadership skills training are essential,
  - Commitment to real action, using available resources,
  - Hiring to focus outward to engage beyond the easily accessed,
  - Transparency is necessary, with honesty and accountability in tow,
  - Audits result in great cultural and physical access to spaces,
  - Fair pay prioritised, working towards equity across organisations.





*‘There are things going on but there's a lot more that can be done and it'd be really great to put this higher on the agenda than perhaps it is, and do it in a very structured way.’*

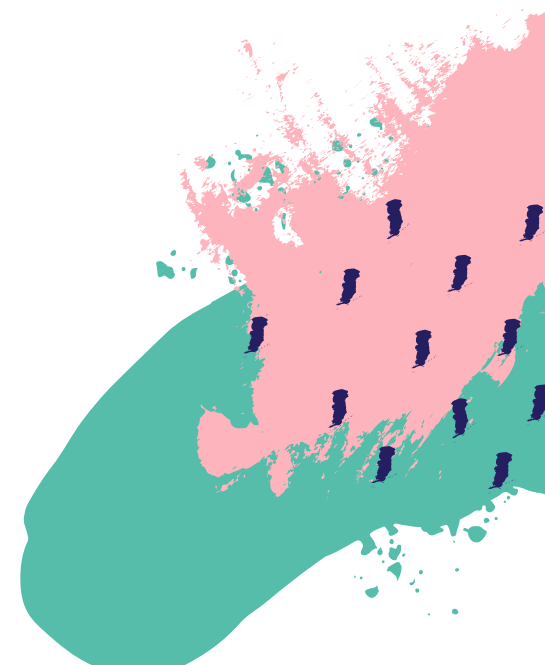


*Cinema Golau  
Anim18 ©  
Carl Connikie*

## Environmental Justice



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- Set positive examples to the community,
  - Capital funding and advocacy support,
  - Prioritise local partnerships and collaborate,
  - Standardise successes with the support of a kitemark and resources,
  - Incentivise audiences to be green.
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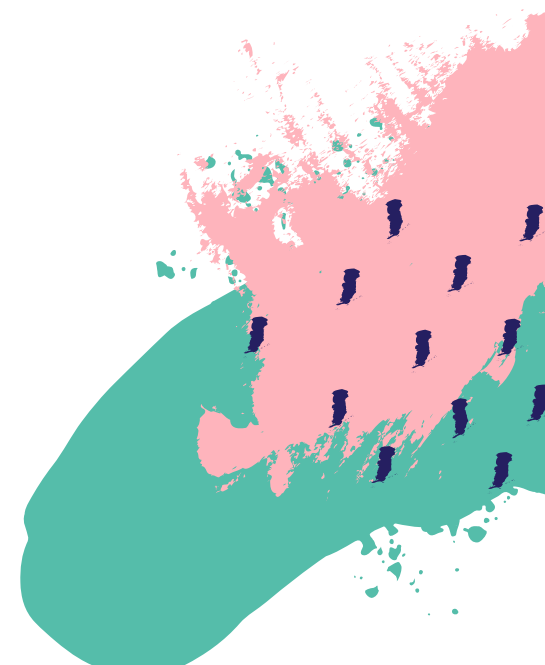
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## Social Justice

*'It's actually what do you want, what can we do, how can we work with you to actually create something you want to engage with and be part of?'*



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- Targets appropriate to context, whether audiences or on-screen,
  - Grow local collaborations,
  - Consult meaningfully with communities and monitor outcomes,
  - Sector support needed around resources,
  - Long-term thinking to be the norm,
  - Time for exploration and new ways of thinking.
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# Key themes

## *Responsibility and Commitment*

- Take ownership of responsibility to communities,
- Commit to equitable recruitment and working practices,
- Accountability to stretch across targets, policies and processes,
- Transparency essential to heighten standards.





## *Collaboration*

- Listening, learning and responding across all areas,
- Meaningful connection and consultation with communities,
- Flexibility key to bring in leadership by those with lived experience,
- Cinema exhibition recognised as a tool for change.

Thanks to Film Hub Wales members who contributed their energy and expertise to this discussion.

Contact [hana@filmhubwales.org](mailto:hana@filmhubwales.org) for a copy of the full report or visit our website: [filmhubwales.org/culturalcontract](https://filmhubwales.org/culturalcontract)

