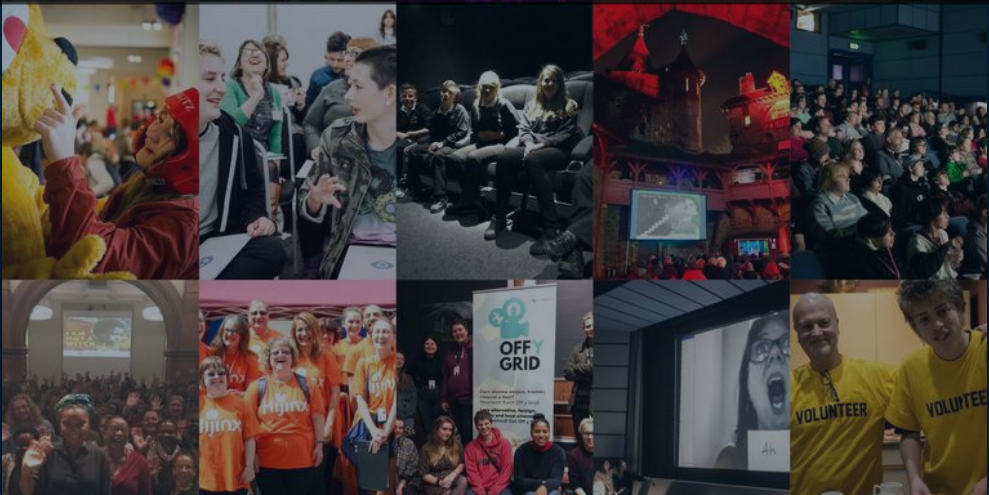




# Film Hub Wales

Highlights 2013-2023



CHAPTER

# Looking Back...

In late 2013, Film Hub Wales launched a significant new programme in partnership with Welsh cinemas, film festivals and community screens, designed to build audiences for British independent and international film across Wales. Part of a network of 8 'BFI FAN' Hubs, the project was the first of its kind, with regional activity across the UK.

Thanks to funding from the National Lottery via the BFI, the project is celebrating its 10th year.

Take a look at what just a selection of what we've achieved together over the last decade.

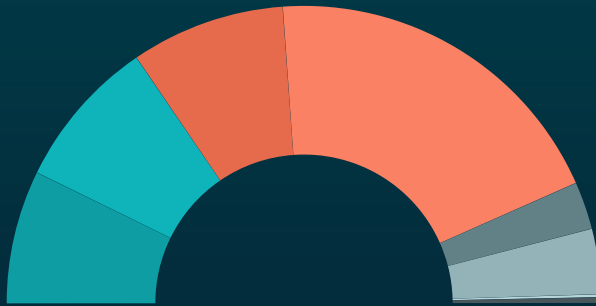
Love,

## The Film Hub Wales Team



# Network

310 Welsh Exhibitors



- FT cinemas (independent and commercials) (14.52%)
- Mixed Arts Centres (16.45%)
- Film Festivals (16.77%)
- Community Cinemas / Film Societies (39.03%)
- Pop ups (5.16%)
- Other (networks, galleries, education, museums etc. with PT film programmes) (7.1%)
- Archive (0.32%)
- Touring (0.65%)



- **200** members
- **193** training bursaries
- We networked **2567** times (*that we counted!*)
- Members benefitted from one-to-one training or advice **2218** times
- We created **23** online resources / guides and **11** case studies
- **26** Courses / Events
- **12** pieces of audience research
- **18** Welsh Film Preview Days
- **1** x online Preview Room with **175** screeners
- **490** Cinema for All & FHW equipment hires

## Audience Research

We commissioned 12 pieces of exhibition related research and development ranging from the performance of Welsh film at the box office, to the landscape of film education in Wales, an audit of rural cinema and how to unlock Welsh film heritage.

## Skills

With the aim of supporting our exhibition members to build skills and confidence, we've offered 26 in person and online training courses to Hub members, including how to create digital cinema prints, a 'Biodiverse Big Screen' environmental programming tool and inclusion sessions such as Programming by and for Minoritised Communities. We also developed 23 online resources such as how to programme short films and run outdoor cinema events. We've supported 193 exhibitors to attend events and courses of their choosing from international festivals to strategic meetings outside of their local authority.

## Advocacy

We have represented the needs of exhibitors in Wales to UK stakeholders, gathering feedback each year and preparing responses to cultural committee enquiries, lobbying for cultural recovery investment and working with the other 7 Hubs across the UK to develop UK film seasons, ensuring that regional specificities are considered.





## Spotlight:

### Wales Council for Deaf People (WCDP) Case Study

In 2021, venues from thirteen areas of Wales with established d/Deaf groups were offered free training, outlining Deaf and Deaf blind cinema goers needs, along with examples of work from consultant Charlotte Little and Inclusive Cinema's FDA and Sidecard projects.

Six venues put their training into action, receiving grants of £3000 each to develop d/Deaf led volunteer groups or open days, testing new marketing and programming approaches for their local d/Deaf audiences.



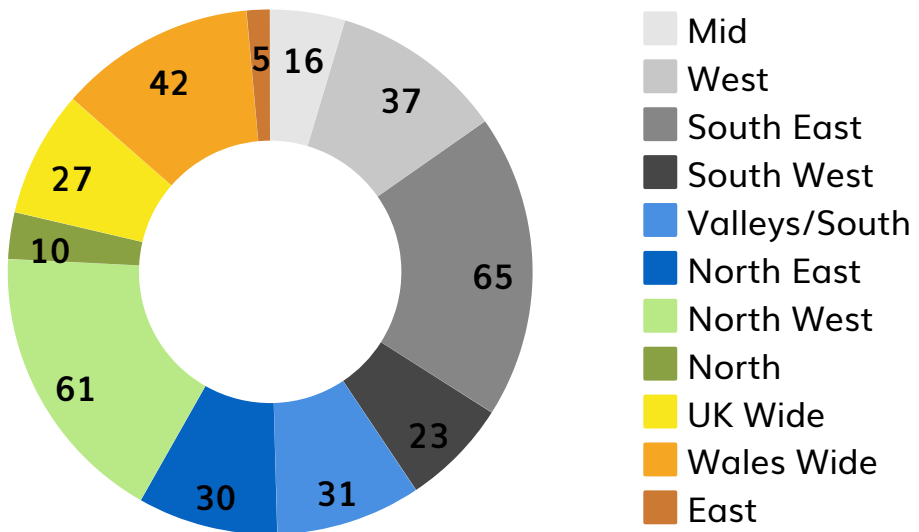
## Spotlight:

### Welsh Film Preview Days

Since 2013, Film Hub Wales has hosted 18 Welsh Film Preview Days at locations across Wales with screenings of upcoming Welsh-made or Welsh-language films designed to support their wider programming and reach. The days include information packs and networking, along with opportunities for funding and marketing advice.

# Audiences

We launched our film exhibition fund in 2014 with the aim of supporting Welsh cinemas, festivals and community screens to develop local audiences for British independent and international films.



- **347 Projects**
- **588,870 Audiences**
- **£3,110,350 leveraged for exhibition**

# Spotlight:

## Off y Grid (2016 - 2023)

In 2016 Film Hub Wales approached venues across North West Wales to develop a project designed to reduce isolation for members whilst also increasing awareness of British independent and international films for audiences.

With central coordination, venues benefit from capacity to negotiate rates, boost marketing (locating key audience groups for films, generating boosted Facebook ads, generating photography, shared programme notes, touring or recording Q&As). Reaching their seventh year in 2023, Off y Grid has established an important hyper-local network of 7 venues.

## Pontio Arts and Innovation Centre, Bangor

Working with Pontio's programmer even before the cinema's doors had opened, the programme quickly became one of the most adventurous and creative on offer in Wales.

In 2021 they developed #CitizenPontio which aimed to put cinema back in the heart of social, political and community life in Bangor, building on the lifechanging events of 2021. The project paired screenings with specific political themes that celebrated diversity, designed to unite audiences of all backgrounds and ages post Covid-19 and offer them to chance to shape and 'shake up' Pontio's film programme.



# Heritage

Through our valued partnership with the National Library of Wales' Screen and Sound Archive (NLWSSA), we've developed 6 archive packages covering Coast and Sea, Rural and Urban life in Wales.

We also brought archive to Sinemaes at the National Eisteddfod, toured animated classic; Jerry the Tyke and Abertoir's Silent Horror Shorts. We also supported them to develop a new app called Picturing our Past.

## Spotlight:

### A Roof of Slate

In partnership with NLWSSA and Cinema Golau, we curated series of films and activities celebrating the UNESCO world heritage status of the North West Wales slate landscape and exploring lesser-known connections to the Atlantic Slave Trade. Seven exhibitors ran events across Wales.

### Picturing our Past

Picturing Our Past / Fframio'n Gorffennol, is an enhanced e-book on the history of Wales on screen that launched alongside a series of screenings throughout Wales, pairing recently released Welsh features with archive shorts.





# Inclusion

Thanks to our skilled partners we've explored programmes that broaden representation both on-screen and the exhibition workforce. From supportive environment screenings for families with disabled children, to LGBT+ community programming and a new Windrush festival. We were also privileged to lead the UK Inclusive Cinema project on behalf of BFI FAN from 2017 – 2023.

## Spotlight:

### Hijinx Unity Festival 2022/23

Hijinx's Unity Festival is one of Europe's largest inclusive arts festivals and the only one of its kind in Wales. Created in 2008, it provides an opportunity for disabled, learning disabled and/or autistic artists to perform on a high-profile platform. 2022 was their biggest Unity Festival yet, which included the first ever Unity Film Festival in Cardiff, Bangor, Llanelli and on their digital platform, Hijinx Mobile.

### Gentle / Radical's Hyper-local R & D Screenings in Riverside 2022/23

Gentle / Radical reconnected with neighbourhood audiences post COVID, to find out their needs, through a series of Riverside based pop-up screenings which acted as R&D for a new phase of the Gentle/Radical Film Club. They trialled a range of film genres as well as themes/issues with local audiences, marketed via direct local outreach, door-knocking, flyering single individual streets and organising local gatherings.



*'I found the facilitation so caring and thoughtful - from the moment you step in the door it feels special.'*

**- Katherine, G/R Audience Member**



## Inclusive Cinema 2017 - 2023

In 2017 we helped to develop BFI FAN's Inclusive Cinema project, which aimed to support accessible cinema approaches across the UK. During that time, we worked with partners to deliver a number of national access projects including:

- **Working Class Inclusion: Audiences, Colleagues & Programming**: A resource designed to improve cinema experiences for working-class people and those in poverty.
- **T.L.C** (aka Tender Loving Care for Trans-Led/Trans-Loved Cinema) - A six-part podcast series, with FAQs, designed as a holding space for trans curators, writers and thinkers within cinema exhibition.
- **Sidecard**, The Film Access Materials Database for distributors, exhibitors, filmmakers + audiences.

Read a roundup of Inclusive Cinema's journey in our [interview with Project Manager Toki Allison](#).

# Young Audiences

Our journey with young audiences started in 2015 when we undertook an audit of film education in Wales, before going on to research youth festivals. This led to the creation of young programming groups across Wales and the launch of a Youth Festival Network.

## Spotlight:

### Wales Youth Festival Network (WYFN) / Ffilm Ifanc

Working with our partners at Wicked Wales, WYFN was inspired by the international 'Youth Cinema Network'. The network was designed to support film programming made by and for young audiences. It led to the development of a youth led group: Ffilm Ifanc which collaborated with festivals such as CAF and WOW on their programmes, along with offering tours, newsletters and zines.

### Cellb

Run by Gwallgofiad, Cellb is a not-for-profit social enterprise that provides creative training for the young people of Blaenau Ffestiniog and they were one of our first Hub partners. In their 2023 season 'Cellb 'Good to me', Cellb offered the community a modern cinematic experience and city vibe, all at their local entertainment hub. In their mission to bring world and independent films to Blaenau audiences, their programme included Youth PicZ screenings for ages 11-17, a family film club, pensioners forum and training for 'Clwb Clinc' – their Welsh language youth club.

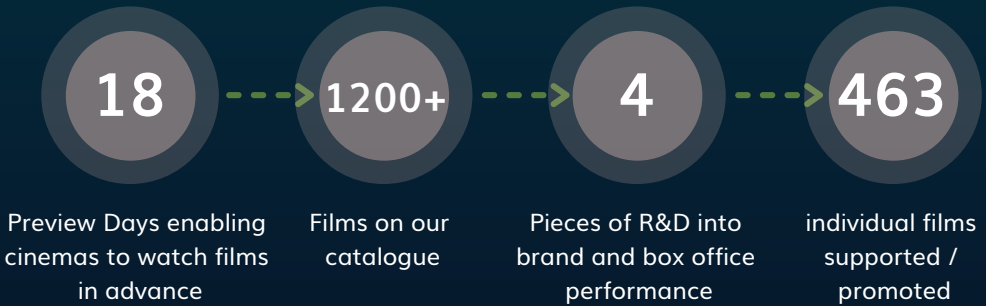




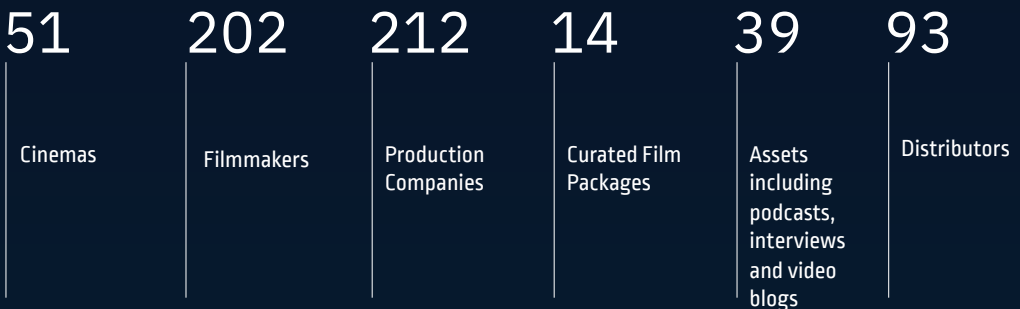
# Spotlight:

## Made in Wales 2013 - 2023

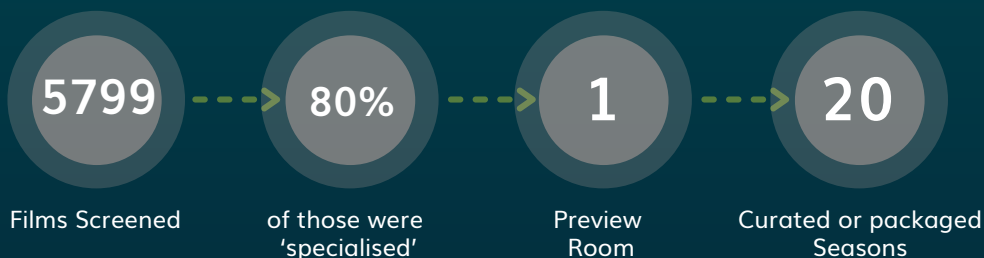
From the moment we launched the Hub, we received queries about the latest Welsh films. This started us on a journey. We built an online catalogue of film rights, funded in venue screenings, researched barriers and developed a strategy to celebrate films with Welsh connections. For the last three years, with match funding from Creative Wales we've been busy interviewing talent, sharing previews, writing articles, generating press and advising distributors on their Welsh release strategies:



Between 2021-23 with the support of Creative Wales and a Made in Wales Officer, we've tracked our support for:



# Films



## 2014/15

- BFI SciFi

## 2015/16

- BFI LOVE

## 2016/17

- BFI Black Star
- Uprising

## 2013/14

- BFI Gothic

## 2015

- Britain on Film Urban

## 2016

- Britain on Film Rural
- Impact of Conflict
- Roald Dahl on Film

## 2017/18

- Anim18

## 2021/22

- Film Feels
- BFI Japan
- New Directions

## 2017

- Britain on Film Coastal

## 2019/20

- BFI Musicals
- BFI Comedy Genius, BFI
- Shakespeare on Film

## 2023

- Powell & Pressburger

# Spotlight:

## The Toll (2021/22)

We worked with Signature Entertainment to secure a theatrical release plan for *The Toll*, the first feature from Welsh Screenwriter Matt Redd and Director Ryan Hooper. The film went on to play in 9 sites accompanied by short Welsh film *Showdown*. We also created a Made in Wales feature interview on our Whole Story podcast and the MIW Officer chaired a special Q&A at Theatr Gwaun.

## Major UK Programmes

At FHW we led on three of the major BFI FAN UK wide programmes, starting with the original BFI Gothic back in 2013. In 2016 we designed Roald Dahl on Film; celebrating the centenary year of Roald Dahl's birth, with a family-friendly film programme that reached 149 screening locations UK wide. *Scratch n' Sniff Matilda* was a highlight! In 2018 we then delivered Anim18, a season of British animation which delivered in 150 UK locations, bringing over 100 features and shorts to audiences.

## FHW Preview Room

In 2017, we launched a space on our website where BFI FAN programmers from across the UK could access the latest British independent and international film screeners online in a secure password protected space. 252 programmers have signed up to date with a total of 175 films offered to date. Most watched previews include *Paris, 13th District*, *Flee*, *The Welshman* and *Gwledd*.



*"Thank you so much for expanding this to the wider FAN membership and for setting it up for me. It will be incredibly useful when programming – I rarely get to see films before I programme them as I can't justify the time and cost of travelling to London for preview screenings."*

**FAN member**

# More information

[Discover all of our projects here](#)

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Image © Watch-Africa Film Club with filmmaker Rungano Nyoni (I am Not a Witch).