



Made in Wales Highlights: 2024-25



Image: Mr Burton © Severn Screen / Icon Film Distribution. All Rights Reserved.

This year has been a big year for films with Welsh connections, with a whopping 20 key releases supported by the Made in Wales (MIW) project. From *Oed Yr Addewid* to *On Becoming a Guinea Fowl*, we developed assets that included interviews, articles, press releases and support packs, all in the name of celebrating Welsh film on the big screen.

Let's take a look back on 2024/25:



Cymru Greadigol
Creative Wales

We Supported

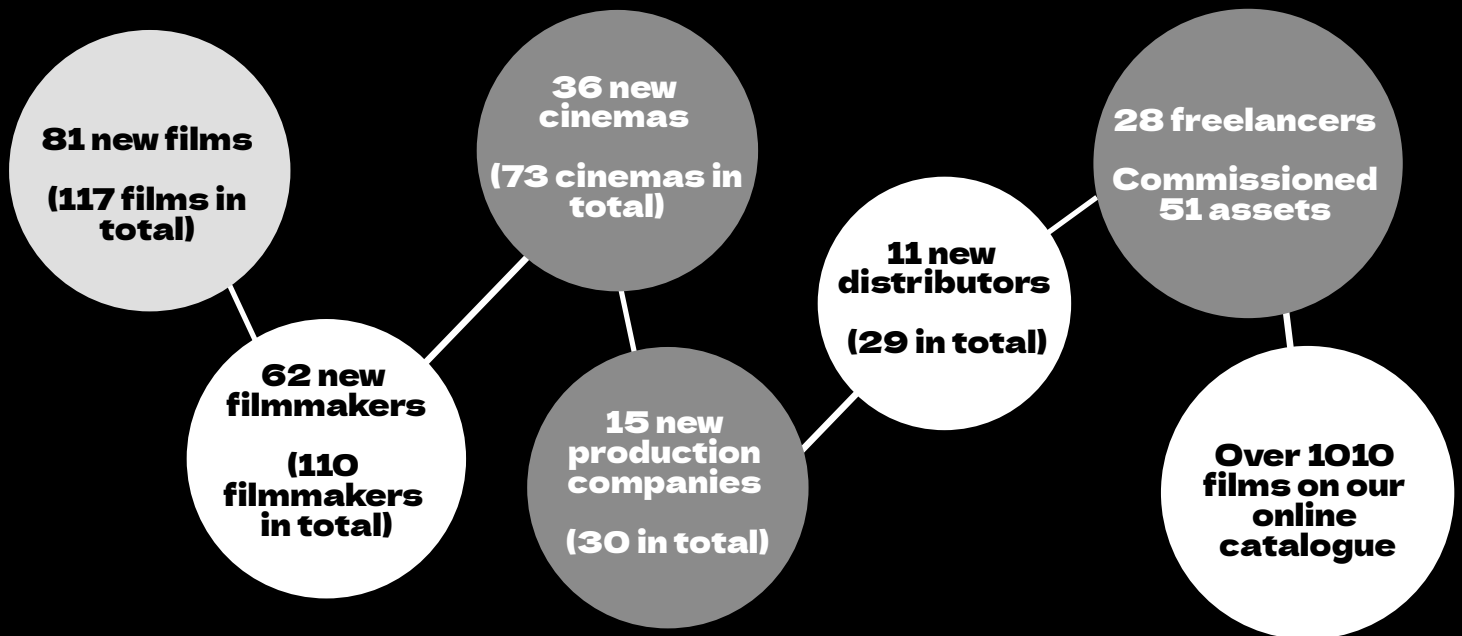


Image: Comrade Tambo's London Recruits © Barefoot Rascals. All Rights Reserved.

Spotlight: Comrade Tambo's London Recruits

Set at the height of apartheid, in the late sixties/early 70's, the film follows international working-class students and workers living in London who answered Oliver Tambo's secret call for undercover agents, bringing hope to his embattled people in South Africa. We launched a support pack for exhibitors, as well as a suite of assets to support the "people's release" of this title in which Barefoot Rascals' director Gordon Main took a self-distribution route, approaching community activist organisations and trade unions to set up screenings across Wales and the UK. We invited Wales' first black female councillor and powerful advocate for ethnic minority women in Wales, Gaynor Legal, and award-winning documentary filmmaker Prof Florence Ayisi to talk with Gordon about the film and the history of apartheid in Wales. This is available as an audio podcast, Q&A video and social media clips. We also asked Maya Pillay - British/South African actor, writer, activist and director of inclusive children's literary project (Books from Herbie) to write an article about the film's themes.

"I really appreciate everything that you have done / are doing for Comrade Tambo's London Recruits. The solid support across socials, generating that great content last year and the relentless marketing and promotion has been amazing. Plus all the other things I don't know about in the background." – **Director Gordon Main**

Key Releases*

*This includes planning phases and promotion post-release, not all films released 2024/25.

- [Chuck Chuck Baby](#)
- [Comrade Tambo's London Recruits](#)
- [Fires of the Moon/Tanau'r Lloer](#)
- [Havoc](#)
- [India's 1st Best Trans Model Agency](#)
- [Kensuke's Kingdom](#)
- [Madfabulous](#)
- [Mr Burton](#)
- [Oed Yr Addewid](#)
- [On Becoming a Guinea Fowl](#)
- [Protein](#)
- [Satu – Year of the Rabbit](#)
- [Starve Acre](#)
- [Timestalker](#)
- [The Almond and the Seahorse](#)
- [The Ballad of Wallis Island](#)
- [The Mill Killers](#)
- [The Road of Excess](#)
- [The Salt Path](#)
- [Unicorns](#)



Image: On Becoming a Guinea Fowl © Picturehouse Entertainment.

Spotlight: [On Becoming a Guinea Fowl](#)

We worked with Picturehouse to promote Rungano Nyoni's BIFA-winning second feature – a compelling drama about community and sisterhood. This included a support pack and [an audio podcast, video Q&A and social media clips](#) from a discussion on Black Welsh film, between documentary filmmaker Liana Stewart and programmer/curator Yvonne Connikie. We asked poet, writer and migrant of Cameroonian descent, Eric Ngalle Charles, to write a [creative response to the film](#), contextualised by Film Hub Wales (FHW) in conversation with Rungano's mother and CEO of Bawso - a charity supporting women who have experienced sexual violence - Mutale Merrill.

At the box office

We commissioned [Delphine Lievens](#) and [Toki Allison](#) to write a report analysing data from 15 films with Welsh connections released between March 2023 and April 2024.

- 9 films released theatrically in the UK (out of 15)
- 8 (out of 15) films had no theatrical or HE release outside of the UK
- 1 film grossed over £1m at the UK box office, 1 grossed over £100k. The remaining 7 films released theatrically all grossed under £100k
- 0% minority directors
- 8% minority producers
- 0% minority writers
- 20% minority lead actors
- 18% female directors, 24% female producers, 24% female writers, 45% female lead actor
- 0 bi-lingual film
- 0 Welsh language releases

Spotlight: MIW Channels

We expanded our channels this year to build awareness of Welsh films amongst audiences and industry. As well as the MIW podcast, you can now find us on Instagram, TikTok, Facebook, YouTube and Letterboxd, where we share all sorts of updates from news of filming in Wales, to when films are acquired by distributors. We also use this as a space to promote screenings in Welsh venues, using clips from our talent interviews.



Preview Days

**1 x in-
person
event at
Chapter
Arts
Centre**

**27
programmers
attended
from 11
venues**

**4
features
screened**

**5 shorts /
clips
screened**

“Wasn't expecting this. Really interesting film. Well made, written and directed. If I can find a way/theme/season, I would definitely put it on” - Programmer



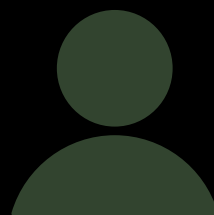


Spotlight: Oed Yr Addewid (Do Not Go Gentle)

FHW worked with the National Library of Wales Screen and Sound Archive (NLWSSA) to create a new scan of this BAFTA winning, politically relevant Welsh language film from 2000, which re-released in cinemas from March 2025 with descriptive subtitles in English and Welsh. As well as a support pack from NLWSSA, we commissioned a written article 'Do Not Go Gentle: On the Welsh-class politics of care' by writer Diffwys Criafol, a new trailer was edited by Tom Betts and we released dedicated press, securing coverage across multiple outlets, alongside targeted promotion to support bookings of the film.

"When I was at secondary school in Botwnnog I got to see a VHS copy of Oed yr Addewid on one of the TVs on wheels there and it made a deep impression on me for various reasons. This is seeing a film that said something, with a clear manifesto and strong performances that were not only in Welsh but also in Llŷn Welsh, the Welsh I heard and spoke, and was rooted in areas that were so familiar to me. Thank you for the opportunity to see it again."

**- Audience Member,
Galeri Caernarfon**



Welsh Talent

We supported 110 filmmakers (62 new to the project) by promoting their films, creating assets to add value to their releases and advising on distribution strategies.

Editorial

We continued to work with Buzz Magazine to create editorial pieces that offered a different perspective on new film releases, from writers with lived experience. This also enabled us to add to the film's central campaign, raising awareness of Welsh connections that aren't otherwise covered in press and linking readers to venues where they can book tickets. We also released a piece on the Welsh Films to Watch in 2025

Image: Buzz Magazine, March 2025 addition, Mr Burton
© Severn Screen / Icon Film Distribution.



Spotlight: Satu - Year of the Rabbit

We supported Sandwich Club Productions and Powys-born director Joshua Trigg with a self-distribution plan for this debut feature. The film transports audiences to Laos as they follow two children on a stunning coming-of-age quest to find their families, friendship and the beauty of everyday life. As well as a support pack, we created a set of assets, including an audio podcast, video interview and social clips of a discussion between Trigg and interviewer, filmmaker and BFI Film Academy+ member Ash Kriengsak.



Image: Satu - Year of the Rabbit (© Sandwich Club Productions), India's 1st Best Trans Model Agency (© Spring Films)

Spotlight: India's 1st Best Trans Model Agency

Filmed over the course of seven years, Wales based director Ila Mehrotra charted the extraordinary journey of Rudrani Chhetri and her friends, who are part of Delhi's transgender Hijra population. Releasing during transgender awareness week, we promoted the film via a suite of assets including a support pack, an article from Pakistani writer, performer and community organiser Aiman Rahim around the film's themes and an interview with Mehrotra, looking at trans experiences and how they intersect with Hinduism and Indian culture. It was made available to exhibitors as an audio podcast and short video Q&A, for in-cinema and online use, as well as social media clips for marketing.

What's next for Made in Wales?

- The 2025/26 calendar looks equally packed with at least 20 films with Welsh connections (that we know of!) expected to release by the end of the financial year. We're busy working on assets for the major releases in partnership with the distributors, from socials to support packs for exhibitors
- We'll continue to work with Buzz magazine to commission articles, profile Welsh films and champion new film writers
- We will commission research into 2024/25 film releases, to explore box office performance
- We're making plans for an in-person Preview Day

2025/26 Releases:

- **Mr Burton** (4 April)
- **The Mill Killers** (was Scopophobia) (21 April)
- **Havoc** (25 April)
- **Hallow Road** (16 May)
- **The Ballad of Wallis Island** (30 May)
- **The Salt Path** (30 May)
- **Protein** (13 June)
- **Brides** (2024/25 TBC)
- **The Road of Excess** (2024 TBC)
- **Madfabulous** (TBC)
- **Still Pushing Pineapples** (TBC)
- **Let's Love** (TBC)
- **Fires of the Moon/Tanau'r Lloer** (TBC)
- **The Man in My Basement** (TBC)
- **The Scurry** (TBC)
- **Uncle** (TBC)
- **H is for Hawk** (TBC)
- **Mission** (TBC)
- **Out There** (TBC)
- **My Extinction** (TBC)
- **Effie** (TBC)



Image: Ballad of Wallis Island (© Universal), Salt Path (© BlackBear, Still Pushing Pineapples (© Labor of Love Films), Protein (© Broadside Films), Brides (© ie ie Productions.), Madfabulous (@ Mad as Birds)

Contact Us



Hana Lewis
Head of Film Hub Wales
02920 353 740
hana@filmhubwales.org



Lisa Nesbitt
Member Support Officer
02920 311 067
lisa@filmhubwales.org



Jade Atkinson
Member Marketing Coordinator
02920 311 057
jade@filmhubwales.org



Image: Timestalker © Western Edge Pictures

