

Film Hub Wales Highlights 2024/25



Image: Cardiff Animation Nights 2024-25

“Just love, love, our little local cinema” Magic Lantern Audience Member

From Anora to Flow, 2024 saw Welsh audiences watching the latest UK independent and international films in their local communities, at affordable prices. From relaxed, family friendly films to eco cinema strands and the latest Welsh releases, your sites offered plenty to choose from. We also saw new screens open, from Awen Cultural Trust’s multi-million-pound redevelopment at Maesteg Town Hall to Cellb’s new ‘Sgrin Emyr Ankst’, opened in memory of Welsh music and cinema pioneer Emyr Glyn Williams. Let’s take a look at just some of the things that happened during 2024/25.



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Members



**297
Welsh
exhibitors**



**201
FHW
members***



**24 new
members**

including Llanfairfechan
Community Hall, Theatr
Derek Williams and Sheba
Soul Ensemble. Welcome!



**19 out of 21 Hub
members were
'very satisfied'
with Hub support,
and 1 satisfied**

"The support from FHW was crucial for the freedom for our young decision-makers to experiment and take risks"

- Funded Venue

[Magic Lantern Cinema, Tywyn](#)

'Film Chat' was a new project, bringing 100 screenings of 28 UK independent, Welsh, documentary and foreign language films to Tywyn, creating opportunities for the community to learn more about films and the people who create them.

The film-club chat (no spoilers!) offered captioned online chats with the Lantern's team, giving audiences insights into the upcoming films.

Special events included Kneecap accompanied by Welsh rapper Mr Phormula and Rave on for the Avon with live Q&A / film club chat.

[Watch their case study.](#)

"I love that the Magic Lantern brings progressive independent films to this part of Wales" - Magic Lantern Audience member

Member Spotlight

* 16 community cinemas and festivals ceased screening activities.

Film Exhibition Funding

**Circa £103,000
awarded to 21
projects**

**12 Full Time /
Mixed use /
Community
Cinemas**

**Activity across
25 individual
locations**

**7 Festivals and
1 pop-up**

**15,401 awarded
to 5 Art of Action
Projects**



- Abertoir International Horror Festival
- Awen Cultural Trust - Llynfi Valley Cinema
- Canolfan S4C Yr Egin
- Cardiff Animation Festival
- Cellb
- Dragon Theatre
- Gwyn Hall
- Hijinx Unity Film Festival

- Iris Prize LGBTQ+ Film Festival
- Kotatsu Japanese Animation Festival
- Llanoged Village Hall
- Luxor Cinema Llanfairfechan
- Magic Lantern Cinema
- Memo Arts Centre, Barry
- Mencap Môn
- Neuadd Dwyfor
- Phantasmagoria Horror Festival

- Sheba Soul
- Snowcat Cinema
- Swansea University (Taliesin Arts Centre)
- Theatr Gwaun
- TAPE Community Music and Film
- Torch Theatre
- Watch-Africa CIC
- WOW Wales One World Film Festival

Films

36,709 physical admissions
(34,473 last year)

1278 online admissions
(1751 last year)

467 films
(571 last year)

66% of film screenings were British independent or international
a notable decrease from 79% last year

32% accessible screenings
(36% last year)

1% of your audiences completed BFI FAN audience surveys. This is the snapshot from the sample:

2% Aged 25 and under

11% LGBTQIA+

36% D/deaf and/or disabled

55% Female

4% Black & Global Majority

7% Working-class

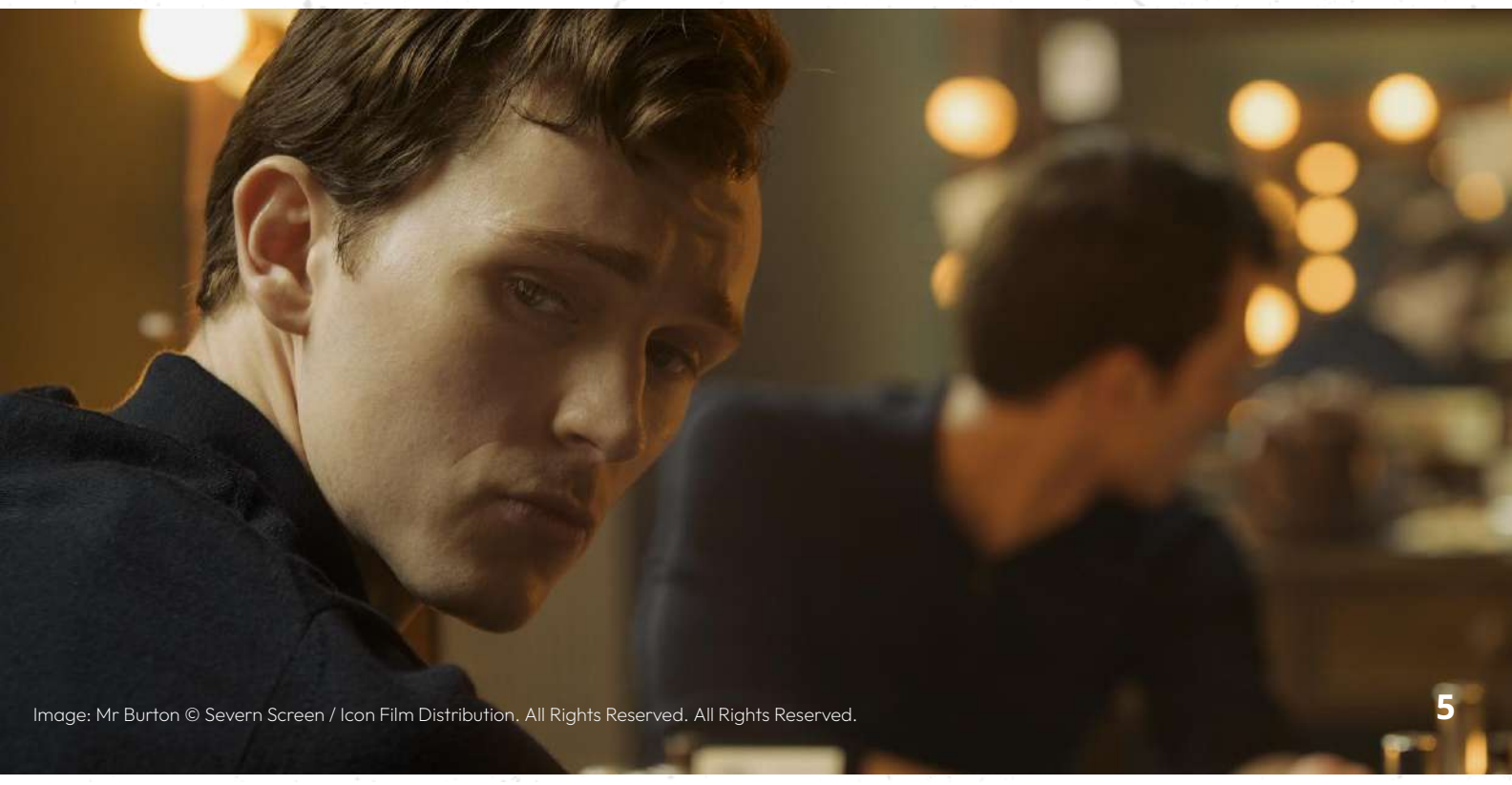




Image: Torch Theatre

Torch Theatre

Alongside their main cinema programme of blockbusters and independent films, the Torch hosted three cinema celebration seasons from September 2024 to March 2025 showcasing work in celebration of Black History Month (working with Black and Global Majority artists), LGBTQIA+ History Month (with Pembrokeshire Pride) and the International Day of Persons with Disabilities (with Craidd).

These seasons included consultation sessions, as well as screenings of independent films made by and featuring people with lived experience of being a member of the Global Majority, the LGBTQIA+ community and / or living with disability. They hope to strengthen relationships with local audiences, building a welcoming programme of independent cinema in collaboration with partners across Wales.

[Watch their case study here.](#)

“I watched Foxy Brown and The Heroic Trio. It was fantastic to be able to see these relative rarities on the big screen. Great initiative to highlight women's role in action films from around the world!”



**Chapter Arts Centre
Audience Member**

Made in Wales Supported

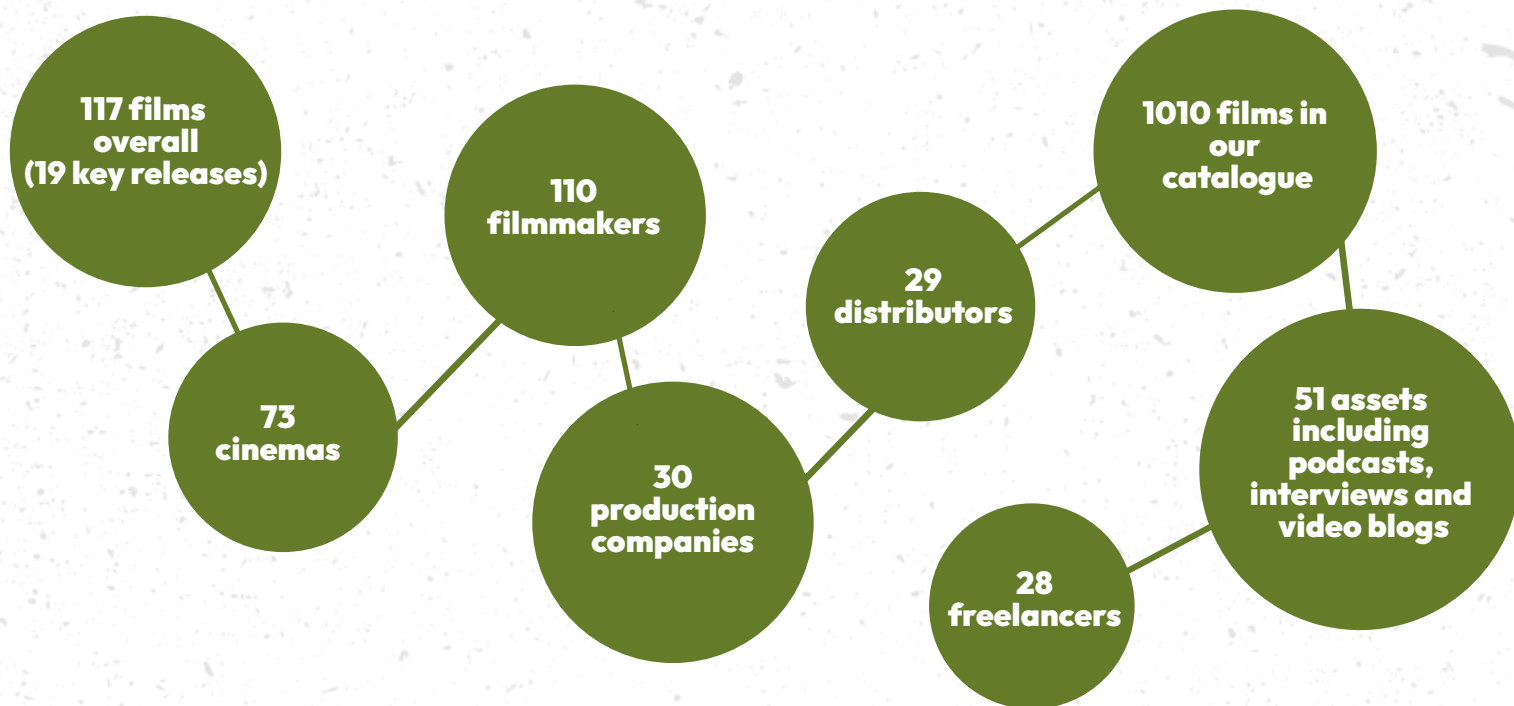


Image: Comrade Tambo's London Recruits © Barefoot Rascals. All Rights Reserved.

Spotlight: Comrade Tambo's London Recruits

We worked with production company Barefoot Rascals to support film which had a self-distributed 'people's release' on November 22, 2024 across Wales and the UK in partnership with community activist organisations and trade unions.

We launched a suite of assets including:

- Wales' first black female councillor and powerful advocate for ethnic minority women in Wales, Gaynor Legal and award-winning documentary filmmaker Prof Florence Ayisi talk about the film and the history of apartheid in Wales in an audio podcast, Q&A video, and social media clips.
- Maya Pillay - British/South African actor, writer, activist and director of inclusive children's literary project (Books from Herbie) wrote an article about the film's themes.
- The film features in our catalogue and preview room and a support pack provides advice and suggestions for exhibitors.

"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 stuff I don't know about in the background."

- Director Gordon Maine

Member Spotlight

Diversity & Inclusion: Sheba Soul Ensemble

The Fly Freedom! project hosted 2 intimate and inclusive ‘pay what you can’ events in Abersytwyth and 1 online, to celebrate Black and global majority women. The programme included a selection of films directed by Black women around the theme of freedom such as Euzhan Palcy’s Ruby Bridges.

They built a relationship with Aberystwyth Arts Centre during a global majority artists art exhibition, hosting a screening directly following the launch, followed by a creative writing workshop.

Between 60-84% of the audience in attendance were Black/ global majority and the sessions generated deep debate on the subject of race and equality. [Watch their case study here.](#)

“The film was engrossing and the discussion either side informative and thought provoking. It was a fulfilling way to spend a few hours on a Sunday. I wish there were more such events.” - Sheba Soul Audience Member

Screen Heritage: Oed Yr Addewid

We worked with the National Library of Wales Screen and Sound Archive to release a new scan of 2000 Welsh language BAFTA winner Oed yr Addewid Directed by Emlyn Williams. The film is accompanied by English and Welsh descriptive subtitles for the first time, as well as a new trailer.

The Archive created a pack to support exhibitors with programming advice and tips to promote the film’s Welsh connections. At FHW we also commissioned a creative response to the film’s themes from writer Diffwys Criafol and released press, securing radio and print coverage for upcoming screenings. [Find out more and book the film here.](#)

Young Audiences: Taliesin Arts Centre (Swansea University)

Taliesin launched a new 35-week community-led scheme for young people and families in Swansea, Taliesin’s ‘Connecting Up project’ introduced a young programmer group to creative industry workshops, masterclasses, venue/festival go-sees, plus programming and event management training – all designed to make the cinema experience for young people more welcoming.

Working with a Young Audience and Engagement Coordinator and city partners, the group acted as a critical friend for the venue’s engagement work and consulted with young people about the venue’s future. They screened films such as Anora, Heretic, Nickel Boys, Queer and under-26s made up 30% of admissions—almost double their seasonal average.

“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. I’ve thought about it many times in the two decades since then and spent over ten years on and off looking for the iconic piano piece that is such a central part of the soundtrack. Thank you for the opportunity to see it again.”

– Audience Member at Galeri Caernarfon



Image: Cardiff Animation Nights 2024-25

Member Spotlight: Socio Economic Champion

The BFI FAN Socio Economic Champion, Linea Pettersson has been busy preparing a short film tour in late 2025 celebrating working-class filmmakers (more coming soon), as well as meeting with BFI FAN members UK wide to support engagement with working-class audiences and people on lower incomes.

The 'Reducing Socio-Economic Barriers' resource is regularly updated monthly with information on ticketing, funding and more, including an article based on the recent DCMS 'What Works' report.

TAPE Community Music and Film led the second year of the Neighbourhood Cinema project in weekly co-collaboration with their Media Club. In Llangefni (Ynys Môn), Mencap Môn led three screenings at Oriol Môn aimed at the Learning-disabled community and their carers. At the Luxor Llanfairfechan, they have proudly reinstated their independent community cinema after 60 years and ran a series of five films. They plan to add a second screen in 2025. TAPE ran a series of 17 films in Colwyn Bay, including screenings at their Coastline Film Festival.

The Media Club which includes young people from Pengwern College, a local additional learning needs resource, have become confident at programming and hosting screenings. The 'Cinema Paradiso Film Club' has been launched as a result, which will run monthly screenings beyond the life of the project, via a new cohort of local volunteers. Llangoed Village Hall have also commenced screenings, led by a new group of volunteers with a special interest in community cinema. They've already been to the ICO programming course in London and are linking with local charities and creative arts organisations. Screenings are also in discussion at an additional site in Penmachno.

Member Spotlight: Neighbourhood Cinema

"The spotlight programme, with amazing support from TAPE and FHW, has given the village their cinema back!"

- Luxor Cinema Llanfairfechan



- 18 x bursaries
- We networked (at least!) 337 times
- 111 films were added to the preview room
- 1 x Hub Helo training event
- 1 x Welsh film preview day
- 4 x Film Forum - Quarterly programming get togethers
- 3 x video case studies published
- 27 web resources uploaded including the BFI Sustainable Screen Programme and Creative Evaluation Toolkit For Cinemas.



Spotlight: Skills

Members attended events across the UK from the ICO Screening Days, to BFI FAN CON and the UKCA cinema conference, as well as participating in training courses like Programming and Accessibility across the board with the ICO and festival attendance at Sheffield Doc Fest and the Sydney Film Festival. 25 members also came together for Hub Helo, our annual peer-to-peer event where we covered sessions from intersectionality with Iris, to 'keeping it cool' for young audiences with Cellb.

More information:
[Find out more about all of our projects here.](#)

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