



Made in Wales Highlights 2025-26



It's been another big year for films with Welsh connections. We've supported promotions around 13 key Welsh releases via the Made in Wales (MIW) project. From Brides to The Road of Excess, 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 2025/26:



CHAPTER



We Supported

99

Cinemas

(40 new)

210

Filmmakers

(91 new)

68

Production
Companies

(28 new)

66

Freelancers

(18 new)

134

Assets such
as podcasts
& interviews

(32 new)

61

Distributors

(26 new)

1120

Films on our
online
catalogue



Spotlight: Brides

We worked with VUE Lumiere on the release of ie ie Productions' Brides, offering an in person preview for Hub members. We filmed a Q&A for use in cinemas and podcast with Welsh producers Catryn Ramasut and Alice Lusher, Community Leader at Wales Somaliland Link Ali Abdi and hosted by 17-year-old Zaynab Ahmed. We also commissioned editorial by Hadeel Alfaraj whose own journey as an asylum seeker led her to work with Swansea Asylum Seekers Support. Find the full assets on The Whole Story.

Key Releases*

- * [Havoc](#)
- * [The Ballad of Wallis Island](#)
- * [The Salt Path](#)
- * [Protein](#)
- * [The Road of Excess](#)
- * [Brides](#)
- * [The Man in My Basement](#)
- * [Fires of the Moon/Tanau'r Lloer](#)
- * [Still Pushing Pineapples](#)
- * [H is for Hawk](#)
- * [Rabbit Trap](#)
- * [Madfabulous](#)
- * [Effi o Blaenau](#)

*This includes planning phases and promotion post-release, not all films released 25/26.



Spotlight: [The Road of Excess](#)

We worked with producers at Mito Studio on the release, which coincided with World Mental Health Day. Assets included a video and audio interview with Matt Pritchard (Dirty Sanchez), which were offered to cinemas and then released on [Youtube](#) and [Buzzsprout](#). Shorter clips for social media were also created, generating some of our highest engagement to-date. Ed Arthur and Ben Falk filmed additional interview questions with Swansea-born director Jamie Jones for social media promotion leading up to the release.

At the box office

We commissioned Toki Allison to write a report analysing data from 16 films with Welsh connections released between March 2024 and April 2025.

- All **16 films** released theatrically in the UK
- **5 (out of 16)** films had no theatrical or Home Entertainment release outside of the UK
- The **13** titles with available data accounted for **£1.18m** in box office takings across the UK & Ireland. **2** titles achieved above **£250k** box office, and a further **3** titles achieved over **£100k**
- **35%** minority directors
- **10%** minority producers
- **30%** minority writers
- **45%** minority lead actors
- **30%** female directors, **35%** female producers, **25%** female writers, **47%** female lead actor
- **0** bi-lingual film
- **0** Welsh language releases.

Spotlight: The Future of Welsh Film Survey

Film Hub Wales members told us in consultations meetings that they needed a platform to represent their views on Welsh film. So we undertook a survey with a sample of Welsh film exhibitors, filmmakers, Welsh screen industry organisations and distributors to gather thoughts anonymously on a number of areas, including challenges and opportunities, in the hopes of supporting the future work of Made in Wales as well as vision for the wider Welsh film industry itself. A small group went on to meet with Welsh film funders, with a themed podcast set to release in 2026/27.

“87% of respondents feel that there not enough films made in Welsh and there are not enough films about life in Wales”

“97% of Welsh filmmakers told us that it was important to them that their film was seen on a big screen,”

Preview Days

2

in-person event at
Pontio Arts Centre
and Gwyn Hall

37

programmers
attended from 18
venues Centre and
Gwyn Hall

4

features
screened

6

shorts / clips
screened



“BRILLIANT! The best Welsh language film I have ever seen. Thank you!” - **Programmer**

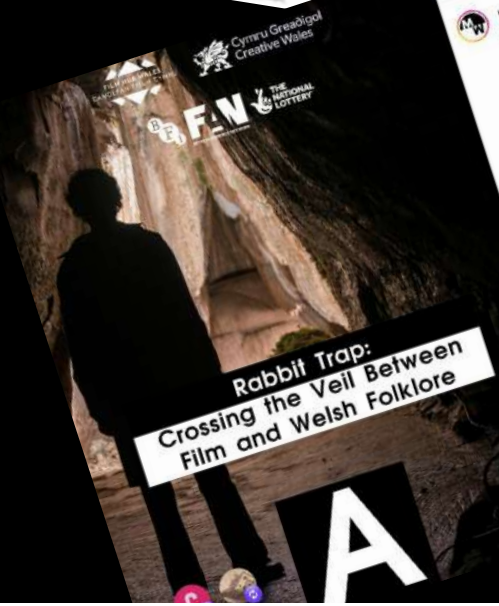
Spotlight: Fires of the Moon/Tanau'r Lloer

The only Welsh language release in the period, Fires of the Moon was self-released by director Chris Forster and producer Patrick Young (Opra Cymru) on November 15, 2025 with simultaneous premieres in South Wales (Chapter) and North Wales (Pontio). Following a preview in 2024/25, we focused on venue promotion. We also commissioned opera critic and writer James Ellis to review the film, putting the unique Welsh-language opera into cinematic context for readers. We also asked actors Elin Pritchard and Huw Ynwr to record Welsh and English language clips to boost promotions.



Welsh Talent

We supported **210** filmmakers in total (**91** 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, plus Nation Magazine and Get the Chance to create editorial pieces that offered a different perspective on new film releases, from writers with lived experience. For example Russ Williams' piece on [Rabbit Trap, crossing the veil between film and Welsh folklore](#). This 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 2026](#).



Spotlight: [Havoc](#)

As the film released via Netflix with only two public screenings in Wales and no wider theatrical run, we were unable to connect the film to cinemas. However, as the largest feature ever shot entirely in Wales, we wanted to ensure that director Gareth Evans and production company Severn Screen were celebrated, noting their connections to Wales. We [created assets](#), including a 33-minute video interview and 46 min audio podcast, filmed during the live Bafta Q&A at Chapter, with social clips for Instagram.



What's next for Made in Wales?

- ★ The 2026/27 calendar looks equally packed with at least 25 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 and wider magazines to commission articles, profile Welsh films and champion new film writers
- ★ We will commission research into 25/26 film releases, to explore box office performance
- ★ We're making plans for an in-person Preview Day
- ★ Film Hub Wales will be celebrating 130 years of cinema in Wales with Made in Wales assets including a curated list of some of the seminal Welsh films and a themed podcast on the future of Welsh film

2026/27 Releases:

- [Gentle Angry Women](#)
- [Fairyland](#) (29 May)
- [Madfabulous](#) (5 June)
- [Effi o Blaenau](#) (19 June)
- [Mermaid Beach](#) (20 July)
- [The Scurry](#) (TBC)
- [Black Church Bay](#) (TBC)
- [On The Sea](#) (TBC)
- [Out There](#) (TBC)
- [Proud](#) (TBC)
- [Lady](#) (TBC)
- [Learning to Breathe Underwater](#) (TBC)
- [House of America - 2026 30 years since release](#) (TBC)
- [Under Milk Wood Re-release](#) (TBC)
- [Stuffed](#) (TBC)
- [Smoking Shores](#) (TBC)
- [Mission](#) (TBC)
- [A Colt is My Passport](#) (TBC)
- [Let's Love](#) (TBC)
- [Dragged to Church](#) (TBC)
- [Dirty Squatters](#) (TBC)
- [Unspeakable](#) (TBC)
- [Bubbles](#) (TBC)
- [The 7th Man](#) (TBC)
- [Lluest](#) (TBC)
- [Onwards and Sideways](#) (TBC)

Follow us: [MIW Channels](#)

As well as the MIW podcast, you can now find us on Instagram, 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.

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Image: H is for Hawk @ Lionsgate UK

