



# Film Hub Wales

Highlights 2013-2026



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 in its 14th financial year. Take a look at what just a selection of what we've achieved together along the way.

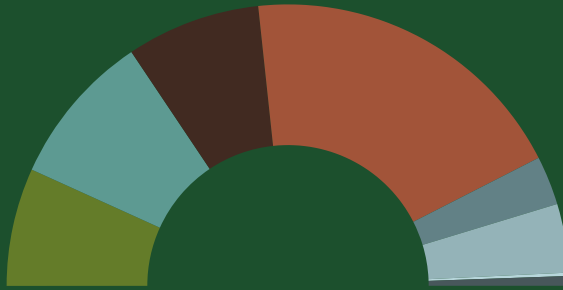
**Love,**

The Film Hub  
Wales Team



# Network

266 Welsh Exhibitors



- FT cinemas (independent and commercials) (13.53%)
- Mixed Arts Centres (17.67%)
- Film Festivals (15.41%)
- Community Cinemas / Film Societies (38.35%)
- Pop ups (5.64%)
- Other (networks, galleries, education, museums etc. with PT film programmes) (7.89%)
- Archive (0.38%)
- Touring (1.13%)



- **193 members**
- **243 training bursaries**
- We networked **2681** times (that we counted!)
- Members benefitted from one-to-one training or advice **2477** times
- We created **49 online resources / guides and 17 case studies**
- **48 Courses / Events**
- **16 pieces of audience research**
- **20 Welsh Film Preview Days**
- **1 x online Preview Room with 653 screeners**
- **490 Cinema for All & FHW equipment hires**

## **Audience Research**

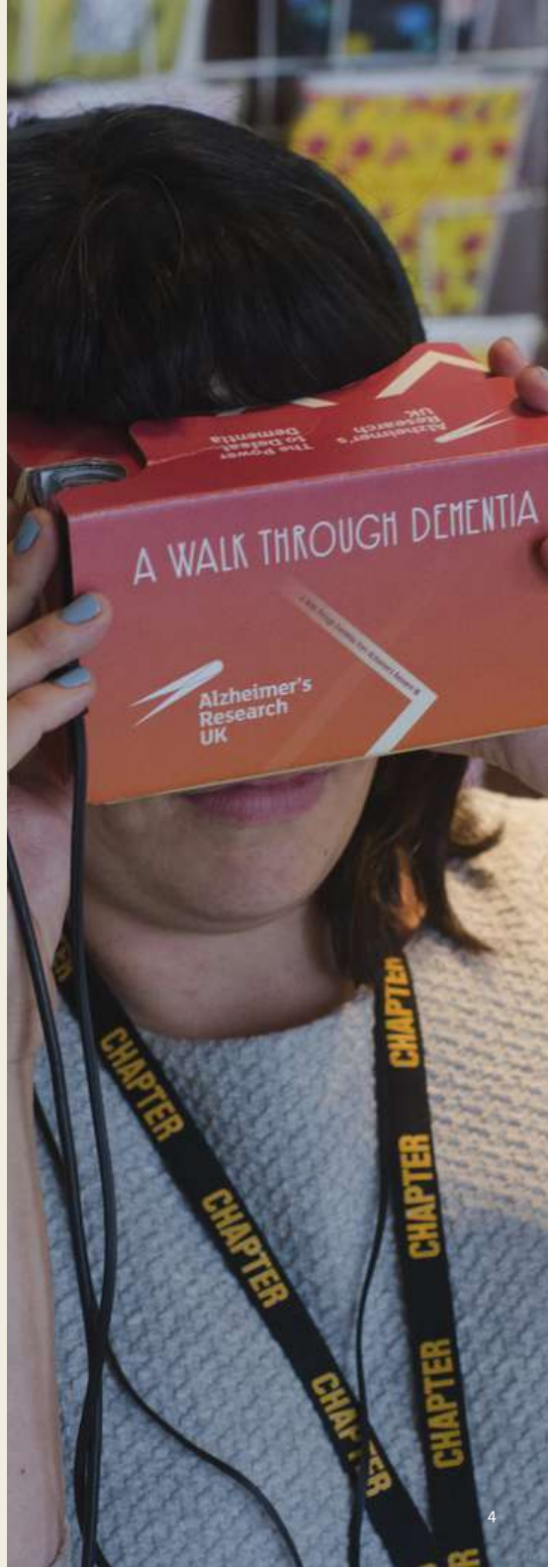
We commissioned 16 pieces of exhibition related research and development, ranging from the performance of Welsh film at the box office, to the landscape of film education in Wales, an audit of rural cinema and how to unlock Welsh film heritage.

## **Skills**

With the aim of supporting our exhibition members to build skills and confidence, we've offered 48 in person and online training courses, including a quarterly film programming forum, a 'Biodiverse Big Screen' environmental programming tool and inclusion sessions such as Programming by and for Minoritised Communities. We also developed 49 online resources such as how to programme short films and run outdoor cinema events. We've supported exhibitors to attend events and courses of their choosing 243 times, 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, advocating for cultural film investment such as in the [Future of Welsh Film survey and podcast](#). We also work 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.



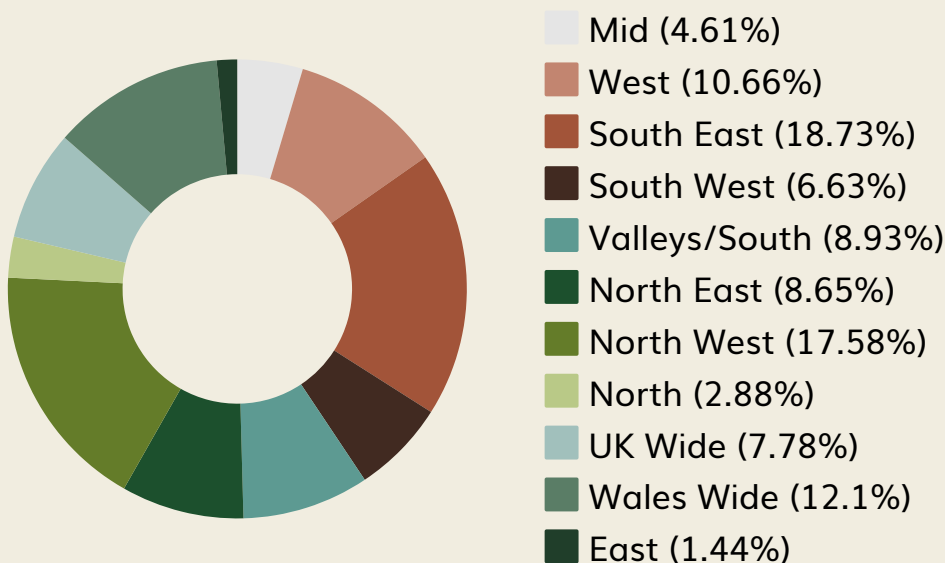
## Spotlight:

### Welsh Film Preview Days

Since 2013, Film Hub Wales has hosted 20 Welsh Film Preview Days at locations across Wales with screenings of upcoming Welsh-made or Welsh-language films designed to give Welsh film the best chance of securing theatrical screenings in cinemas. 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.



- **410 Projects**
- **758,692 Audiences**
- **£3,876,196 leveraged for exhibition**

# Spotlight:

## Off y Grid (2016 - 2026)

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. During 25/26 Cellb organised a tour called 'Em Taith', celebrating the work of Welsh film pioneer and OYG member Emyr Glyn Williams.

## 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 and in 2025 we worked with them to create a new print of Oed yr Addewid which toured across Wales.

## 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 Gorffeno!, 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**

2017 - 2023

# Inclusive Cinema

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](#).



Image © Tree Top Films. Opening Doors at Loudoun Square Culture and Media Centre, Cardiff 2016.

# 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:

### 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.

### 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.

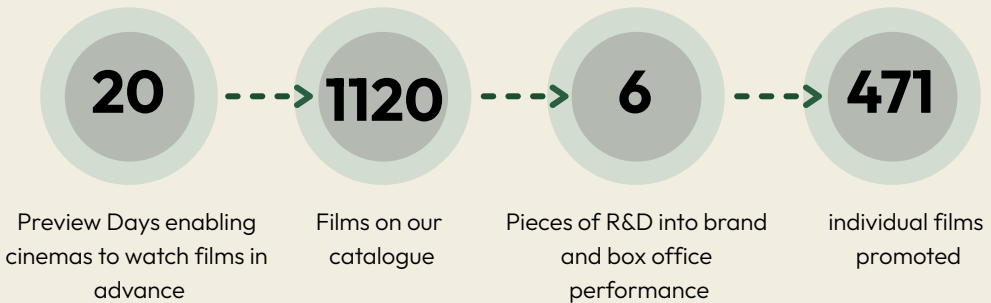




## Spotlight:

# Made in Wales 2013 - 2026

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 five 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 2021-26 with the support of Creative Wales for our Made in Wales Project Manager, we've supported:**

**155**

Cinemas

**597**

Filmmakers

**355**

Production Companies

**66**

Freelancers

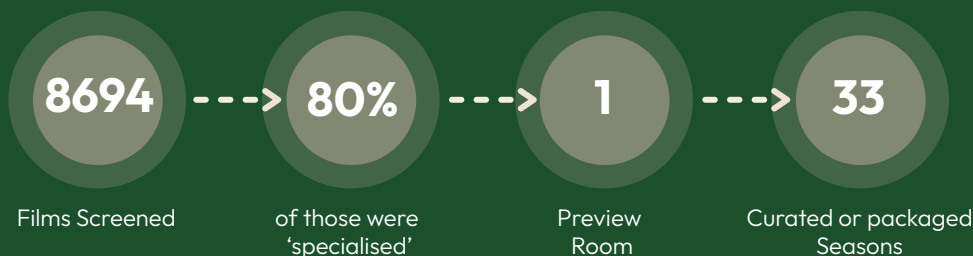
**134**

Assets including podcasts, interviews and video blogs

**211**

Distributors

# 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

- Britain on Film Coastal

## 2019/20

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

## 2023

- Powell & Pressburger

## 2025

- Melodrama

## 2017/18

- Anim18

## 2021/22

- Film Feels
- BFI Japan
- New Directions

## 2024

- Art of Action

# 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.

## 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. 504 programmers have signed up with a total of 653 films offered to date. Most watched previews include Robot Dreams, Femme, The Shepherd and the Bear and Two Tickets to Greece.

“Thank you so much for expanding this to the wider FAN membership... 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).

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