

## Made in Wales Brief for External Consultancy

### Introduction

Through our 'Made in Wales' strand, Film Hub Wales (FHW) celebrates Welsh stories on screen. Our ambition is for Welsh film to stand regularly alongside quality independent and foreign language titles worldwide.

### The Brief

FHW are seeking external consultants to research and develop the idea of a Made in Wales brand, for films with Welsh connections.

Building on the work of FHW to date and with the support of over 25 [industry partners](#) (including BAFTA Cymru, Into Film and Ffilm Cymru Wales), our aim is to explore how we might increase awareness of Welsh screen content and deliver this message to digital generations.

This scoping work, which is supported by Clwstwr Creadigol via Cardiff University, might include:

- 1) Learning from other UK and international models of delivery,
- 2) Exploring the idea of Welsh identity, how we tell stories and how this might be harnessed to reach audiences,
- 3) Looking at data gaps, trends and case studies to explore how we might use data to reach audiences.

### We anticipate that your proposal will cover:

- An initial meeting/phone discussion with the Hub team and partners to map out need,
- Liaison with partners,
- Research and analysis of data,
- Collation and presentation of a concise report with key case studies.

### Timescale

- October – commission,
- November – appointment / work commences,
- April 2020 - completion.

### Budget

The total sum for this work, inclusive of VAT and expenses is £ **£10,000**. Please provide a clear outline of breakdown of costs, detailing against activity.

### Organisation criteria

This work may be undertaken by an individual, organisation or team. Individuals or organisations may work together to combine skills. Where work is undertaken by a group, there must be a clear designated lead. The consultant(s) providing a quote for the brief should be able to demonstrate:

#### Essential:

- Proven experience of innovative research, evaluation skills, data analysis and design,
- Ability to bring independent perspective to the development of this brief,

- Strong consultative skills,
- Excellent communication skills,
- Proven successful partnership development work,
- Value for money,
- An understanding of equal opportunities and inclusion,
- Technical knowledge of applications to support the consultancy process.

### **Desirable**

- Full driving license (travel is unlikely but may be required),
- An understanding of brand awareness and marketing campaigns,
- Working knowledge of film and audiences,
- An understanding of the Welsh screen industry /culture,
- Welsh speaker.

### **How to apply**

Please submit a short written proposal that includes:

- Your approach to the brief,
- Details of the individual/s who will work on the project,
- An outline of previous experience in this area of work and an example of this work,
- Two references from previous/similar work,
- A budget, inclusive of VAT and expenses.

Proposals should be sent by email to:

*Hana Lewis*

*hana@filmhubwales.org*

*Please mark the subject line in the e-mail "Made in Wales Consultancy"*

Closing date for proposals is Friday 15th November. Organisations may be invited to discuss in person.

Queries should be addressed to [hana@filmhubwales.org](mailto:hana@filmhubwales.org) or 02920 353740.

## **APPENDIX**

### **About Film Hub Wales**

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#### **More People, More Places, More Films.**

Film Hub Wales (FHW) is one of 8 UK wide 'hubs' funded by the BFI (British Film Institute) to form the Film Audience Network (FAN), with Chapter appointed as the Film Hub Lead Organisation (FHLO) in Wales. We work with over 300 Welsh cinemas, arts centres, community venues, societies, festivals and wider film practitioners to develop inventive and inclusive ways for all people in Wales and the UK to access British independent and international cinema, regardless of the barriers they may face. We've been proud to develop projects such as [Anim18](#), [Roald Dahl on Film](#), and [the Queer Film Network UK](#).

We are also proud to lead the BFI FAN [Inclusive Cinema strategy](#) on behalf of the UK, working to develop equality and representation on screen, in the audience and behind the camera.

For information about some of our work to-date, please see our [FHW highlights](#).

## About Made in Wales

In 2014, FHW launched a [Made in Wales Strategy](#) designed to celebrate Welsh identity, language and culture through film, year-round. This was a new approach designed to underwrite the risk for exhibitors, who needed time to engage the audience and support filmmakers with theatrical routes in Wales. Four years on, many sites offered Welsh film confidently as part of the core programme but a number of key strategic issues held us back, including:

- Lack of data outlining the performance of both Welsh titles and audience patterns in Wales,
- Lack of information on content with Welsh connections, limited releases or short lead in times,
- Welsh industry partners were working in isolation and lacking a central space or brand that could raise the profile of Welsh screen content from film, to high end TV or animation.

To explore these issues further and develop strategy for next four years of Film Hub Wales, we undertook a [Welsh film review](#) in 2017 with Bigger Picture Research and our partners in exhibition, production and distribution. Looking at data across the 70 films we had supported at this time, we confirmed that 24 of which would not have had a theatrical release without the scheme.

## What is Welsh Film?

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FHW supports organisations who show a year round commitment to independent film<sup>1</sup>, including Welsh film, which can be split into the following headings:

- 1) **Screen heritage** - professionally made feature films, shorts and documentaries whose rights are held by screen archives, e.g. *The Life and Times of David Lloyd George* (1918) or amateur footage held in personal collections,
- 2) **Feature films and documentaries:**
  - a. involving Welsh film talent (director/ producer/ writer/ principal cast) e.g. the films of actor [Ray Milland](#),
  - b. made by production companies or filmmakers active in Wales (including those made with Welsh agency or Government funding) e.g. [Orion: The Man Who Would be King](#) (2015),
  - c. Set in Wales, or that deal with Welsh stories, events or people e.g. *Tiger Bay* (1959);
  - d. Made in the Welsh language e.g. [Yr Ymadawiad](#) (2016),
  - e. Set in Wales or deals with Welsh characters, events or situations (real or imagined). e.g. *Pride* (2014)\*

## 3). What we do at FHW to support welsh film

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1. We offer financial support to exhibitors programming films with Welsh connections,
2. Since 2013, we have held 10 Welsh film [Preview Days](#) in 8 different locations across Wales. enabling exhibitors to see films in advance, network and support programing,
3. We offer a [preview room](#) for Hub members where they can view Welsh film screeners

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<sup>1</sup> Examples include: foreign language films with subtitles, documentaries, classic or archive films, films that are hard to pigeonhole, films that tell a story in an unconventional, challenging way, films that are experimental with cinematic techniques or films that make you think they aren't purely for entertainment. The BFI will be launching a searchable film catalogue in 2017.

online,

4. We send out regular **newsletters** containing updates on releases,
5. We **talk** regularly with distributors, filmmakers and agencies such as Ffilm Cymru Wales and Wales Screen on upcoming releases, passing information through to the network,
6. We run a **young programmers** schemes, offering opportunities for young audiences to feedback on Welsh films,
7. We offer a **[Made in Wales](#)** section on our website where a catalogue of Welsh films are listed, including centrally curated packages such as [Santes Dwynwen](#), [Ray Milland](#) and [Stanley Baker](#).
8. We generate **regular meetings** between the wider film organisations in Wales, from training to production, to develop central approaches to Welsh film marketing that boost profile for new releases and offer added value activity,
9. We create curated **film packages** where there is thematic demand,
10. We offer **national and regional promotion** of Welsh film, where this activity will potentially generate additional audiences.