

# Support for Filmmakers and Distributors

## What is Film Hub Wales?

Film Hub Wales (FHW) celebrates cinema. We support organisations that screen films, from film festivals, to societies and mixed arts centres. Working with over **315 Welsh exhibitors**, we aim to bring the best British and international film to all audiences across Wales and the UK.

FHW is one of eight UK-wide 'hubs' funded by the British Film Institute (BFI) to form the **Film Audience Network (FAN)**, with **Chapter** as the Film Hub Lead Organisation (FHLO) in Wales. You will find other hubs in London, the Midlands, Northern Ireland, the South West, Scotland, the North and the South East, who we also work with on UK-wide film initiatives.

Since 2013, we've supported over 250 screening projects at cinemas and festivals. We are also proud to lead the UK **Inclusive Cinema** strategy on behalf of BFI FAN.

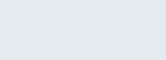
While we don't fund filmmaking, we always want to hear about films with Welsh connections. We want to give them the best chance of success by supporting their route to exhibitors and audiences. This factsheet explains how we do this.



Image © Save the Cinema, Sky Cinema

To read more about our work to date, see our highlights [here](#)

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## How do we support Welsh film?

**“What these films need is cultural engagement and visibility”**

- Filmmaker

At FHW we celebrate our national identity, language and culture on screen, through our Made in Wales (MIW) strategy.

Since 2013, we have supported the exhibition of over 400 unique Welsh features, many of which would not have otherwise had a theatrical release. Over 30 films with Welsh connections released in 19/20 and at least 8 are released on average annually. Many of these self-distribute. We invest into projects exhibiting Welsh film (such as a year of Welsh film at the **Phoenix Ton Pentre**) and have improved audiences for self-distributed Welsh film titles by 23%.

We work with exhibitors on the following Welsh film activities:

- 1** **Welsh Film Preview Days** enable exhibitors to see films in advance, support wider programming and discussion (subject to the availability of suitable and sufficient content within a practical timeframe). We have held 15 preview days in 11 different locations across Wales. **“Without seeing the film at the Preview Day we probably would not have screened this film.”** – Film Hub Wales Member
- 2** We offer an **online screening room** for UK BFI FAN Hub members where they can view Welsh film screeners between Preview Days
- 3** We send out regular **newsletters** containing updates on film releases
- 4** We support **Young Programmers** groups across Wales and offer opportunities for young audiences to feedback on Welsh films.
- 5** We talk regularly with and share information via **distributors, filmmakers and partners** such as Ffilm Cymru Wales, INTO Film and Wales Screen.
- 6** We offer a **Made in Wales** section on our website, where a catalogue of over 1000 Welsh films are listed, including centrally curated packages such as **Queer Love** and **Women's History Month**.
- 7** We offer **financial support to exhibitors** to help promote Welsh-made, Welsh language and archive film.
- 8** We run **'The Whole Story'**, a series of interviews, podcasts and more, designed to boost film marketing campaigns.

## How can FHW support my film and what information do I need to supply?

If you are making, or have made a Welsh film and would like us to promote it to exhibitors in Wales (and the UK where relevant), please fill in this [form](#).

We will ask you for the following information:

- Contact details, film synopsis and genre,
- Is the film F-Rated and/or passed the BEATS, Bechdel or Riz tests,
- Representation of marginalised people within the cast and crew,
- Production details and Welsh connections (director, writer, producer, on-screen talent, locations, funding)
- Technical details (running time, certificate, language and exhibition formats, including accessible formats),
- Release and booking details,
- Images, trailer link, marketing and/or any educational materials.

## What is Welsh film?

### 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.

### Feature Films, Documentaries and Shorts

- Involving Welsh film talent (director/ producer/ writer/ principal cast) e.g. the films of actor **Ray Milland**.
- Made by production companies or filmmakers active in Wales (including those made with Welsh agency or Government funding) e.g. **Eternal Beauty (2020)**.
- Set in Wales, or that deal with Welsh stories, events or people e.g. **Tiger Bay (1959)**, Made in the Welsh language e.g. **Yr Ymadawiad (2016)**.
- Set in Wales or deals with Welsh characters, events or situations (real or imagined). e.g. **Pride (2014)**.

## FAQs



**Can you help fund my film?**  
Film Hub Wales are unable to offer financial support for film production, development and distribution, including film premieres. Please see other useful partners below.

**Will you help distribute my film?**  
FHW cannot function as a distributor/booker due to the size and remit of our team.

Once we have received your film to exhibitors, we will encourage them to book directly via your booking contact.

**Can you give me the contact details of Welsh cinemas?**  
We work with a very large network of cinemas and, for data protection reasons, we are unable to release contact lists. We are very happy to forward information on your film and encourage them to contact you.

**When should I send you information on my film?**  
Many FHW members programme three months in advance, so receiving this information in good time is important in supporting the theatrical window. Advance teasers and diary markers are welcomed, even if release dates change. Most cinemas in Wales have one screen, meaning Welsh films share screen space with theatre, mainstream cinema and external hires. This is another good reason to share information in advance.

**What if I don't hear from the cinemas?**  
There is demand for Welsh film exhibitors but bear in mind that they often only have one person working on the programme. This person may also be the General Manager, Marketer and Front of House operator, and some have to respond to hundreds of requests for film bookings every month. Please be patient if they don't get back to you immediately.

**Can I become a FHW member?**  
FHW was set up to support the film exhibition sector in Wales. Our membership and financial support is open to cinemas, arts centres, community venues, societies and other organisations that screen films for audiences. If you are a filmmaker, distributor or other film practitioner, you are not eligible for FHW membership but we are always happy to talk about how we can help.

**Do you only support new releases?**  
We encourage members to book Welsh features, shorts and archive from across the decades! Our **Made in Wales** catalogue contains the booking details for a wide range of Welsh films, and we regularly support members with Welsh film seasons.

**Can you promote the crowdfunding for my film?**  
Yes, if the film is of interest to our members. Please send us the details and we will share across our social network.

Please see our [website FAQs](#) for more information.

## Other useful partners

**Ffilm Cymru Wales (FfCW)** is the lead body for film in Wales. They support Welsh or Wales-based writers, directors and producers with development and production funding, assistance and mentoring. They aim to bring filmmakers and audiences together to see films in venues. They promote the use of film in education and community regeneration, producing resources in conjunction with teachers to aid literacy and learning.

**British Film Institute (BFI)** is the lead body for film in the UK. They award Lottery funding to film production, distribution, education, audience development, market intelligence and research.

**BFI Network** is a nationwide collaboration to develop filmmaking talent. They help new writers, directors and producers on the way to their first feature.

**Wales Screen** encourages film and television productions to use locations, crew and facilities throughout Wales. Part of the Welsh Government's Creative Industries Sector team, Wales Screen assists productions on a practical basis, ensuring their spend within the Welsh economy is maximised.

**INTO Film** gives every young person aged 5 to 19 in the UK the chance to experience film creatively. They support teachers and educators in their use of film, offer extra-curricular film clubs, training and events across the UK.

**BAFTA Cymru** celebrates the best of the TV and film industries in Wales, via the annual academy Cymru awards, supporting creative talent and operating a recognised festivals list, all backed by a creative industry membership.

**Creative Wales** is an agency set up within Welsh Government in early 2020 and plans to build on existing success and develop new talent and skills – positioning Wales as one of the best places for creative businesses to locate and thrive.

**Screen Alliance Wales** is based at Bad Wolf Studios and provides useful information for people working in the film and TV industry in Wales, promoting talent, educating young people and working with production companies to source services.

If you have any questions about MIW, please contact:

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