



COMPANY SUPPORT
GUIDELINES
2018

OVERVIEW

Ffilm Cymru Wales is committed to supporting Welsh talent and to contributing to a thriving and diverse indigenous film infrastructure across Wales. As part of this, we offer our Company Support programme for innovative and promising Wales-based production and/or distribution companies to facilitate their further innovation, improve audience reach and enable company growth.

We are looking to support forward thinking companies that have a clear commitment to feature film as part of their overall business model, and where our funding and support can make a real difference to the company's progress.

Ffilm Cymru Wales is seeking to help foster production and/or distribution companies with a strong sense of identity who are dedicated to developing strong film projects and nurturing distinctive Welsh talent. Successful companies will be able to demonstrate their desire to work with partners in the UK and internationally; their ability to leverage finance and have a clear sense of direction for building a sustainable business. This should include clear thinking around how to maximise the value developed from their intellectual property and early consideration of identifying and developing tailored audience reach strategies in today's marketplace.

WHAT WE'RE OFFERING

Lottery funding is available for the Company Support programme on a de minimis basis. There is no minimum award amount set, but we'd expect awards to be in the range of £30,000- £80,000 per awarded company.

The funding will be disbursed through two routes:

- (1) Open-calls, as and when advertised.
- (2) By invitation. Eligible companies may be invited to apply by Ffilm Cymru Wales on a rolling-basis throughout the year, as and when a specific opportunity to develop innovation, audience reach and company growth potential arises, enabling a quick, flexible and iterative approach to company development.

'By invitation' opportunities may be identified through our Magnifier approach; through companies using their initiative and bringing potential opportunities directly to our attention, and/or through day-to-day business.

Any award will ordinarily be paid in 2 equal instalments, the second after an agreed review of implementation and impact.

Funding will take the form of an interest-free loan (see Repayment section).

WHAT WE'RE LOOKING FOR

Is your company:

- Established in or clearly developing exciting talent relationships with writers, directors and/or co-producers relevant to feature film?
- Are you market aware – focused on developing the right product at the right time, with a clear sense of whom and where your audience is and how to reach them?
- Do you consider all appropriate avenues for developing your intellectual property across the audio-visual, arts, format and education landscape, as relevant?
- Are you innovative and digitally aware, making the most of distribution, exhibition and event opportunities, building your audience and testing your market?
- Are you building, or keen to further, links to financiers, sales, distribution and exhibition contacts?
- Are you ready to take your company to the next step, but in need of some extra capacity – perhaps extra personnel, more resources to acquire product, a greater focus on developing collaborations with like-minded businesses, or resource to explore new digital platforms and other areas of IP exploitation?

Then this programme could be for you.

ELIGIBILITY

- Applicants must be ordinarily based in Wales (satellite addresses of companies based outside of Wales will not qualify).
- You must be able to demonstrate that film (production and/or distribution) is a key component of your business. Film does not however have to be your exclusive or main business – you might, for example, be a television or games company, also committed to film.
- Awards are open to companies producing material in any language appropriate to their business model.
- Your company should be financially viable in its own right – but ready to increase capacity and with a clear strategy of how to achieve that.
- Your company should have clear aims and objectives for the kind of product and talent it wishes to work with and the route to market to achieve these goals.
- Companies that have previously received awards can apply for further funding, provided that they can demonstrate how the funding would support clear progression for the company, either advancing developments that have been made to-date with Company Support, or developing new opportunities.

SELECTION CRITERIA

Awards will be made on the basis of companies demonstrating significant potential to improve their capacity, developing the film aspect of their business; enhancing their ability to develop the intellectual property through appropriate distribution and exploitation of allied platforms (e.g. parallel development of televisual, theatre, literary, games, and music content, where appropriate) and improving their market reach.

This funding is intended to benefit company growth potential as a whole. This may manifest itself for example in strategies to improve the monetisation of assets beyond the scope ordinarily covered by film project funding, such as R&D into alternative business models and new markets; enhanced human resource in areas not adequately covered within the company; the development of digital assets or marketing and/or exploring wider potential IP development and exploitation around existing company film assets – such as serialisation, publishing, stage adaptation, digital apps and so on. Applicants may alternatively or additionally wish to increase their project development capacity across a slate, perhaps taking on script editors, additional producing/management capacity to allow for more effective forward planning including during production phases, and improved turnover.

The intention is for funding to respond to the bespoke requirements of promising companies to further their growth and reach through film.

Successful companies will be able to demonstrate their potential for success through the experience of their key personnel; their existing or emerging company relationships and their company strategy. Their slates should demonstrate market readiness within three years in relation to their film product.

Requested funding should be appropriate and proportionate to the strategic aims of the company in relation to its film and film related business.

SUBMISSION MATERIALS

- Completed application form;
- Completed diversity monitoring form;
- Latest company accounts;
- Your company budget for applicable year(s), clearly indicating where you are allocating the requested funding.
- A minimum 3-year business plan, including their strategic, distribution and IP exploitation plans;
- An overview of the company's current slate across all media and art-forms covered, with more detail on the company's film product;
- CVs for key company personnel pertaining to film or other relevant audio-visual/art-forms in relation to the strategic plans highlighted in the application;
- Detail any other de minimis funding awarded or pending in the previous 3-years;
- A company vision statement, outlining the corporate identity, film, funding and market penetration aspirations and key talent relationships.
- Company cashflow and income and expenditure projections

AWARDS

Ffilm Cymru Wales will make any awards at its sole discretion in accordance with the guidelines detailed here. Successful applicants will be subject to contract, with awards paid in stages relating to specified conditions precedent.

WHAT WE ASK OF YOU

We will be looking from the following commitment from all companies that are awarded funding:

- That you put into practice the ambition and vision that you laid out in your application;
- That you commit to playing your part in improving the inclusivity of the sector in Wales. We'll ask you to define what works for your company, which might involve a commitment to recruit and train those who are currently under-represented in the sector such as those from socio-economically disadvantaged areas; female filmmakers; those with disabilities; improving the ethnic diversity of the workforce and/or developing the use of the Welsh language;
- That you commit to sharing your learning. We all learn from what works and what doesn't. We can collectively accelerate our learning by sharing our experience with our peers, new entrants, the wider sector and the wider public. We'll agree ways that you can help others, and gain from their experiences too. This might include being a speaker at a future Magnifier cohort, festival panel or feeding into an education resource for schools, for example.

REPAYMENT

Any funding offered is lottery finance and is provided on the basis of it being interest free and fully repayable from the company's creative intellectual property (IP) assets as a whole – including film, TV, games, publishing and interactive web content- irrespective of whether the award was explicitly used towards this area of the company's activity or whether the company was a lead, co, or executive producer. The Company Support award will be deemed to have contributed to the company's capacity to produce its creative content as a whole. 25% of the award will be re-payable in 24 equal monthly instalments.

There is no limit on the time period in which total repayment will take place and the balance of 75% to be repaid from increase in profits (as shown on annual management and statutory accounts) from date of signature of this Agreement at a rate of 20% of such increase; the Company retaining 80% of increased profits.

ASSESSMENT PROCEDURE

Applications will be assessed by the Head of Creative Business according to the criteria described above. Awards will be subject to Board approval – represented by our Chair or Vice Chair in respect of awards up to £25,000 and a quorum of members for awards in excess of £25,000.

If you have any queries, or would like to discuss your application, please contact:

Kimberley Warner
Head of Creative Business
kimberley@ffilmcymruwales.com

Completed applications should also be sent to this email address.

Selection will be based on an assessment of eligibility, the application materials and via an interview.

FEEDBACK AND COMPLAINTS

If you have any feedback or would like to register a complaint, you can find information on our Feedback and Complaints policy [here](#).

APPENDIX

STATE AID AND DE MINIMIS FUNDING

- It is your responsibility to ensure that you comply with the State Aid Rules. You must obtain your own legal advice if you require advice regarding your duties and responsibilities under the State Aid Rules.
- The “State Aid Rules” means the rules set out in Articles 107 to 1099 of the Treaty on the Functioning of the European Union (the “EC Treaty”) (or in those Articles that may succeed Articles 107 to 109), secondary legislation such as frameworks, guidelines and block exemptions produced by the European Commission derived from Articles 107 to 109, case law of the European Courts and decisions of the European Commission regarding the application of Articles 107 to 109.
- Any funding awarded under this Company Support programme will be provided in line with Commission Regulation (EC) No 1998/2006 of Commission Regulation (EC) No 1998/2006 of 15 December 2006 on the application of the EC Treaty to de minimis aid (the “De Minimis Regulation”). You will need to declare this de minimis aid you have received.

In particular you:

- Must ensure that you declare any previously awarded de minimis funding received or pending within the previous 3 years;
- Must keep a record of any de minimis aid awarded and declare that amount to any aid awarding body who requests information on how much de minimis aid you have received;
- Must ensure that you do not breach the de minimis limit, currently up to 200,000 euros over a rolling 3-year period.

For further advice please refer to:

<http://wales.gov.uk/topics/businessandconomy/stateaid/sarules/deminsfaq/;jsessionid=FH3wQZwX6LK6G1p4HgR7nkI2sJlmyqjQvflWHPVjVYnTTFxL2Jd!!-245073788?lang=en>

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