



COMPANY
SUPPORT

GUIDELINES
2019

Ffilm
CYMRU WALES

COMPANY SUPPORT

Ffilm Cymru is the development agency for Welsh film.

Ffilm Cymru's company support funding is aimed at Wales-based production companies who have a focus on feature film of any genre.

Our company support funding has two tiers:

TIER 1

Non-repayable awards of up to £6,000 to be used toward specialist consultancy and/or mentorship for companies that have not yet been the lead producer on a feature film but whose business plans include a viable commitment to feature films.

TIER 2

Favourable loans of up to £75,000 for companies that have lead-produced a feature film and have an established presence in Wales.

Ffilm Cymru is committed to advancing a diverse and sustainable film sector that works for everyone across Wales. We place equality, diversity and inclusion at the heart of what we do, we champion entrepreneurialism, and we promote the BS8909 Standard, which supports an environmentally-friendly film industry.

Direct costs associated to the development or production of content cannot be supported through this fund; it's there to help you to think strategically about how you can grow your company. Please refer to our [development or production funding](#) if you are looking for project-specific support.

WHO CAN APPLY?

TIER 1 - CONSULTANCY & MENTORSHIP AWARDS

You can apply for Tier 1 of our Company Support funding if:

- You have founded a production company which is registered in England and Wales and which has its main office in Wales;
- You are the Chief Executive/Director of that company;
- Your company has a focus on feature film in any genre;
- You have worked for at least three years in TV or Film production.

TIER 2 - COMPANY LOANS

You can apply for Tier 2 of our Company Support funding if you can meet the above and if:

- You have lead-produced at least one feature film, which received a theatrical release;
- Your company is already financially viable but is ready to increase capacity and has a clear strategy of how to achieve that;
- You have working industry relationships in Wales, the UK and internationally.

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. These applicants should also be fully compliant with the contractual terms of their existing award.

WHAT CAN I APPLY FOR?

Tier 1 applicants can apply for up to £6,000 towards mentorship and/or consultancy in the following areas: business strategy, marketing strategy, legal affairs, leadership and management. We expect the final awards to be within the range of £2,000- £6,000.

Tier 1 applicants should identify indicative suitable mentors and/or companies who they would like to receive consultancy or mentorship from and have an idea of the costs associated, but don't need to have committed to any individual or company at the time of applying. Mentors need not be several years ahead of you but you should be able to demonstrate how they can help you to get to the next stage of your business growth.

Tier 2 applicants can apply for up to £75,000 but we expect the final awards to be within the range of £25,000- £75,000; we encourage you to request an amount which is proportionate to your film and film-related business.

This funding is intended to benefit company growth potential as a whole. The below provides some guidance as to the areas Tier 2 applicants can request support for:

- Strategies to improve the monetisation of assets beyond the scope ordinarily covered by film project funding, such as R & D funding into alternative business models and new markets;
- Enhanced human resource in areas not adequately covered within the company;
- The development of digital assets for marketing and/or wider potential IP development and exploitation around existing company film assets, such as serialisation, publishing, stage adaptation and apps.

HOW DO I APPLY?

In order to make an application for our funding, you will need to download the application form from our website.

The application form takes you through a series of questions regarding your company, which will allow us to better understand the vision for your company, its viability, as well as its benefit to Wales and Welsh talent. We receive far more applications than we are able to support, so it is advisable to make your application stand out.

Tier 1 applicants will also be required to submit the following with their application:

- CVs for company workforce (including interns, part-time workers, owners and other employees);
- Any financing agreements already entered into in respect of the company;
- Latest company accounts;
- Company cashflow and income and expenditure projections;
- A detailed credit list for all completed work with the precise credit accorded to the company along with an overview of the current slate (across all media and art-forms);
- An overview of the company's key relationships (across sales, distribution, talent, crew and other collaborators).

Tier 2 applicants will be required to submit the above with their application, as well as:

- The company budget for applicable year(s), clearly indicating where you are allocating the requested funding;
- A minimum 3-year business plan.

All applicants will also be required to deliver their Company Sustainability Policy if available.

Your application will not be complete until all of these items have been delivered.

Supporting documentation is better delivered as one online storage link, indicated within your application form rather than as individual attachments. Ffilm Cymru are not obliged to read or consider documentation in relation to incomplete or non-qualifying applications, or unsolicited documentation.

BUDGET DETAILS

Please bear in mind the following when completing your application:

- Tier 1 applicants can only apply for funding toward mentoring and/or specialist consultancy;
- Tier 1 applicants can apply for up to £6,000;
- Tier 2 applicants can apply for a maximum of £75,000;
- Ffilm Cymru's Company Support funding is provided on a de minimis basis; you must keep a record of any de minimis aid awarded to your company and declare that amount to any aid awarding body who requests information on how much de minimis aid you have received. For further information on de minimis and state aid funding, [please click here](#);
- Tier 1 awards are non-repayable awards;
- Tier 2 awards are interest free loans (see below);

- Awards will usually be paid out in 2 instalments;
- Tier 2 awards will be repaid as follows: 25% of the award will be repayable in 24 equal monthly instalments, starting from 6 months after the award has been fully paid out. The balance of 75% of the award will be repaid from increase in profits (as shown on annual management and statutory accounts) from date of signature of the funding agreement at a rate of 20% of such increase. The award is repayable from the company's creative intellectual property (IP) assets as a whole (including film, TV, games, publishing and other mediums) irrespective of whether the award was explicitly used toward this area of the company's activity or whether the company was a lead, co or executive producer.
- Ffilm Cymru cannot give retrospective funding for costs already incurred and you should ensure that all line items in the budget are reasonable. We are unable to support, for example, first class travel or luxury accommodation, hospitality or general subsistence.

DELIVERY

You should email your completed application to applications@ffilmcymruwales.com by 5:30pm on the 28th February 2019.

WHAT HAPPENS ONCE I'VE DELIVERED MY APPLICATION?

You will receive a confirmation email within one week of the application deadline. This email will provide you with a reference number and a link to our EDI (Equality, Diversity and Inclusion) Monitoring Form. Each member of your current company workforce (whether an intern or company founder) must complete this form before your application can be assessed. There is a 'prefer not to say' option for all questions.

If your application is incomplete or not eligible, then we will inform you that your application has not progressed to the assessment stage.

If your application is incomplete due to errors then we will provide you with a timeframe to correct any errors before the application proceeds to assessment stage.

If your application is complete and eligible for funding, according to the criteria above, then your application will progress to the assessment stage.

ASSESSMENT CRITERIA

Tier 1 applications will be assessed against the following Assessment Criteria:

- The applicant's ability to build a viable company rather than just creating content;
- The company's potential benefit to Wales and Welsh talent;
- The experience of the company's key personnel;
- The creative and commercial promise of the company's slate of projects;
- The strength of the relationships being built by the company;
- The applicant's understanding of the wider market that they are engaging with and their routes to market;
- The applicant's appetite to test their ideas, build their audiences directly and to exploit additional value within their intellectual property (IP) (for example games/publishing spin-offs, format right exploitation etc.) relevant to their slate, expertise and/or networks;
- The diversity of the company's key personnel and the company's activity against [our EDI Action Plan](#);
- The company's appropriateness for National Lottery Support (see appended Lottery Terms);
- The overall balance of our investments.

Tier 2 applications will additionally be assessed against:

- The potential of the company to improve their business capacity and growth potential;
- The viability of the Business Plan and the plan for the requested funding;
- The extent to which the company has sought to further monetise existing company film assets, perhaps through serialisation, publishing, stage adaptation or digital apps.

The assessment process will also consider how the applicant and/or the company has managed any previous Ffilm Cymru funding.

Ffilm Cymru may use external assessors when assessing applications.

Ffilm Cymru may request further information or materials from you.

SHORTLISTING

Company Support applications for under £25,000 will be assessed by the Chief Executive, the Head of Creative Business and the BFI Welsh Talent Network Manager and will be reviewed and approved by a minimum of three members of the board with a majority decision prevailing.

Company Support applications for £25,000 or over will be assessed by the Chief Executive and the Head of Creative Business. Their assessment will be reviewed and approved by a quorate sub-group of the board and submitted to the full board, with a majority decision prevailing.

Shortlisted applications will be invited to interview with Ffilm Cymru within six weeks of the application deadline. All members of the company involved in the application should attend. This is an opportunity for you to discuss your application with us in more detail and for us to dig into the request for funding in particular. We may ask you to develop some of your ideas further or to address specific questions about the application in advance of this interview.

Once assessment is complete, applicants will be notified of whether they have been successful within eight weeks of the application deadline.

Decisions of the panel are final.

FEEDBACK

Due to the volume of applications we receive, Ffilm Cymru does not have the resources to provide feedback on applications that we have not shortlisted.

In these circumstances you will receive a standard rejection email.

If we have shortlisted your application then we will provide brief feedback, if requested. There is no obligation for the applicant to apply the feedback provided nor is application of that feedback a guarantee that funding will be provided in the future.

RESUBMISSION

Resubmissions of previously rejected applications cannot be made until the next advertised round of Company Support funding and cannot be made without prior Ffilm Cymru approval. Resubmissions should show substantive changes: for example, a new business plan or new business activity.

INDICATIVE TIMELINE

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|-------------------------------------|---|
| 1 week after application deadline: | Email acknowledgement of your application. |
| 6 weeks after application deadline: | Decision to shortlist or reject your application communicated. |
| 8 weeks after application deadline: | Decision to award or reject shortlisted application communicated. |

WHAT HAPPENS IF I'M AWARDED FUNDING?

If your application is successful, you will at first be sent an offer letter of funding. Ffilm Cymru reserves the right to offer you less than the requested amount or to alter the allocation of our funding by line item in consultation with you.

Ffilm Cymru does not just provide financial support, we also offer training opportunities and advice. As a company support beneficiary you will be invited to free, relevant training opportunities and at an appropriate juncture, we'll ask you to share some of your insights with the next generation of film entrepreneurs in Wales. We will require you to report to us on progress against your award or any changes to your company structure or activity.

OFFER LETTER

Your award will be offered in instalments set against commencement and delivery of specific actions.

Your offer letter will detail these instalments as well as a timeline for delivery against them. It is your responsibility to ensure these dates are met.

Your award will usually be recycled after six months if drawdown has not commenced within that period.

LONG-FORM CONTRACT

Once your offer letter has been executed, you will be required to enter into a long-form agreement with Ffilm Cymru that sets out the full terms and conditions of our company support funding. These conditions will include but are not limited to the following:

- Provision of your Company Memorandum and Articles of Association;
- Provision of your company bank account details;
- Repayment terms (Tier 2 awards);
- Appropriate crediting to Ffilm Cymru including Ffilm Cymru and National Lottery logos;
- Development of and reporting against the EDI Plan originally outlined in your application;
- Reporting against the Company Support plan and any key changes to your company activity or profile;
- Delivery of company accounts to Ffilm Cymru for the duration of the award;
- Commitment to participation in relevant Ffilm Cymru training opportunities, where requested, and sharing of non-commercially sensitive knowledge with talent and aspiring film business owners in Wales;
- An administration charge of 2% of the award amount payable to Ffilm Cymru out of the first instalment;
- Standard termination provisions.

CONTACT DETAILS

If you have questions relating to these guidelines after reading them through, please contact applications@ffilmcymruwales.com or call 02921 679369 and ask to speak with the Head of Creative Business, Kimberley Warner.

FFILM CYMRU LOTTERY FUNDING GENERAL CONDITIONS

1. The information in these guidelines can change. The law and Government regulations on distributing National Lottery funds may also change. Ffilm Cymru therefore reserves the right to review this funding scheme and/or change its policies, procedures and assessment criteria.
2. The application form does not necessarily cover all the information Ffilm Cymru uses to decide what applications to fund. Ffilm Cymru can ask applicants for extra information.
3. All applications are made at the applicant's own risk. Ffilm Cymru will not be liable for loss, damage or costs arising directly or indirectly from:
 - the application process;
 - Ffilm Cymru's decision to provide an award to an applicant; or
 - dealing with the application
4. Please check your application form carefully. Ffilm Cymru will not process applications which are incomplete or that do not comply with these guidelines.
5. Ffilm Cymru's decisions on applications are final.
6. Ffilm Cymru will not pay any funding until it has received a fully executed copy of the long-form funding agreement and any conditions precedent to the agreement that have been satisfied or waived by Ffilm Cymru.
7. Ffilm Cymru will publicise information on the number of applications it received and the awards made. This information will include the name of the successful applicant, award amount, project name and project details.
8. The Freedom of Information Act 2000 gives members of the public the right to request certain information held in relation to applications to Ffilm Cymru's National Lottery funding programmes or schemes. Therefore if you choose to apply to Ffilm Cymru you should be aware that the information you supply, either in whole or in part, may be disclosed under the Freedom of Information Act.
9. All information provided to Ffilm Cymru will be treated in accordance with the Data Protection Act, the General Data Protection Regulation and all associated legal provisions concerning data protection. The information you provide will be used to assess your project, to fulfil a funding contract with Ffilm Cymru, to report to our stakeholders and/or to comply with broader law. You have a right to ask for a copy of the information held by Ffilm Cymru in its records. You also have the right to require Ffilm Cymru to correct any inaccuracies in your information. You can review our Privacy policy [here](#).
10. All sensitive personal information provided to Ffilm Cymru, for example, EDI monitoring forms, will be held in anonymous format on a computer for two years and may be used for statistical purposes thereafter.
11. Ffilm Cymru have the right to withhold or reclaim an award if the application was filled in dishonestly or with incorrect or misleading information about the organisation or the project whether deliberately or accidentally; and/or if the award recipient acts dishonestly or negligently to the disadvantage of the project. Ffilm Cymru will follow up cases of suspected fraud and will pass information to the police.
12. Ffilm Cymru requires that any measures taken by applicants to address underrepresentation are fully in compliance with the Equality Act 2010.
13. Formal appeals against the final decision on a funding application will not be considered unless the applicant has good cause to believe that the procedures for processing the application were not adhered to, or applied in such a way as to prejudice the outcome of the application. A copy of our [Feedback & Complaints Procedure](#) can be found on our website.
14. Conflicts of interest must be declared by applicants within their application- if for example a member of Ffilm Cymru staff is involved in a company or one of its projects then Ffilm Cymru must be notified.
15. Ffilm Cymru requires all of its partners and award recipients to increase the visibility of the National Lottery by promoting and displaying the National Lottery logo along with Ffilm Cymru's logo and by agreed verbal and written acknowledgement.

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CYMRU WALES

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