

A woman with dark hair, wearing a bright red short-sleeved button-down shirt and a black skirt, stands in a blue industrial or factory-like environment. She is holding two black handguns, one in each hand. She has a serious expression. A silver watch is visible on her left wrist, and a keychain with a white tag hangs from her belt. The background is a blurred blue industrial space with pipes and machinery.

PRODUCTION FUNDING  
GUIDELINES

[www.ffilmcymruwales.com](http://www.ffilmcymruwales.com)

*ffilm*  
CYMRU WALES

# AIMS & OBJECTIVES

Ffilm Cymru Wales is a talent based fund prioritising support for writers/directors and/or producers either born or currently residing in Wales working in English or Welsh.

Ffilm Cymru Wales expects that applicants will work with us to extract and add value to their projects via the Magnifier approach to funding which seeks to:

- Systematically identify the broad and varied types of potential value in projects
- To promote early consideration of who the audience might be and how to connect with them
- To identify potential barriers (e.g. company capacity, networks, funding) to realizing that value
- To promote a culture of shared learning and improved networks across the sub-sectors.

Whilst not essential, we are keen to encourage Welsh cultural content with films that reflect Wales and Welsh life and we seek to have a varied and relevant slate of projects. We are also committed to supporting Welsh language projects with production support.

Ffilm Cymru Wales is committed to supporting a diverse and inclusive film sector in Wales.

Ffilm Cymru Wales offers:

- Our unique Magnifier approach to the development and production of feature films.
- Project specific advice and assistance
- Co-financing for a minimum of three theatrical feature films per annum (at least one of which will be in the Welsh language)
- Funded support for companies wishing to increase company capacity, extend the intellectual property of their film proposals and who wish to develop cross media/cross art approaches.

# ELIGIBILITY & APPLICATION PROCEDURE

Please be advised that Ffilm Cymru Wales is unlikely to commit funds to projects until some firm partnership funding is in place.

Ffilm Cymru Wales may award up to a maximum of £200,000.

Additionally, up to a further £100,000 may be applied for via our Magnifier approach which is there to support project costs such as digital development, exploitation of IP or company capacity assistance.

- Applications for funding will be accepted at any time and at any stage of packaging the production
- Applications must be made via a company and not via an individual
- Applicants must discuss their application with a member of the team before submitting
- Where an application for funding is combined with other Lottery sources, please note that the total lottery contribution may not exceed 50% of the budget.
- The project must qualify as a British film. Please refer to BFI website for qualification details.

Please contact a member of the team in the first instance before making any application.

Applicants are asked to complete and submit an application form which can be downloaded from our website. Applicants are additionally asked to fill out the diversity form. Diversity information is required for the writer, director and producer.

Applications are accepted on a rolling basis. However, applications for funding in excess of £50,000 are subject to board approval and the board meets on a quarterly basis.

## SELECTION CRITERIA

When selecting projects the following criteria will be considered:

- The quality, potential and originality of the work
- The benefit to Welsh filmmakers
- The depiction of Welsh cultural content – Wales and Welsh life, whilst not essential, will be considered
- The viability of the project in terms of budget and partnership funding and the capability of the key creative personnel
- The Project's market appeal. We would expect any application to clearly show an identifiable and reachable core audience and the means by which this audience will be reached.
- The range and number of projects already being supported by Ffilm Cymru Wales.

When applying for additional support via our Magnifier approach we will also consider:

- The viability and market potential of any other form of IP the applicants wish to exploit
- The case for additional company capacity and evidence of how this would impact the growth of your company

In addition to the above, the National Lottery Act 1993 (Amended 1998) establishes directions for assessing applications that FFCW is required to apply. Please see Appendix.

# FUNDING DECISIONS

Funding decisions for up to £24,999 are made by members of Ffilm Cymru Wales talent team comprising ordinarily, Head of Creative Sector Development, Manager of Production and Special Projects and the Development Executive.

Funding decisions for between £25,000 and £49,999 will be made by the above mentioned members of the talent team and either the Chairman or Deputy Chairman of the Board of Ffilm Cymru Wales.

Funding decisions in excess of £50,000 will be subject to board approval.

All decisions will be confirmed via email and when a project is unsuccessful a brief explanation will be included.

Successful applicants may be required to join a Magnifier cohort.

# AWARDS & CONDITIONS

An offer of funding will remain open for a set period of time (ordinarily 6 months) which will be detailed in the offer letter. If the drawdown of funds does not commence within this period the funding offer may be revoked.

Projects awarded funding are subject to a production agreement that will include a payment schedule and recoupment terms that will be agreed on a project by project basis. Terms for recoupment of any additional funding under the Magnifier criteria will also be set out in this agreement – again to be agreed on a project by project basis.

Projects will be progressed through the Head of Creative Sector Development and the Manager of Production and Special Projects in collaboration with the producers. Ffilm Cymru Wales will always take a hands on, creative and collaborative approach.

Ffilm Cymru Wales will need to approve all funding arrangements and significant changes to the project.

Ffilm Cymru Wales investment is lottery funding and it is treated as equity investment to be recouped alongside other equity investors.

# CONTACT DETAILS

If you have any queries, or if you would like to discuss any aspect of your project prior to application, please contact:

## ADAM PARTRIDGE

Manager Production and Special Projects

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# APPENDIX

The National Lottery Act 1993 (Amended 1998) outlines key criteria to be taken into account when considering applications for funding. Ffilm Cymru Wales interprets these as follows:

## ARTISTIC QUALITY

Ffilm Cymru Wales seeks to support original and dramatic filmmaking.

## PUBLIC BENEFIT

This may be achieved by diversifying the range of cinematic material provided; profiling new talent or increasing the representation of previously under-represented communities for example.

## NEW DEVELOPMENTS

Lottery funds are not permitted to be substitutional. That is, they should not replace alternative sources of funding available to a given project. Instead, they may be used to lever additional investment in projects. Our funding can be used in partnership with other Lottery funders, subject to an overall cap of 50% from Lottery sources.

## FINANCIAL VIABILITY

We will take into consideration the financial viability of the project and the compatibility of the various financial components with Lottery funding terms. Applications will need to be appropriately budgeted for the project's target audience and eventual market.

## PARTNERSHIP FUNDING

Applicants will need to show written confirmation of partnership finance and details of terms and conditions. Production funding is unlikely to be offered unless an element of partnership funding is already in place.

## CLEAR DEMAND

Ffilm Cymru Wales seeks to support film projects that demonstrate a likelihood of gaining distribution. Projects that seem unlikely to get distribution are unlikely to be of benefit to the public and would therefore fail against Lottery funding criteria. Ffilm Cymru Wales aims to support a broad range of film genres and budgets but in all cases projects should be appropriately budgeted to reflect their likely audience potential. Applicants will be expected to include sales figures, supplied by an established sales agency and / or evidence of interest from a UK Distributor.

## EFFECTIVE MANAGEMENT

Ffilm Cymru Wales is accountable for the expenditure of public funds and must therefore satisfy itself that the applicant is likely to deliver on budget and schedule and use the funds for the purpose intended.

# ffilm

CYMRU WALES

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