



NETWORK

DELIVERED BY



# CONNECTOR GUIDELINES 2020

# INTRODUCTION

Ffilm Cymru is the development agency for Welsh film, and is a national delivery partner of BFI NETWORK, which brings together film agencies from across the UK to discover, develop and fund new and emerging writers, directors and producers. Our BFI NETWORK Wales activity is orientated around supporting filmmakers at this level born or based in Wales.

The Connector fund has been developed to support individuals or organisations to deliver targeted training and networking activity for filmmaking talent in Wales.

Here are a few examples of previous projects that Connector has supported:

- SHIFFT Lab- a series of peer-to-peer and mentor-led script development workshops for female-identifying filmmakers
- Towards First Draft- a bilingual scriptwriting course in North Wales
- Networking opportunities for aspiring animation filmmakers with Cardiff Animation Festival
- Training and short film production for neuro-diverse filmmakers and actors with Hijinx Theatre & 104 Films

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

## WHO CAN APPLY?

You can apply for Connector funding if:

- You are an individual or an organisation with a track record in the creative industries, ideally with a base in Wales or a partnership with an organisation in Wales;
- You are over the age of 18 and not in full-time education;
- You are or will be the lead on the project described.

We will consider proposals from limited companies or individual professionals (e.g. sole traders/freelancers with a track record in the creative industries).

Individuals or organisations that have previously received Connector funding are eligible to apply, provided they have fulfilled their contractual reporting and delivery obligations and have explained how the previous project has influenced the strategy for the new or continued project proposal.

Applicants should demonstrate how they will access their target participants in Wales and should understand the practical steps that a filmmaker needs to take in order to forge a sustainable career in film.

# WHAT CAN I APPLY FOR?

All Connector activity should focus on supporting aspiring, new or emerging screenwriters, directors and/or producers and should offer practical as well as inspiring support to the career progression of participants.

We are currently looking to support activity which focuses on the below areas, informed by our work across the industry in Wales and the data that we routinely gather:

- Support for screenwriters working at feature level, targeted at bridging the transition from other art forms
- Development of film producers, particularly encouraging new potential producers and individuals with transferable skills
- Development of new diverse film directors bridging the transition from other art forms, or from other roles within film or TV
- Networking and support for filmmakers from under-represented groups
- Specific training and networking for animators and animation producers working in film
- Projects which foster collaboration between filmmakers and other art forms or technology
- Projects that offer coaching in soft skills such as pitching, presenting and negotiating
- Projects which offer guidance or support for the wellbeing of new and emerging film talent.

We also welcome applications with a focus on other skills gaps, which may be based on the applicant's awareness and evidence of a specific demand currently under-served in Wales.

The Connector activity that we support can take many different forms. However, each project should have clearly defined outcomes and should offer the opportunity to network and share learning with peers and to benefit from the advice of industry mentors or experts.

Whilst we will occasionally support one-off events that can demonstrate significant impact, we encourage all applicants to think about the sustainability of their support, whether through more informal meet-ups throughout the year, the development of ongoing partnerships, or a well-developed online presence with useful resources.

## PARTICIPANTS

We additionally prioritise applications which support under-represented people in line with the BFI Diversity Standards and our Equality, Diversity and Inclusion (EDI) Action Plan, which includes targets set against the census statistics for Wales. This year, we are particularly keen to receive applications that focus on supporting BAME, LGBTQ+, disabled, socio-economically disadvantaged and/or Welsh-speaking filmmakers based in Wales.

We encourage all applicants to read [Ffilm Cymru's EDI Action Plan](#) to assist in taking the necessary steps to attract a diverse range of participants to your project, if it is not inherently focused on a specific diversity area.

Activity should aim to support a minimum of 30 participants, unless it involves the kind of intensive development that might work better in smaller groups.

We regret that are unable to support the following through this fund:

- Activity that is primarily orientated toward audiences rather than filmmakers;
- Activity that is primarily of benefit to individuals under the age of 18 or in full-time education;
- Activity that is primarily serving filmmakers from outside of Wales.

If you find you do not meet all the eligibility criteria, please refer to our Audience Access and Education funding, in case these are better suited to your needs.

# 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 about your project, which will allow us to better understand its focus and viability, its intended outcomes, and the experience of the team or individual behind it.

We receive far more applications than we can support, so please ensure that you have communicated this clearly within your application form.

Along with your completed application form, you will also be required to submit the following:

- CVs for the applicant(s) and intended project staff
- Company bios for applicant organisation along with any partner organisations (if applicable)

Your application is not considered complete until all these items have been delivered.

Supporting documentation is best delivered as one online storage link (e.g. Dropbox or Google Drive), indicated within the appropriate box on the application form. Ffilm Cymru are not obliged to read or consider documentation in relation to incomplete or non-qualifying applications, or any unsolicited documentation.

# BUDGET DETAILS

Please bear in mind the following when completing your application:

- We will fund up to 100% of your project costs up to a maximum amount of £6,000.
- Ffilm Cymru cannot grant funding retrospectively (i.e. for a project or event that has already taken place)
- All line items should be reasonable (e.g. we cannot cover the cost of first-class travel or accommodation).
- All freelancers and project managers affiliated with the project MUST receive at least a living wage for their time, unless a partner organisation has offered you staff resource as an in-kind contribution.
- Please provide as much detail as possible on the breakdown of your proposed budget. Whilst we understand that the budget will be indicative at this stage, it is important for us to know that you have thought through the feasibility of the project.
- You do not need to allocate figures against every line item in the template budget. These are provided as an indication of the costs that you can apply for.
- Ordinarily we will expect to see elements of partnership funding as cash and/or in-kind contribution.

# DEADLINE

You should email your completed application to [network@ffilmcymruwales.com](mailto:network@ffilmcymruwales.com) by 5pm on Monday 11<sup>th</sup> May 2020.

# CONTACT DETAILS

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

Gwenfair Hawkins

Development Executive

02921 679369 / [gwenfair@ffilmcymruwales.com](mailto:gwenfair@ffilmcymruwales.com)

If you would like to be informed about future Ffilm Cymru funding schemes, training events and other opportunities, please sign up to our [mailing list here](#).

# WHAT HAPPENS ONCE I'VE DELIVERED MY APPLICATION?

You will receive a confirmation email within one week of the application deadline. The email will provide you with a reference number and a link to our diversity monitoring form. Each member of your project team must complete the 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. We may request further information or materials from you.

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

# ASSESSMENT

Applications will be assessed by at least 3 of Ffilm Cymru's Production team, including the BFI NETWORK Wales Manager. External assessors may be used depending on the nature and overall number of applications received.

Applications will be assessed against the following Assessment Criteria:

- The clarity and achievability of the intended outcomes for the project
- The strengths of the proposed delivery team in relation to the project plan
- The feasibility of the project, particularly if additional finance will be required
- The diversity and inclusivity of the proposed project and its participants in line with Ffilm Cymru's EDI Action Plan
- The viability of the project for National Lottery support (see appended Lottery terms)
- The overall balance of our investments

The applicant's management of any previous Ffilm Cymru funding will also be taken into account during the assessment process, where applicable.

Applicants will be notified of a decision within 6 weeks of the application deadline.

# FEEDBACK

If your application is unsuccessful, Ffilm Cymru may provide brief feedback on request. There is no obligation for the applicant to apply the feedback, nor is application of said feedback a guarantee of funding in the future.

# WHAT HAPPENS IF I'M AWARDED FUNDING?

If your application is successful, you will at first be sent a formal offer of funding letter. 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 can provide introductions and advice along with financial support. As a Connector fund awardee, you will be invited to a half-day induction session within 2 weeks of being notified of your award. In this session we'll discuss our current funding strands and activity, share our Connector branding guidelines, and offer recommendations or introductions that might support your activity. We'll work with you to identify the best timeline for the project, in line with any other Connector / Ffilm Cymru activity throughout the year.

We therefore advise that you do not finalise your project timeline or any other commitments until you have attended this meeting.

# OFFER LETTER

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

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.

# FUNDING AGREEMENT

Once your offer letter has been fully 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 Connector funding. These conditions will include but are not limited to the following:

- Provision of your Company Memorandum and Article of Association if applicable;
- Provision of utility bill and passport for all individuals receiving funds directly from Ffilm Cymru in order to complete a legally required right to work check;
- Provision of bank account details for your company or in the name of the project, rather than a personal bank account;
- Provision of any necessary insurance documentation required to deliver the project;
- Written confirmation of any partnership finance or in-kind contribution (if applicable);
- Appropriate crediting to BFI Welsh Talent NETWORK including Ffilm Cymru and National Lottery logos;
- Ffilm Cymru approval over any changes to the project plan and all publicity materials;
- Gathering and delivery of participant diversity data to the template provided by Ffilm Cymru;
- Gathering of 'benchmark' data on your participants' level of experience and their level of understanding of the areas you are addressing at the start of the project, to be measured against final data and feedback from participants at the end of the project, as part of your final report on the project's success against its outcomes;
- Delivery of invoices evidencing spend as contracted;
- Delivery of at least 3 high-res images of your Connector project activity or event;
- Standard Termination provisions.

# 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 or not 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 has 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 2018. 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, diversity 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 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 logos and by agreed verbal and written acknowledgement.



# APPENDIX 1

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 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 compliance with State Aid de minimis caps .

## 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

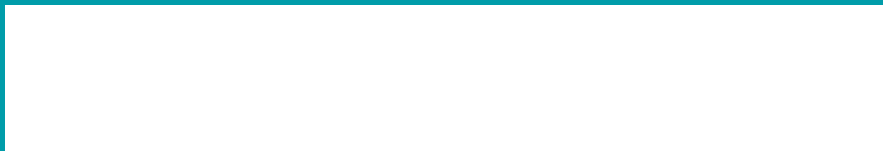
Applicants will need to show written confirmation of partnership finance and details of terms and conditions. Production funding is unlikely to be offered unless an element of partnership funding is already in place.

## CLEAR DEMAND

Ffilm Cymru 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 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 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.



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