

### SUMMARY

This document outlines how Ffilm Cymru is and will continue to meet its commitments in relation to the Well-being of Future Generations legislation. The Act is unique to Wales and invites a distinctive approach for Welsh companies to consider sustainability and public responsibilities in an imaginative and forward-thinking way.

We are excited to offer and share impactful, valuable and progressive practical action that delivers against the Well-being of Future Generations objectives, and look forward to continuing to learn from others as they similarly implement their plans.

# WHO DOES THE ACT AFFECT?

The Well-being of Future Generations Act sets out statutory obligations across local authorities and 44 Welsh public bodies, including local health boards, national parks and the Arts Council of Wales. Those organisations then in turn cascade those obligations down to others that they work with or fund, encouraging behavioural change across Wales as a result.

Ffilm Cymru is a delegate of the Arts Council of Wales, setting film policies and receiving and disbursing lottery funds on their behalf. We therefore assume Well-being of Future Generations obligations from the Arts Council. This plan sets out how we seek to fulfil those obligations, including areas where we similarly encourage others who we fund or work with to implement similar objectives.

## WHAT IS THE ACT?

The Well-being of Future Generations (Wales) Act is about improving the social, economic, environmental and cultural well-being of Wales. It will make the public bodies listed in the Act think more about the long-term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach. This will help us to create a Wales that we all want to live in, now and in the future. To make sure we are all working towards the same vision, the Act puts in place 7 Well-Being Goals.



Read about the Well-being of Future Generations Act here.

Read about the Welsh Government vision for Wales in 2050 here.

Read about The Arts Council Wales's Well-being Statement & Annual Report here.

### THE 7 WELL-BEING GOALS

- 1. A globally responsible Wales: A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.
- 2. A prosperous Wales: An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work
- 3. A resilient Wales: A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
- 4. A healthier Wales: A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
- 5. A more equal Wales: A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio-economic background and circumstances).
- 6. A Wales of cohesive communities: Attractive, viable, safe and well-connected communities.
- 7. A Wales of vibrant culture and a thriving Welsh Language: A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.

When making decisions, these 5 Sustainable Development Principles, must also be considered:

- 1. Long Term: The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs
- 2. Prevention: How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.
- 3. Integration: Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies.
- 4. Collaboration: Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.
- 5. **Involvement:** The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.

## WELL-BEING OF FUTURE GENERATIONS IMPLEMENTATION PLAN

The table (colour coded by department) demonstrates how Ffilm Cymru Wales are, or will be, implementing the 5 Sustainable Development Principles across our work, and against specific Well-being of Future Generations objectives:

Project / Scheme	What is it?	Involvement	Collaboration	Integrations	Prevention	Long Term
Audience & Education						
Eternal Beauty	A bespoke short film making project based on the themes of <i>Eternal Beauty</i> that aims to explore and raise awareness of mental health issues in young people.	Youth groups across Wales, with specific focus on those located in areas of socio-economic disadvantage, such as the South Wales valleys.		<ul> <li>A Healthier Wales</li> <li>A Wales of cohesive communities</li> <li>A Wales of vibrant culture and a thriving Welsh Language</li> </ul>	Raising awareness towards mental health in young people.	To create a community / society that are accepting of, and knowledgeable of, issues relating to mental health issues in young people.
Audience Access	Helping more people in Wales access film. This can be due to engagement.	Film exhibitors all types to improve access to film and reach new audiences.	<ul> <li>Venues</li> <li>Film Festivals</li> <li>Community cinemas</li> <li>Pop up events</li> </ul>	<ul> <li>A Wales of Vibrant Culture and Thriving Welsh Language</li> <li>A Wales of Cohesive Communities</li> </ul>	Making film more accessible to disadvantaged or disengaged groups across Wales.	To create a culture in Wales that promotes and protects watching film in collective environments.  Celebrating welsh film, promoting social connectivity by tackling isolation.  Encouraging further people to participate in watching film no matter their background or circumstance.
Education Project Funding	Encouraging people with limited access to film, develop critical understanding and creativity ability whilst increasing cultural access.	People of all ages, 5 – 50+ years.	<ul> <li>Film Education         Practitioner</li> <li>Schools,         formal learning         environments</li> <li>Informal learning         groups (youth         clubs, charities,         film venues)</li> </ul>	<ul> <li>A Wales of Vibrant         Culture and Thriving         Welsh Language</li> <li>A Wales of Cohesive         Communities</li> </ul>	Ensuring that Wales has more people engaged or taking part in the film industry.	To have more people in Wales, no matter their age or circumstance, benefit from learning about and through film.
Young People Film Competition	A film competition that targets young people to encourage them to pursue a career in film.	Schools, production companies, young people.	<ul> <li>Film Education charities</li> <li>Schools</li> <li>Production companies</li> </ul>	A Wales of Vibrant     Culture and Thriving     Welsh language	Encouraging and nurturing Welsh film talent for the future.	To have more people involved in the film industry to ensure that there is a healthy and competitive film industry in Wales for future generations.

Project / Scheme	What is it?	Involvement	Collaboration	Integrations	Prevention	Long Term
Development & Production						
Diversity	Working to improve diversity throughout the film industry.	All artists, actors, filmmakers and film industry workers from under represented backgrounds.	<ul> <li>S4C</li> <li>National Theatre Wales</li> <li>Theatr Genedlaethol</li> </ul>	<ul><li>A More Equal Wales</li><li>A Wales of Cohesive Communities</li></ul>	Increasing the talent pool with diverse actors / actresses and filmmakers.	To ensure that we have a diverse film industry that reflects Wales as a whole.
Filmmaker Events	Various events throughout the year that are designed to support and develop Welsh filmmakers.	Welsh / Wales based filmmakers.	<ul><li>S4C</li><li>Bectu</li><li>Film &amp; TV Charity</li><li>Film practitioners</li><li>BAFTA Cymru</li></ul>	<ul> <li>A Wales of Vibrant         Culture and Thriving         Welsh Language</li> <li>A Prosperous Wales</li> </ul>	Addressing and improving underdeveloped areas such as producing, legal obligations, and wellbeing & life coaching.	Aiming to develop the skills and understandings of Welsh filmmakers, to improve their craft and prepare them for the film industry.
Connector Fund	A fund to support the development of peer groups and networks, targeted at under provision.	Wales based filmmakers at new and emerging level, specifically underrepresented groups.	Film practitioners	<ul> <li>A More Equal Wales</li> <li>A Wales of Cohesive Communities</li> </ul>	Improving training provision, skills gaps, opportunities for collaboration and support to filmmakers who need it most	To sustain outreach to Ffilm Cymru's development and production funds (including Beacons, Horizons), ensuring better representation from application stage.
Horizons Fund	A talent development fund providing emerging filmmakers with bespoke support to progress to their first feature.	Welsh / Wales based filmmakers at an emerging level.	Film practitioners	<ul> <li>A prosperous Wales</li> <li>A more equal Wales</li> <li>A Wales of vibrant culture and a thriving Welsh Language</li> </ul>	Developing talent with the support they need to progress to the next stage in their careers.	Growing a pool of diverse talent, allowing them opportunities to develop professionally and pursue filmmaking as a career.
Beacons Fund	A short film production fund showcasing Welsh talent and stories.	Welsh / Wales based filmmakers at an emerging level.	Film practitioners	<ul><li>A prosperous Wales</li><li>A more equal Wales</li></ul>	Supporting new and emerging filmmakers as they find their voice and hone their craft.	Providing a platform for a range of Welsh voices and stories.
Company Support	To help develop and support a sustainable model for film production companies in Wales.	Welsh production companies.	<ul> <li>Film practitioners</li> <li>Industry mentors/ professionals</li> <li>Business experts</li> </ul>	<ul> <li>A Wales of Vibrant         Culture and Thriving         Welsh language</li> <li>A Prosperous Wales</li> </ul>	Supporting production companies across Wales to grow.	Ensuring that the Welsh film industry is competitive internationally and a thriving and growing industry.
Hatch	A development scheme for Family friendly projects.	Filmmakers, children (8-12).	<ul><li>Film practitioners</li><li>Industry mentors/ professionals</li><li>Into Film Cymru</li></ul>	A Wales of Vibrant     Culture and Thriving     Welsh language	Addressing an unexplored genre in Welsh filmmaking.	To connect with a wider audience throughout Wales.

Project / Scheme	What is it?	Involvement	Collaboration	Integrations	Prevention	Long Term
Skills						
Foot in the Door	A pathway for people to get experience of working in the industry.		<ul> <li>S4C</li> <li>Big Housing     Association</li> <li>Welsh production     companies</li> </ul>	<ul> <li>A Prosperous Wales</li> <li>A More Equal Wales</li> <li>A Wales of Vibrant Culture and Thriving Welsh Language</li> </ul>	Addressing the issue of a closed industry for those who have limited industry access.	To have a film industry which represents the whole of Wales. To create a clear pathway into the industry for everyone.
Communications						
Rebranding	A rebranding of the Ffilm Cymru Wales website and communication output		Golley Slater	<ul> <li>A Wales of Vibrant         Culture and Thriving         Welsh Language</li> <li>A Globally         Responsible Wales</li> </ul>	Keeping up with the demands of the digital age and audience engagement	To encourage the public to interact more, get involved and support Film Cymru's projects and schemes
General						
Green Cymru	Being an eco- friendly, recycling and environmentally conscious company.	Our staff, Welsh filmmakers, the Welsh public.	<ul><li>Cardiff council</li><li>Suppliers</li></ul>	<ul><li>A Resilient Wales</li><li>A Healthier Wales</li><li>A Globally responsible Wales</li></ul>	Climate Change.	For Ffilm Cymru to lead by example in being as environmentally friendly as possible.

How Ffilm Cymru Wales could improve regarding to the Well-being of Future Generations Act:

Suggestion	What is it?	Involvement	Collaboration	Integrations	Prevention	Long Term
Production, Development & Skills						
Genre-specific development	Following on from Hatch, to develop projects in genres that have been lacking in the Welsh film industry (Action / Sport / Musical / Fantasy etc.)	Filmmakers, film production companies.	• S4C	A Wales of Vibrant     Culture and Thriving     Welsh language.	Addressing an unexplored genre in Welsh filmmaking.	To connect with a wider audience throughout Wales.
Diversity	Continuing to highlight issues around diversity, and search for and develop Welsh talent from diverse backgrounds.	All artists, actors, filmmakers and film industry workers from under-represented backgrounds.	<ul> <li>S4C</li> <li>National Theatre Wales</li> <li>Theatr Genedlaethol Cymru</li> </ul>	<ul> <li>A More Equal Wales</li> <li>A Wales of Cohesive Communities</li> </ul>	Increasing the talent pool with diverse actors / actresses and filmmakers.	To ensure that we have a diverse film industry that reflects Wales as a whole.
General						
Collaboration	Apply a more collaborative approach to projects and schemes.	Connecting with a wider pool of people through joint funding.	<ul><li>Public bodies</li><li>Local councils</li><li>MP's</li><li>Health boards</li></ul>	<ul> <li>A Wales of Vibrant         Culture and Thriving         Welsh language</li> <li>A Wales of Cohesive         Communities</li> </ul>	Utilising contacts, knowledge and expertise through collaboration.	To maximise the funding potential and create more sustainable schemes.
Well-being awareness	To be more aware of the well-being of filmmakers, our staff and the public to ensure that we are better equipped to supporting people with mental health issues. And, to gather and share data and knowledge around good practice.	Welsh filmmakers, Film industry practitioners, our staff and the public.	<ul> <li>Mental health charities</li> <li>Health boards</li> </ul>	A Globally responsible Wales     A Healthier Wales	Being a more aware and supportive organisation regarding well-being.	To ensure that the Welsh film industry is a healthy and supportive industry for future generations.