

ffilm
CYMRU WALES

DEVELOPMENT
FUNDING



GUIDELINES
2020

www.ffilmcymruwales.com

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 successful applicants work with Ffilm Cymru Wales in aiming 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 in development. We are also committed to supporting Welsh language projects.

Ffilm Cymru Wales is committed to supporting a diverse and inclusive film sector in Wales, as detailed in our Diversity Policy.

Ffilm Cymru Wales offers:

- Our unique Magnifier approach to the development and production of feature films.
- Project specific advice and assistance
- Professional development and mentoring
- Advice, funding and information on the exploitation of the Intellectual Property and brand extension of a film, including cross-media opportunities and marketing and social media opportunities
- Advice and assistance with PR/branding and marketing

ELIGIBILITY

Applications for funding will be accepted at twice yearly intervals (deadlines will be on our website). Development applications for projects already on the development slate can be considered outside of these deadline.

Applications can be made by individuals (for script development costs) or by a producer or production company. All applications have to meet the criteria set out in our guidelines

Ffilm Cymru Wales encourages the involvement of third party finance.

Ffilm Cymru Wales will contribute up to 75% of the total development costs of a project (the remaining 25% can be made up of in-kind contributions, producer or third party investment).

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 this 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 ability to qualify as a British film. Please refer to BFI website for qualification details.
- 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

As part of our systematic 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.

Occasionally we may solicit applications and develop proposals with third party organisations and individuals that explore new and emerging cross arts, cross creative industry enterprises.

APPLICATION PROCEDURE

Please contact the development executive or the development and production coordinator before making an application.

Applicants are asked to complete and submit an application form (which can be downloaded from our website) and the following supporting material:

- Treatment of 8-10 pages and
- Script, formatted according to industry standards
- Any visual materials, director's showreel, mood boards, links to previous work etc
- CVs for core members of the team applied with
- Details of option/underlying rights agreement, where applicable
- Completed diversity form for writer, director and producer where applicable.

The application form and budget page therein should be completed for the 'next stage' of development (e.g second draft and revised draft or budgeting and scheduling) rather than for the entire development and production process and budget. Applications should be for costs moving forward as our funding cannot be paid retrospectively.

FUNDING DECISIONS

Final funding decisions will be made approximately six weeks after the deadline.

Successful applicants will be invited to take part in a Ffilm Cymru Wales Magnifier Cohort day.

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.

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 development agreement that will include an agreed payment schedule and specific development targets.

It should be noted that Ffilm Cymru Wales' investment is recouped when the project proceeds to production and becomes repayable on the first day of principle photography or other exploitation. A premium of 50% is repayable on all development funds, as well as 2% of producer's net should the project move into production.

Projects will be progressed through the Development Executive and the Head of Creative Sector Development where applicable, in collaboration with the Producers. Ffilm Cymru Wales will always take a hands on and creative approach. Ffilm Cymru Wales will need to approve all funding arrangements and significant changes to the project.

CONTACT DETAILS

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

CELI FOWLER

Development Executive

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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.

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