



film

CYMRU WALES



ANNUAL REPORT
2015-16



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CHAIR'S WELCOME

Ffilm Cymru Wales celebrated its 10th year in 2016, which gave us a brief pause to acknowledge the contributions of a wide range of people to a decade of progress.

From a standing start, we have now supported the writers, directors and producers of more than 50 feature films and, through initiatives in education, talent development, audience building, business support and community action, we have helped lay down the foundations of a dynamic film culture across Wales.

This year will be about building momentum and ensuring that every initiative makes a clear impact in one of the most exciting and challenging times in cinema history.

New patterns of demand, fragmentation of audiences, media convergence, always-on/ on-demand technologies and a vast increase in ways to spend time mean that standing still is not an option.

Those changes threaten well-established business models but, in all honesty, there were serious weaknesses in the traditional approach to film, particularly in respect to diversity, reach and relevance to the full range of communities.

Our objective is to build a diverse, sustainable and competitive audiovisual economy and we are looking at opportunities from two perspectives.

From the audience side, we will continue to build the reach and engagement of films across the nation, particularly those led by Welsh talent. This report sets out a number of areas where we are working closely with partners to really engage audiences wherever they live.

On the production side, we are working on innovative approaches to content development that we believe are entirely in tune with the emerging realities of the digital economy. We have brought many of these ideas together in what we are calling a Magnifier approach.

The first change has been to bring together Welsh talent as a collaborative group, learning from each other and the accumulated data created through our work. The groups meet at the earliest stages of development, giving time to develop ideas and audience strategies when it makes the most difference.

And, we are developing projects that work across media, arts and education, opening up new creative possibilities but also offering the opportunity to build sustainable businesses that fully realise the potential of their Intellectual Property. That means encouraging the development of broader assets around film: from apps and games, to book publications, TV and stage adaptations, merchandise, soundtracks, photographic exhibitions and educational resources.

Increasingly, projects prove the potential of this broader approach. We supported multi-award-winning sci-fi *The Machine*, which has now been adapted as a TV series for the Syfy channel in the US, while also generating an A/AS level education resource in Wales.

And the critically-acclaimed animated feature of Raymond Brigg's *Ethel & Ernest* – which garnered 4.7m viewers over Christmas – provided a training platform for aspiring animators and a rich online education resource and soundtrack.

We are still exploring the potential of the Magnifier approach but we are already seeing signs that it can open up the film business, film-making and film culture in Wales as never before.

MICHAEL GUBBINS
Chair
Ffilm Cymru Wales



EXECUTIVE SUMMARY

As Ffilm Cymru Wales celebrated its tenth anniversary in 2016, we reflected on a decade that has seen over 50 films made by Welsh filmmakers, independent cinemas reaching over 1,250,000 people across Wales, and more than 30,000 young people inspired to learn through film education.

This year alone saw over 1,200 young people benefit from film education projects tackling important issues such as homophobia, cultural poverty and the representation of disability. Meanwhile, independent cinemas and film festivals reached ever wider audiences across the country, both satisfying and inspiring an appetite for film beyond the blockbusters.

Over the past decade, Ffilm Cymru Wales has empowered Welsh filmmaking talent with almost £6.8 million in production funding; leveraging international investment in our feature films with budgets totalling £54,444,720 and 15 European co-production deals demonstrating the sector's open-minded and collaborative approach.

In addition to our commitment to supporting and celebrating home-grown talent, our supported productions have generated a £14,911,139 spend and supported 844 jobs in Wales, with 8 films in the Welsh language. Our funding has also complemented Welsh Government's Media Investment Fund on family animation *Ethel and Ernest*, and supernatural horror *Don't Knock Twice* – the biggest film ever to be fully-financed in Wales, in addition to seeing our investments into Welsh companies and talent feed into the broader ecology of Wales where the creators offer repeat business across film, television and the wider media and arts.

From award-winning, world-class documentaries *Orion: The Man Who would be King* and *Dark Horse*, to extraordinary Welsh-language thrillers *Yr Ymadawiad / The Passing* and *Y Llyfrgell / The Library Suicides*, Welsh film attracted international attention this year. The films took Wales to the world through festivals and international distribution, as well as offering rewarding community cinema in the heart of Wales.

Early support for emerging talent has already seen a diverse variety of filmmakers progress their careers, with writer-directors like Catherine Linstrum and Rungano Nyoni making the leap from short to feature films with the backing of the BFI NET.WORK and Ffilm Cymru Wales. Since our Women in Film Launchpad in the summer of 2015, we have seen a significant increase in applications from female filmmakers, exceeding our 50/50 gender parity benchmark for female driven applications.

Ffilm Cymru Wales launched an innovative new approach to film and audience development – Magnifier. Devised to maximise the value of ideas, the concept encourages filmmakers to explore cross-media opportunities, such as Red and Black Films' terrifying virtual reality game, a companion to their forthcoming horror movie *Don't Knock Twice*.

With a focus on the future, we welcome the stability offered by Welsh Government's settlement with the Arts Council of Wales and the BFI's 2022 strategy, which aligns well with our strategic priorities. We will continue to broaden the lens beyond film to look at wider platforms and assets and a continued commitment to improving access to film for all members of society, including emphasising the future generation of viewers. We look forward to partnering with many and varied collaborators across the film, creative, arts and education communities to make the most of the social, cultural and economic benefits of film at a local and international level.



DEVELOPMENT

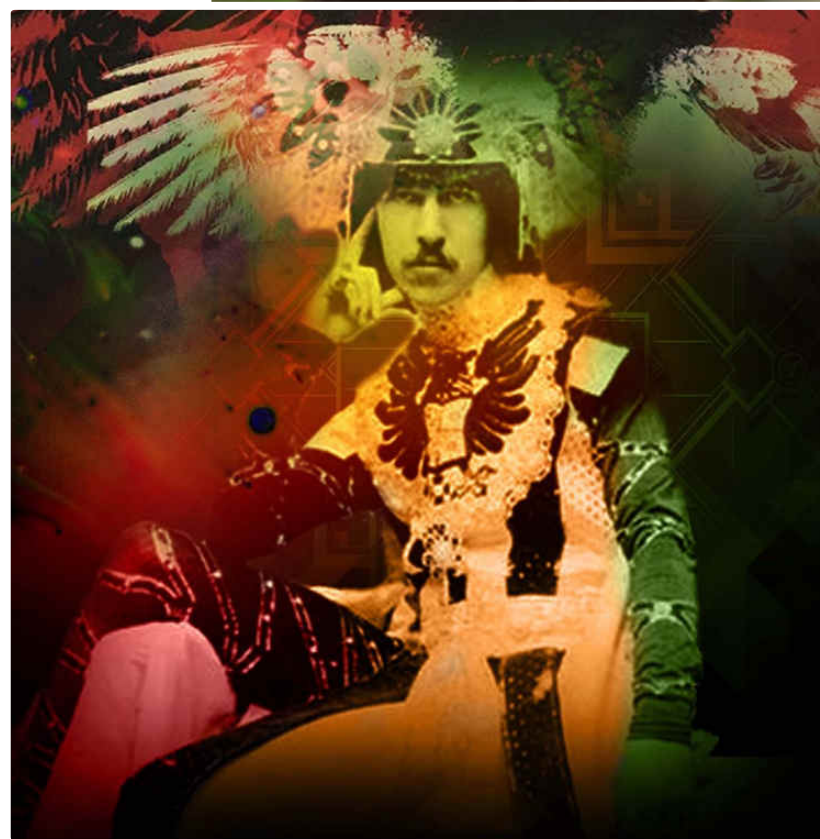
This year Ffilm Cymru Wales invested over a quarter of a million pounds in nurturing talent and discovering diverse new voices.

Funding was awarded to *Jasia*, a delightful stop-motion animation about a young orphan trying to escape the horrors of war-torn Poland through a colourful world of music, circus and friends. With an enchanting teaser trailer, director Magda Osinka will now develop the project further alongside Welsh writer John McNally with producer Sarah Cox of Arthur Cox Ltd.

Over £20,000 was invested in *Separado!* and *American Interior* producer Catryn Ramasut's new music documentary *Rockfield*. Directed by Hannah Berryman, the feature film will tell the unlikely tale of two Welsh farming brothers, who turned their farm into one of the most successful recording studios of all time, home to four decades of great British rock. Having already recorded initial interviews with Rockfield veterans Led Zeppelin and Coldplay, the film will also feature rock legends Queen, Iggy Pop and Oasis.

Development support was also provided to the makers of last year's Dylan Thomas drama *Set Fire to the Stars*, Mad As Birds Films, for their exciting new project *20th Century Boy*. This anarchic biopic of eccentric Welsh Marquess Henry Cyril Paget fuses historical thriller with glam rock as the outrageous aristocrat squanders his millions and must escape his descending debtors. Writer Celyn Jones is currently developing a script that Andy Goddard will direct following his work on Marvel's Netflix phenomenon *Daredevil*.

Amongst the crop of fantastic new additions to Ffilm Cymru Wales' extensive development slate is also producer Camilla Deakins' and Jon Rennie's follow-up to *Ethel & Ernest*, family animation *Kensuke's Kingdom*. And, Welsh filmmaker Rob Alexander will seek to capitalise on his success with Gary Numan documentary *Android in La La Land* with *Breath*, an innovative multi-sensory experience that explores the relationships we have with our bodies and the planet we inhabit through a non-verbal documentary and interactive installation.



BFI NET.WORK WALES

The UK-wide talent development programme for new and emerging filmmakers had a busy year of workshops, talent showcases and film screenings in addition to its tailored funding and career support for new talent.

Inclusivity is key in identifying the next generation of filmmakers, and the BFI NET.WORK has worked with a wide cross-section of Welsh talent. 61% of emerging filmmakers engaged with identify as female, 32% are Welsh speakers, and 18% identify as Black, Asian and/or Minority Ethnicity.* Additionally, 28 participants from this year's Launchpad training events went on to progress their careers further with support from BFI NET.WORK and Ffilm Cymru Wales funding and activity strands.

Summer 2015 saw South Wales' Barry host a week-long Women in Film Launchpad event, featuring emerging women filmmakers from Wales engaging in practical training with mentoring, masterclasses, workshops and discussions. Mentors included Desiree Akhavan, Destiny Ekaragha, Rebecca Johnson and Corinna McFarlane, while Sadie Frost gave the keynote speech at a full and lively debate. The event was presented in partnership with Creative Skillset, CULT Cymru, BAFTA Cymru and The Welsh Broadcast Trust, with generous support from Barbara Broccoli's EON Productions.

The short films selected for the previous year's Beacons scheme went into production, including Carl Rock and Katie Pow's 'Welsh Gremlins' puppet fantasy *The Truthful Phone*. Adapted from a short story by Monty Python's Terry Jones, the creature-filled high-concept comedy secured additional funding from a successful Kickstarter campaign before attracting Hollywood star Michael Sheen as the narrator.

BFI NET.WORK Wales partnered with the Iris Prize Festival and Welsh broadcaster S4C to present Straeon Iris – a short film scheme supporting LGBTQ filmmakers and stories in the Welsh language. Following its launch at the National Eisteddfod, ten proposals were submitted, with two finalists progressing into a further development phase. The winning film screened at the 10th anniversary celebration of the Iris Prize Festival in October 2016.

This year a new fund was launched to build communities of mutual support, encourage shared learning, and promote an innovative and inclusive filmmaking culture. The Connector Fund invited applications from filmmaking collectives, short film festivals, writer groups, mentoring networks and more to support activities around diversity and tackling under-representation and geographic isolation.

* According to the 2011 census, the BAME demographic accounts for 4.4% of the population of Wales.



PRODUCTION

It was a strong year for Welsh-language film, emerging Welsh talent and those working across platforms.

Known for his extensive television work on *Doctor Who*, *Broadchurch* and *Marvel's Daredevil*, Welsh director Euros Lyn shot his feature film debut *Y Llyfrgell / The Library Suicides* in Aberystwyth. Adapted from Fflur Dafydd's award-winning novel, the Welsh-language tale of revenge sees twin daughters set a trap for their mother's murderer in the National Library of Wales. The film stars Catrin Stewart in an award-winning dual performance, and was produced through Ffilm Cymru Wales' rising talent scheme Cinematic in partnership with the BFI, BBC Films, S4C and Soda Pictures.

Distribution support was given to *The Passing / Yr Ymadawiad*, following through our previous production commitment and allowing this haunting Welsh-language film to engage with new audiences across Wales and beyond. Starring Annes Elwy and Dyfan Dwyfor as two young lovers that crash their car in the remote mountains of Wales, and Mark Lewis Jones as the mysterious figure that drags them to his isolated farm, this stunning supernatural drama reunited writer Ed Talfan and director Gareth Bryn following their work on Welsh television hit *Hinterland*.

Ffilm Cymru Wales partnered with independent games developer Wales Interactive to produce a companion game for Red and Black Films' latest horror *Don't Knock Twice*, which will be distributed in early 2017. The game utilises innovative virtual reality technology to immerse the player in the film's terrifying world of witches and demons. From the makers of Welsh sci-fi hit *The Machine*, *Don't Knock Twice* stars Battlestar Galactica's Katee Sackhoff.

Also awarded funding was *Trance* writer Joe Ahearne's feature debut *B&B*, which sees a gay couple's weekend of mischief at a remote Christian bed and breakfast turn bloody. The film represents the feature debut for experienced Welsh television producer Jayne Chard. The darkly funny thriller was co-funded by Creative England and Isabelle Georgeaux from Pont Neuf Productions.





MAGNIFIER COMPANY SUPPORT

This year, four Welsh film companies were offered funding to expand their capacity and growth potential through Company Support awards.

£180,000 was invested in ie ie Productions, Mad As Birds Films, Dogs of Annwn and Joio contributing towards a sustainable and innovative infrastructure for the creative industries in Wales. The film and media companies will use this vital funding to create and sustain jobs, establish permanent offices in Wales, and expand the cross-media potential of their intellectual property.

Ffilm Cymru Wales cemented their commitment to maximising value with the launch of Magnifier in 2015. This new and systematic approach to development helps filmmakers identify and build audiences and revenue streams through sharing knowledge, experimenting with new models, and becoming part of a growing network of support and multi-disciplinary collaboration.

Experts from across the international creative industries' community - representing film, literature, music, games, digital interactive media, education, PR and more – have joined our dynamic cohort days, which provide filmmakers with an opportunity to workshop their projects and explore broader opportunities to make the most of their ideas.

The Magnifier approach continues throughout the development of a film project, with filmmakers accessing, sharing and discussing additional research and case studies through the Magnifier portal on Hiive (Creative Skillset's professional online network), and realising the wider intellectual property potential and audience reach of their projects with a more flexible and responsive funding model from Ffilm Cymru Wales.



AUDIENCES

With continued support from Ffilm Cymru Wales, independent cinemas, arts centres and festivals brought even more films to new audiences across Wales.

In 2015-16 FfCW-supported venues held 5,327 specialist film screenings, reaching almost 200,000 admissions with a combined box office of over £884,000. Meanwhile, Welsh film festivals screened 290 films to over 19,300 people and emphasised international connections through WOW's commitment to World Cinema and the international collaboration networks of Abertoir and IRIS.

Seven film festivals were provided with funding, including Aberystwyth's international horror festival Abertoir, which saw a 26% rise in admissions for its week of feature and short film screenings, talks, theatre performances, art exhibitions, and an immersive pop-up film experience at the heart of a mountain cave.

2015's Iris Prize LGBTQ Film Festival also saw growth as it made the most of it coinciding with the Rugby World Cup. Capitalising on this opportunity, the festival hosted a rugby-themed opening ceremony, screening the International Gay Rugby League documentary, *Scrum*. Ffilm Cymru Wales is proud to have supported the Iris Prize Festival in each of its ten years, with both organisations celebrating their tenth anniversaries in 2016.

The only festival to tour its programme around Wales - visiting Cardiff, Swansea, Aberystwyth and Mold – the Wales One World film festival is dedicated to showcasing the best in world cinema to audiences across the country. In early 2016, the festival also earned a Big Lottery Fund grant to expand its Women's Film Club, which offers regular screenings of world films to women from minority ethnic communities, and those who experience exclusion from cultural provision. The grant will allow the WOW Women's Film Club to reach even more people, and promote an inclusive culture through the power of cinema.

Offering sustained year-long provision across Wales, sixteen independent cinemas and arts centres shared almost £100,000 in core funding, with encouragement from Ffilm Cymru Wales to continue adapting business models, developing wider partnerships, and engaging under-served audiences to grow with the ever-evolving landscape of film consumption.

With a focus on the future, Galeri arts centre - situated on the beautiful seafront of Caernarfon in North Wales – has secured plans to build a second cinema screen, providing an opportunity for broader programming and educational activities. Construction work will commence in January 2017, with a view to open in early 2018.



EDUCATION

In 2015-16, seven projects shared Ffilm Cymru Wales' £35,000 film education fund, inspiring learning, offering new opportunities, and promoting social and cultural awareness for over 1,200 participants.

Two of these projects were delivered in both English and Welsh, while another also worked in Somali, Urdu and British Sign Language.

Ffilm Cymru Wales supported Cardiff Community Housing Association's multi-language Cultural Media Centre in engaging Butetown's multi-cultural communities, which often suffer from socio-economic deprivation and a lack of cultural provision, through education workshops and film screenings.

Also awarded funding was the Disability Arts Cymru Project 'Changing the Focus,' which explored the representation of deaf and disabled people in the media. Participants from a diverse range of backgrounds discussed archival film footage before approaching their own short films tackling the issues they felt most pertinent. These films will be packaged and shown in schools across Wales.

The Iris Prize Film Festival's Outreach activity this year included publishing a library of eight short films produced by young people dealing with LGBT related bullying. The secondary school pupils from across Wales, some of whom have additional learning needs, used both comedy and drama to communicate their message of courage and empowerment in the face of homophobic abuse. Ffilm Cymru Wales co-funded the Iris Outreach education project alongside the UIA Charitable Foundation and Google, and the films are available to watch free on our YouTube channel.



PRODUCTION

FILM	APPLICANT	AWARD
The Borneo Case	Truth Department	£25,000.00
Denmark	Severn Screen	£200,000.00
Orion (distribution)	Truth Department	£7,500.00
B&B	Hummingbird Films	£85,000.00
Resolute	Ironbox Films	£150,000.00
Don't Knock Twice (game)	Wales Interactive	£49,999.00
My Grandfather the Spy	Shoot From the Hip	£20,000.00
The Passing / Yr Ymadawiad (distribution)	Severn Screen	£5,000.00
TOTAL OF ALL PRODUCTION AWARDS GIVEN		£542,499

COMPANY SUPPORT

COMPANY	AWARD
Ie Ie Productions	£30,000.00
Mad As Birds Films	£80,000.00
Joio	£40,000.00
Dogs of Annwn	£30,000.00

DEVELOPMENT

FILM	APPLICANT	AWARD
The Existence of Liberty White	Milkwood Film Productions	£10,000.00
Outlaws	Samuelson Productions	£15,000.00
Rubbernecker	Chewing Monkey	£15,000.00
20 th Century Boy	Mad As Birds	£20,000.00
Atomfa	Truth Department	£10,000.00
Destroying Angel	Catherine Linstrum	£12,500.00
Breath	Perfect Motion	£17,000.00
Rebellion	Niton Film	£20,000.00
Playtime	Playtime Production	£12,000.00
UN Project	Fly Film	£1,825.00
The Emergents	Jamie King	£6,285.00
Kinkaseki	Lookout Point	£20,000.00
Rockfield	Ie Ie Productions	£20,250.00
The Well / Fubar	Vox Pictures	£5,000.00
Jasia	Arthur Cox	£18,000.00
The Existence of Liberty White	Milkwood Film Productions	£2,000.00
Momma Gonna Knock You Out	Bard Entertainment	£8,000.00
Heart of Darkness	Gritty Realism	£11,000.00
The Boy	Rosetta Productions	£18,000.00
Kensuke's Kingdom	Jigsaw Films	£20,000.00
TOTAL OF ALL DEVELOPMENT AWARDS GIVEN		£261,860

FUNDING
AWARDS

HORIZONS (BFI NET.WORK) CPD

APPLICANT	AWARD
Jamie Adams	£3,000
Claire Alberie CPD	£1,200
Sam Connor CPD	£1,200
Angharad Elen	£3,000
Dave Evans	£1,136
Dewi Gregory	£3,000
Alex Ireson	£2,000
Maria Morancho Mercy	£3,000
Mathew Owen Natalie	£3,000
Leyla Pope	£2,500
TOTAL HORIZONS CPD AWARDS GIVEN	£23,036

HORIZONS (BFI NET.WORK) PROJECTS

PROJECT	AWARD
Atomfa	£3,250
Blue Monday / Suzanne Phillips CPD	£6,000
Breaking Barriers	£6,000
Echoes	£3,000
Glaslyn	£3,000
Heart Of Darkness	£3,000
High Tide	£3,000
I Am Not A Witch	£3,000
Joe & Katie Are In A Relationship	£3,000
Joe & Katie are In A Relationship (2 nd Award)	£2,750
Low Tide	£4,600
My Grandfather The Spy	£6,000
Revival	£3,000
Rock & Roll Spirit	£3,000
Superstar Bard	£1,600
Thinking Cap (1 st award)	£3,000
Thinking Cap (2 nd award)	£2,000
Youngun	£6,000
Love Squared	£6,000
Warmth	£6,000
TOTAL HORIZONS PROJECTS AWARDS GIVEN	£77,200

FUNDING
AWARDS

CINEMAS

VENUE	AWARD
Chapter Arts Centre	£23,000.00
Aberystwyth Arts Centre	£16,000.00
Clwyd Theatr Cymru	£11,500.00
Theatr Mwldan	£9,351.00
Taliesin Arts Centre	£8,000.00
Galeri Caernarfon	£3,000.00
Wyeside Arts Centre	£3,500.00
Torch Thearte	£2,200.00
Pontardawe Arts Centre	£3,000.00
Theatr Gwaun	£4,000.00
Riverfront Newport	£4,000.00
Barry Cine Memo	£2,000.00
Penarth Pier Pavillion	£2,000.00
Neuadd Dwyfor, Pwllheli	£2,000.00
Theatr Ucheldre	£2,000.00
The Welfare	£2,000.00
TOTAL OF ALL CINEMA AWARDS GIVEN	£97,551

FUNDING
AWARDS

FESTIVALS

FESTIVAL	APPLICANT	AWARD
Abertoir Film Festival	Aberystwyth Arts Centre	£15,000.00
Cardiff Big Mini Film Festival	Bulldozer films	£2,500.00
Hay Festival of British Cinema	Borderlines	£7,500.00
Iris Prize	The Festivals Company	£9,000.00
PICS Film Festival	The Wales Film Festival Youth Network	£5,500.00
Wales One World Film Festival	Wales One World	£9,000.00
Zoom Cymru International Film Festival	The Wales Film Festival Youth Network	£10,000.00
TOTAL OF ALL FESTIVAL AWARDS GIVEN		£58,500

EDUCATION

PROJECT	APPLICANT	AWARD
Changing the Focus	Disability Arts Cymru	£2,015.00
The Welsh & The Tehuelche	Gritty Realism	£4,800.00
Cultural Media Centre	Cardiff Community Housing Association	£7,000.00
Iris Education 2015/16	The Festivals Company	£8,019.00
Effect of Film-making in Design & Tech	LilyPad Films	£1,010.00
LLamination	Play Radnor – Thumbs Up	£4,211.00
Capture my Culture	The Welfare	£5,000.00
Changing the Focus (2 nd award)	Disability Arts Cymru	£2,945.00
TOTAL OF ALL EDUCATION AWARDS GIVEN		£57,844

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2016

	2016 (£)	2015 (£)
Income	1,989,464	2,102,111
Direct Expenses	(1,383,651)	(2,078,611)
Gross Surplus	605,813	23,500
Operating Expenses	(521,127)	(299,172)
Operating Deficit	(84,686)	(275,672)
Interest Receivable	609	767
Deficit on ordinary activities before taxation	85,295	(274,905)
Tax on surplus on ordinary activities	(122)	(153)
Retained deficit for the financial year	85,173	(275,058)
Retained surplus brought forward	434,446	709,504
Retained surplus carried forward	519,619	434,446

Balance Sheet at 31 March 2016	2016 (£)	2015 (£)
Fixed Assets		
Tangible Assets	8,775	13,896
Current Assets		
Stocks	1,650	1,650
Debtors	8836,681	854,682
Cash at bank and in hand	1,136,156	1,428,301
Creditors: amounts falling due within one year	(1,463,643)	(1,864,083)
Net current assets	510,844	420,550
Net Assets	519,619	434,446
Reserves		
Income and Expenditure	434,446	709,504
Other reserves	85,173	(275,058)
Members' funds	519,619	434,446

FINANCIAL SUMMARY



To celebrate our 10th anniversary,
the BFI Player is offering a selection of Welsh films.

WATCH NOW ON BFI PLAYER





Chief Executive	PAULINE BURT
Executive Assistant and Events Producer	ANGHARAD WILLIAMS
Administrator	BETHANY LANE
Communications & Events Manager	BEN HOOPER
Head of Creative Sector Development	HANNAH THOMAS
Production & Special Projects Manager	ADAM PARTRIDGE
Talent NET.WORK Manager	TRACY SPOTTISWOODE
Development Executive	KIMBERLEY WARNER
BFI NET.WORK Wales Co-ordinator	TESSA HUGHES
Head of Audience, Regeneration and Education	GAVIN JOHNSON
Audience, Education and Regeneration Manager	NICOLA MUNDAY
Finance Manager	GAIL REED
Finance Administrator	MICHELLE GREEN

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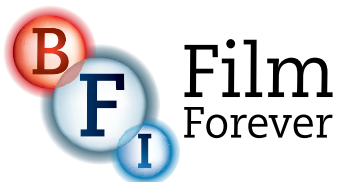
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