

# Connector Guidelines 2021

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## Introduction

Ffilm Cymru is the development agency for Welsh film and a national delivery partner of BFI NETWORK. Through National Lottery funding, BFI NETWORK 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 supports filmmakers at this level born or based in Wales.

## What is the Connector fund?

The Connector fund supports individuals or organisations to deliver targeted training, networking, research and resources that benefit under-represented filmmaking talent in Wales.

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

- Cinema Golau – a platform to support new and emerging filmmakers of under-represented race & ethnicity via screenings, workshops and festival events
- Training and short film production for neurodivergent filmmakers and actors with Hijinx Theatre & 104 Films
- Writers Lab UK & Ireland – a series of peer-to-peer and mentor-led script development workshops for woman and non-binary identifying writers over 40
- The Great Lesbian Escape – film research and industry sessions exploring lesbian and bisexual women’s stories on film
- Towards First Draft - a bilingual scriptwriting course in North Wales
- Networking for aspiring animation filmmakers with Cardiff Animation Festival
- One Stop Doc Shop – a series of online resources to encourage and support an inclusive array of women & non-binary documentary filmmakers

- FireParty Lab - coaching and mentoring to support filmmaker well-being during the Covid-19 crisis

Further information on previously supported projects is available on the [Ffilm Cymru website](#).

## Funds available and application timeline

A maximum total of £27,000 is available through the Connector fund during the 2021-22 financial year (up until March 2022). We expect to make 5-6 awards. The maximum award amount available is £6,000.

Ffilm Cymru invites applications on a rolling basis until all funds are awarded. Expressions of Interest can be submitted at any time. We recommend that you allow at least 12 weeks from first contacting us to complete the application process and receive notification of whether your project has been awarded funding.

## 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.

We welcome partnership applications for Connector. This is particularly valuable where we are looking for applicant teams to demonstrate the following: access to networks of under-represented creatives in Wales; understanding of the independent film sector and of the practical steps that a filmmaker needs to take in order to forge a sustainable career in film; project management and training, event delivery and/or research experience.

Where applications focus on a specific under-represented group or groups, we are particularly keen to see applicant teams that include lead (paid) roles for individuals with relevant lived experience in the design and delivery.

## What are we looking for?

All Connector activity should focus on supporting aspiring, new or emerging screenwriters, directors and/or producers (meaning those who have not yet had a feature produced and receive commercial distribution in the UK) and should offer practical as well as inspiring support to the career progression of participants. Applicants should demonstrate how their project will benefit filmmakers from backgrounds currently under-represented in the film industry and how they will access their target participants in Wales.

## Skills areas

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

- Development of film producers, particularly encouraging new potential producers and individuals with transferable skills;
- Development of film directors bridging the transition from other art forms, or from other roles within film or TV;
- Development of screenwriters working at feature level, targeted at bridging the transition from other art forms to film;
- Bridging the gap between animators and animation producers working in other mediums, and animated feature film;
- Supporting the development of documentary producers and directors, particularly with business affairs;
- Fostering collaboration between filmmakers and other art forms or technology;
- Coaching in soft skills such as pitching, presenting and negotiating;
- Exploration of inclusive filmmaking practises;
- Guidance or support for wellbeing.

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.

## Target participants

Applicants should familiarise themselves with the [BFI Diversity Standards](#) and Ffilm Cymru's [Equality, Diversity and Inclusion \(EDI\) Action Plan](#), which includes targets set against the census statistics for Wales. Applicants may however choose to focus on one diversity area alone.

Currently, we are particularly keen to receive applications that benefit individuals who identify as from an under-represented race or ethnicity, or as D/deaf, disabled, neurodivergent, or are from a socio-economically disadvantaged background. These priorities are subject to change in future, based on data routinely gathered by

Ffilm Cymru and on the mix of Connector projects that have previously been supported.

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

## Types of activity

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

Activity can be delivered online, in-person, or a combination of the two. Due to the ongoing impact of Covid-19, individuals or organisations that are awarded funding will be required to evidence appropriate planning measures and risk assessments for any in-person activity in line with the latest government legislation and guidance.

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

Research projects should include some form of resource available as an outcome, e.g. an online report or toolkit.

## What we do not fund

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 [Cinemas, Film Festivals & Pop ups](#) and [Film Education](#) funding, in case these are better suited to your needs.

## How do I apply?

### 1. Expression of Interest

The first step is to get in touch with Ffilm Cymru at [network@ffilmcymruwales.com](mailto:network@ffilmcymruwales.com) to express your interest in applying. You can also phone us on 07932 738434 if you prefer to speak to someone.

When contacting us you should provide a brief outline of your project, including:

- You/your organisation and any partners you plan to work with
- Overall aims and target participants
- Type(s) of activity and an overview of intended content
- The amount of funding you are seeking from the Connector fund

Please also let us know about any access requirements, for example if you or one of your core project team are D/deaf, hearing impaired, disabled, neurodivergent or visually impaired. This way we can ensure that reasonable adjustments are made during the application process.

Reasonable adjustments may take the form of alternative ways of submitting information (e.g. via post, Zoom, short video or slide deck). We can also cover financial costs, such as a BSL interpreter for a meeting with us, or scribing support for dyslexic applicants. Please note however that we cannot cover access costs for which there is already other funding in place e.g. Access to Work support. We also cannot cover the purchase of hardware or software.

Once we have received your expression of interest, Ffilm Cymru will get back to you to arrange a meeting or call to discuss your project. We may request further information at this stage, to get a sense of whether it meets the Connector fund's objectives.

Ffilm Cymru will then confirm whether you have been invited to submit an application. We will aim to do so within 4 weeks of receiving the initial expression of interest. However please note that the time it takes for you to provide requested information may impact on this timeline.

## 2. Application Submission

If you are invited to apply, we will send you an application form to complete. The team will be able to talk you through what's required in each section of the form. Reasonable adjustments will be made for applicants with access requirements - please see above.

The application form should be completed and submitted via email to [network@ffilmcymruwales.com](mailto:network@ffilmcymruwales.com), along with the following supporting materials supplied as an online storage link (e.g. Google Drive, Dropbox) within the application form:

- CVs for the applicant(s) and intended project staff



- Company bios for the applicant organisation along with any partner organisations (if applicable)

Ffilm Cymru can only consider projects that have been submitted to us through the formal application process. This means that we cannot accept or read informal, incomplete, or unsolicited submissions or application materials.

After submitting your application, you will receive an online link to complete **equality and diversity monitoring forms** for the project leads. The data is collected anonymously and will only be used for compliance with The Equality Act of 2010, in the advancement of our EDI Action Plan, and to report to our stakeholders where this is a contractual requirement.

Your application will only be considered complete when all requested items have been delivered.

## Budget guidance for your application

Please bear in mind the following:

- We can 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, or that will take place prior to us entering into a funding agreement with you).
- All budgeted 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

may 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.
- If you plan to charge participant fees, we recommend you keep these as low as possible. Where fees may be a financial barrier, we strongly encourage applicants to ensure that an appropriate number of bursary places are on offer.
- All budgeted costs must be inclusive of VAT.

## Access & inclusion

Applicants must ensure their project is as inclusive as possible. This includes for example hiring accessible venues, providing captions for online events, as well as factoring in individual access requirements.

We define such individual access requirements as specific support required by people who are D/deaf, hearing impaired, disabled, neurodivergent or visually impaired. This might for example be a BSL interpreter, additional transport or accommodation costs for a disabled person, or a personal assistant for a person with a learning disability or mental health condition.

## Anti-bullying, harassment and racism prevention

Please note that projects funded through the Connector fund will be required to adhere to and promote the set of principles aimed at tackling and preventing bullying, harassment and racism in the screen industries and related guidance commissioned by BFI, available on the [BFI website](#).

## Environmental sustainability

Applicants should plan their project with the environment and the climate crisis in mind, considering elements such as travel and use of materials. You can find our Green Cymru funding, resources and opportunities on the [Ffilm Cymru website](#).

## Application timeline

The application process and timeline is as follows:

**Stage 1** - Applicant contacts Ffilm Cymru with an expression of interest (EOI).

**Stage 2** - Applicant discusses project with Ffilm Cymru and provides any further requested information.

**Stage 3** - Ffilm Cymru invite applicant to submit a full application, or confirm project doesn't meet criteria. This will happen within 4 weeks of EOI.

**Stage 4** - Applicant completes a full application and submits this to Ffilm Cymru.

**Stage 5** - Ffilm Cymru make a decision to support or decline your application. This will happen within 6 weeks of receiving completed application.

We recommend that you allow 12 weeks from first contacting us to complete the application process and receive notification of whether your project has been awarded funding.

## Assessment and feedback

Applications will be assessed by at least two 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 diversity and inclusivity of the proposed project and its participants in line with Ffilm Cymru's EDI Action Plan;
- 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 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.

We aim to make a decision and notify applicants within 6 weeks of receiving a completed application.

Please note that an invitation to submit an application is not a guarantee of obtaining funding.

If your application is unsuccessful, Ffilm Cymru will provide feedback. There is no obligation for the applicant to apply the feedback, and addressing points made in the feedback does not guarantee you will be successful in any future applications.

## What happens if I'm awarded funding?

If your application is successful, you will 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 discuss your plan for the activity in more detail with one of our team. 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 been advised by Ffilm Cymru.

### 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 withdrawn by Ffilm Cymru 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 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 NETWORK Wales including Ffilm Cymru and BFI 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.

## Contact details

If you have any questions, please contact:

Jude Lister, BFI NETWORK Wales Manager

[jude@ffilmcymruwales.com](mailto:jude@ffilmcymruwales.com)

Gwenfair Hawkins, Development Executive

[gwenfair@ffilmcymruwales.com](mailto:gwenfair@ffilmcymruwales.com)

You can also reach us via phone at 07932 738434.

If you would like to keep up to date with Ffilm Cymru funding schemes, training events and other opportunities, please [subscribe to our mailing list via our website](#).

## *Appendix - Ffilm Cymru Wales CBC Lottery Funding - Standard Terms of Business*

These Standard Terms of Business (“Standard Terms”) form part of and should be read in conjunction with any funding agreement (“Funding Agreement”) issued by Ffilm Cymru Wales CBC (FfCW) in relation to your project (“Project”). Where there is any conflict between the two then the Funding Agreement prevails.

1. The law and Government regulations on distributing National Lottery funds may change. FfCW therefore reserves the right to review funding schemes and/or change its’ policies, procedures, and assessment criteria.
2. FfCW will not be liable for any loss, damage or costs arising directly or indirectly from:
  - The application process;
  - FfCW’s decision not to provide an award to an applicant; or
  - Dealing with an application.
3. FfCW’s decisions on applications are final. Formal appeals against decisions 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. FfCW’s Complaints Policy can be obtained on request from [enquiries@ffilmcymruwales.com](mailto:enquiries@ffilmcymruwales.com).
4. FfCW will not pay out any funding until it has received a fully executed copy of the Funding Agreement and until any conditions precedent as defined within the Funding Agreement have been satisfied.



5. FfCW is required to publicise information on the number of applications it receives and the awards made: this information will include the name of the successful applicant, award amount, project name and project details.
6. The Freedom of Information Act 2000 gives members of the public the right to request certain information held by FfCW. This includes information held in relation to applications to FfCW's National lottery funding programmes and schemes. Therefore if you choose to apply to FfCW the information you supply may be disclosed under the Freedom of Information Act, in whole or in part.
7. FfCW is committed to improving the diversity and inclusivity of the screen industry. We ask all applicant teams to complete anonymous diversity monitoring forms and all successful applicants to develop diversity and inclusion plans, which they report against. FfCW may publish any anonymous diversity data you provide on an annual data aggregated with other application and award data, as further detailed in our [Privacy Policy](#). FfCW requires that any measures taken by applicants to improve the diversity and inclusivity of their work are in compliance with the [Equality Act 2010](#).
8. FfCW requires funding recipients to credit FfCW and BFI NETWORK, with the support of the National Lottery in all verbal and written/published materials relating to the Project including utilisation of the FfCW, BFI NETWORK and National Lottery logos.
9. FfCW will have approval over all Main Elements of the Project, as defined within the Funding Agreement. Changes to any Main Element cannot be made without FfCW's prior written approval.

10. FfCW can withhold or reclaim an award in the following circumstances:
- the application has been filled in dishonestly or with incorrect or misleading information about the organisation or the project whether deliberately or accidentally;
  - if the award recipients acts dishonestly or negligently to the disadvantage of the project

AND

- any other breach as defined in the Funding Agreement.

11. The funding recipients shall deliver to FfCW a final cost report as a condition precedent to release of the final instalment of funding.