

These are the guidelines for Ffilm Cymru’s:

Production Fund

Live Action Narrative or Animated Films

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Introduction

Welcome to the guidelines for Ffilm Cymru’s production funding for live action narrative or animated feature films. If you’re looking for production funding for a feature documentary project, please refer to those guidelines instead.

Ffilm Cymru is a community interest company with a remit to develop a sustainable film sector in Wales. One of the key ways in which we do this is by investing in Welsh filmmakers and their ideas. We want to put Welsh film on the map by incubating, from an early stage, independent films, which are unconventional, ambitious, and well-crafted. We particularly want to champion under-represented voices and to push the boundaries of what we know as Welsh film, welcoming co-productions, work in British Sign Language as well as Welsh language projects, and projects, which experiment with form and style.

Through this fund, we support original live action narrative or animated films, which are intended for cinema release and which are led by Wales born or based writers, directors or producers (hereafter referred to as Welsh filmmakers or Welsh talent). If your project isn’t quite yet ready for production investment and needs more development, have a look at our development funding instead: either our Horizons fund for new filmmakers¹, or our Development Fund, for more experienced filmmakers².

If anything is unclear in these guidelines, or if you’d like support to make an application, please get in touch with us, (see [Contact Details](#) below).

¹ <https://ffilmcymruwales.com/funding-and-training/horizons-emerging-filmmaker-development>

² <https://ffilmcymruwales.com/funding-and-training/established-filmmaker-feature-film-development>

Where is Ffilm Cymru's production funding from?

Ffilm Cymru's production funding is made up of National Lottery Funds delegated via the Arts Council of Wales (ACW), and Welsh Government Capital Funds delegated via Creative Wales. Our funding is selective, rather than automatic, and focused on independent films that are made for cinema and led by Welsh filmmakers.

If you're looking for more than £600,000 of production funding for a feature film, or are working on a studio-driven film, then you should contact Creative Wales directly on creativewales@gov.wales.

Ffilm Cymru has approximately £1.6 million to invest annually in the production of feature films from the year 2022 onwards. This is made up of income received from ACW and Creative Wales as well as any funds carried over from the previous financial year and any income generated by our film investments. You can find a detailed breakdown of the investments we make each year in our Annual Reports³.

³ <https://ffilmcymruwales.com/index.php/about-us/our-reports>

What is the criteria for this fund?

Both the National Lottery, and Welsh Government, have funding parameters, which our funds reflect. In addition to this, we have shaped our production fund in response to the needs we have observed over the past sixteen years of our existence and the evolutions of the broader film sector, guided by both the filmmakers we fund and our Board⁴.

Eligibility Criteria

In order to apply for this fund, you must:

- Have an original feature film proposal which is intended for cinema release
- Have a project which would be capable of qualifying as British through The Cultural Test, one of the UK's official co-production treaties OR the European Convention on Co-production⁵
- Have a writer, director and producer attached with the lead producer being a different person to the writer and the director
- Have a Wales born or based talent in the lead writer, producer and/or director role. Projects with Welsh talent in a co-producer role will be considered if the project reflects a clear progression for the Welsh talent, either in budget, genre, and/or partnerships
- Have writers, directors, and producers on your project who are over the age of 18 and not in full-time education
- Own or be in the process of obtaining the rights (including any underlying rights) in the project
- Be able to apply through a company registered and centrally managed in the UK. This company should be led by the

⁴ <https://ffilmcymruwales.com/index.php/about-us/our-board>

⁵ See bfi.org.uk/film-industry/british-certification-tax-relief

producer. This also applies to British qualifying international co-productions, which are welcome.⁶

- Have relevant experience of film or TV within your team.
- Have a viable plan for the film to be fully financed within six months
- Ordinarily have at least twelve weeks until you commence principal photography

In addition to this, Ffilm Cymru focuses its' investment around projects which speak to one or more of the following:

Film Funding Priorities

- Welsh filmmakers at an early stage of their careers
- Films, which are led by under-represented filmmakers and/or which speak to audiences traditionally under-served by feature film including Welsh Language film⁷
- Films with strong artistic value, taking risks on talent, content or form which the commercial sector would find more difficult to support⁸
- Films which depict Wales and Welsh culture in new and unconventional ways.

What we can't fund

We are unable to fund the following with this fund:

- Work that is intended primarily to capture another art form, such as filmed theatre, sporting or music events
- Short films (or films which are shorter than 70 minutes in length)

⁶ For advice on setting up a company, please visit companies house

⁷ For more information on our approach to Equality, Diversity and Inclusion, please read our Film is For Everyone Action Plan here

⁸ This is a key tenet of Lottery film funding

- Artist installation work
- Work that is not primarily audio-visual
- Work intended primarily for broadcast television

This is because there is other funding available from broadcasters, the Arts Council of Wales, Creative Wales and others to support the above. You can also access short film funding through our BFI Network Wales offer⁹.

⁹ <https://ffilmcymruwales.com/funding-and-training/beacons-short-film-funding>

How do I apply?

Because we manage public funds, we have to ensure that we don't give unfair advantage to any applicants and that we have clear and transparent processes in place. That means that we can't assess projects informally and that you must submit through the formal process, first submitting an expression of interest.

Can I get access support with my application?

For applicants with access requirements, for example individuals who are D/deaf, hard-of-hearing, Disabled or neurodiverse people, and people with sight loss, further support is also available to complete an application. For example, we can cover the costs of a BSL interpreter for a meeting with us prior to making an application, or scribing support for dyslexic applicants, or agree alternative formats for applying such as a short video or slide deck. Please contact us to discuss how we can help in advance of making an application (see Contact Details below).

Contact Details

Completed applications must be emailed to applications@ffilmcymruwales.com, unless we've agreed an alternative form of delivery.

If you have any questions or access requests, please contact both:

Kiah Simpson, Production Executive kiah@ffilmcymruwales.com and
Ihsana Feldwick, Talent Coordinator ihsana@ffilmcymruwales.com

Deadlines

You can submit an expression of interest for our production funding at any time.

We also accept full applications for production funding at any time and can turnaround decisions on applications for up to £50,000 within six weeks. However applications for £50,000 or over will have to be reviewed at the next quarterly Board meeting. Ffilm Cymru's production team will need to write a full report on your application in the run up to this Board, which is submitted to them in advance. This means that you will need to submit your application form as far in advance of the Board date as possible and in the run up to the Board, be available to discuss your project with the executive managing your application. The next board dates are:

- 28th September 2022
- 14th December 2022

Please always confirm the date that your project will be considered with the executive who is managing your application.

Under exceptional circumstances and if an applicant can evidence that their project is time-sensitive, we may be able to assess an application for more than £50,000 outside of these dates, with prior approval by the Production Executive, but this cannot be guaranteed.

The Process of Applying

Applications should be made by the lead producer of the project who should also be the rights holder for the project. However, if the project is an international co-production the official UK co-producer should apply.

Expression of Interest

Applicants will first need to complete an expression of interest form, which can be downloaded from our website or provided in different formats to support access. They should email their completed EOI form to applications@ffilmcymruwales.com.

The EOI form contains a series of questions about your team and project, which provides us with an overview of your project, its' eligibility, timeline, and suitability for our funding. It's important that you complete all sections of the form and ensure that any supporting links are active. You will be required to provide CVs for your core team and an active link to the director's showreel and most relevant recent work.

Once you have submitted your EOI, we will confirm by email that it has been received and a unique ID number will be assigned to the application. You should receive this acknowledgement within one week of submission.

This email will also contain a link to complete our diversity monitoring form, which should be completed by all lead writers, directors and producers on the project. There is a 'prefer not to say' response available for all questions but the answers we do receive help us to evidence gaps in representation and to take action to address them. For more information about why we ask for this information, please read our Film for Everyone Action Plan¹⁰.

If your EOI is accepted, we'll invite you to submit an application form. If your EOI is not accepted, we'll provide brief feedback as to why it isn't eligible for our funds or why the timing isn't right for an application.

¹⁰ <https://ffilmcymruwales.com/film-everyone>

You'll hear from us via email within two weeks on the outcome of your EOI.

Application Form

If your EOI is approved, you will be invited to submit a full application form, which can be previewed on the website, or provided in alternative formats to [support access needs](#).

You will be required to submit the following along with your application form:

- A draft of the script for the project you are requesting funding for (in industry standard format such as Final Draft)
- CVs for your core team and an active link to the director's most relevant previous work
- Your finance plan, including details of any existing or proposed third party financiers that have already committed to the project and any terms already agreed with these financiers
- Your budget (in industry standard format such as Movie Magic)

Your application won't be complete until all these items have been delivered along with the application form.

Your application will be strengthened by any other available creative or business materials, such as look books, mood reels, animatics, sales estimates from a reputable sales agent or letters of intent from sales agents, distributors, or other financiers. We understand however that some projects will struggle more than others to secure the latter at application stage, and so we will assess each project on its' own merits (see [Assessment Criteria](#) below).

Supporting documentation is best delivered as a single link to an online storage platform provided within the body of your application, rather than as individual attachments.

It's important you respond to every question within the application form unless it is described as optional, as incomplete applications will not be assessed. In these circumstances, we will ask you to complete and re-submit your application.

How are funding decisions made?

Assessment Criteria

We consider all the following when assessing whether to offer funding to a project:

- The quality and originality of the project and the team's ability to realise their creative vision
- Whether the project responds to one or more of our [Funding Priorities](#)
- Whether the project will have a significant impact on the careers and companies of Welsh filmmakers
- Whether the project is feasible. Is the estimated budget level and finance plan reasonable and appropriate for this project and for the experience of the team? Is the timeline for the project workable?
- The team's understanding of the specific audience for their project and plan to reach that audience
- The potential to support a [sustainable Welsh screen sector](#), addressing environmental sustainability, diversity and inclusion, skills & training, and broader business innovation.
- The project's suitability for public funding. Could it be fully commercially financed? Is the project capable of paying

everyone for their work and not requiring us to fund retrospectively? See [Budget Requirements](#) below.

- The likelihood of the project having a meaningful cinema release (that isn't self-financed)
- The overall balance of our investments. We will consider if the project is a distinctive addition to a balanced slate of projects supported by Ffilm Cymru.

The assessment process will also take into account how you have managed any previous Ffilm Cymru funding you have received.

Assessment Process

Applications for up to £24,999.99 will be assessed by members of Ffilm Cymru's development, production and skills team comprising ordinarily of the Production Executive, the Business Affairs Executive, and the Head of Production.

Applications for between £25,000 and £49,999 will be assessed by the above and a representative of the Board of Ffilm Cymru.

Applications for £50,000 or over will be assessed in the form of a report by a member or members of the Ffilm Cymru production team (comprising the Production Executive, Business Affairs Executive, Head of Production and CEO). This recommendation is subject to review and approval by Ffilm Cymru's Board (which must be quorate with at least three members present) as well as one representative of Creative Wales. This process would ordinarily happen at our quarterly board meetings (see [Deadlines](#) section above).

We may use external consultants in addition to the personnel identified above in order to broaden the expertise and lived experience feeding into assessments.

In the process of writing our report we may ask for more information or materials from you. For information on what we do with applicant data, please refer to our Privacy Policy¹¹.

Ffilm Cymru will let you know within three working days of any assessment date whether your application has been successful, unsuccessful or deferred (with the latter usually relating to the need for clarification on an element of the production). We may offer you none, all, or some of the funding you have requested at our discretion.

Indicative Decision-making Timeline

| | |
|--|---|
| Response to submission of EOI | Within two weeks |
| Response to application form (if requesting up to £50,000) | Within six weeks |
| Response to application form (if requesting £50,000 or over) | Determined by board meetings. You will be informed within 3 working days of the assessment date which will be provided to you in advance. |

Feedback

If you are unsuccessful in receiving funding you will receive brief feedback via email. We receive a large amount of applications and don't have the resources to provide detailed feedback to every project that applies to us.

¹¹ <https://ffilmcymruwales.com/sites/default/files/2020-10/Privacy%20Policy%202018.pdf>

Ffilm Cymru is a selective rather than automatic fund and only makes an average of 4-8 production awards a year. Applications are rejected for a number of reasons, including:

- The readiness of the team to make a feature of this level
- The originality of the material
- The appropriateness of the budget level for the material
- Whether the project is sufficiently prepared to move toward production
- Whether the project could be financed by other means
- The project's alignment with our Funding Priorities
- Any other element relating to our Assessment Criteria.

There is no obligation for the team to apply any feedback provided by Ffilm Cymru nor is application of that feedback a guarantee that funding will be provided in the future.

Resubmission

Resubmissions of previously rejected applications cannot be made without prior Ffilm Cymru approval. Resubmissions should show substantive changes addressing any previous feedback from Ffilm Cymru: for example, a significant rewrite or change of producer.

If you meet this criteria and submit a new application for the same project, you must clearly identify the revised elements of the project within the application.

Resubmissions of projects, which have received a funding offer, which has expired, must also be discussed with a member of the team.

Application Details

How much funding should I ask for?

Ffilm Cymru can award up to a maximum of £600,000 but we expect most awards to be in the £150,000 - £400,000 range.

It's also important to note that Ffilm Cymru cannot fully finance projects and would ordinarily not expect our investment to exceed 50% of your budget. In exceptional circumstances we may consider exceeding this percentage of the budget with our funding, if the project is extremely unlikely to attract sufficient partnership funding but has strong artistic or cultural merit and is a particular fit for our Funding Priorities.

When deciding how much funding to ask for you should consider:

- Your finance plan and the amounts you can realistically secure from other, perhaps larger, financiers
- Your budget, ensuring that the required costs detailed in the Budget Guidance section below are accounted for
- The Welsh spend that you can reasonably expect on your production including the costs of Wales born or based writers, directors and producers on the project¹²

If you are successful with your funding application, Ffilm Cymru will ultimately decide what amount of funding to offer you and what proportion of grant or equity funding will make up our offer. The amount we offer will largely be influenced by the level of Welsh

¹² Any and all expenditure in connection with the making of the Film incurred in Wales, born or based above-the-line talent (cast, writers, directors or producers) in addition to any essential production expenditure on workforce who have a primary residence in Wales, or suppliers/companies with a substantive base in Wales (long term premises, Wales based permanent staff and equipment based in Wales) or suppliers/companies with a substantive base in Wales (being for these purposes long term premises, Wales based permanent staff and equipment based in Wales).

spend, which is a requirement for any Creative Wales funds, where at least £6 of Welsh spend is needed for every £1 offered.

If it's unfeasible for your project to have a significant amount of Welsh spend, then Ffilm Cymru could still invest in your project based on the benefit to Welsh writers, directors or producers alone. For example, we could invest in an international co-production which is helmed by a Welsh director but shooting mostly abroad. Where there is marginal Welsh spend we are unlikely to offer more than £200,000.

A maximum offer of £600,000 would require both strong Welsh talent benefits coupled with at least £2.4 million of Welsh spend.

Budget Requirements

You must identify the forecasted Welsh spend within your budget. Your production budget must also contain provision for the following costs:

- Crew costs in line with Pact/BECTU agreement¹³
- At least Equity minimums for cast
- Provision for four to six trainees, who should be paid at least the national living wage
- Clearance of all rights in the project worldwide in all media in perpetuity (except for those sums due in respect of music public performance rights)
- Repayment of any Ffilm Cymru Development or Horizons funding (if applicable)
- Producer/production fees proportionate to the proposed budget (see further below)
- All customary production insurances (including errors and omissions)

¹³ <https://www.pact.co.uk/about-us/what-we-do/negotiations-agreements.html>

- All the delivery materials (see [Production Funding Standard Conditions](#) below) required by Ffilm Cymru including access materials relating to exhibition to people who are D/deaf, hard-of-hearing, Disabled, neurodiverse, have sight loss and/or who have sensory impairments.
- Adequate delivery materials for delivery to an international sales agent and all other financing partners
- Adequate unit publicity, stills, and footage
- A skills levy of at least 0.5% of UK core expenditure, which will be payable either directly to Ffilm Cymru or Screen Skills, subject to agreement (see [Skills section](#) below)
- A mandatory carbon offset provision of at least 0.1% of the total budget to meet Albert certification (see further below)
- Sufficient allowance for accounting and audit costs including those related to the final audit, including a breakdown of Welsh spend, and for the UK tax credit
- Adequate legal costs for the production and financiers (guidance on [Ffilm Cymru's legal costs are detailed here](#))
- All financing costs
- Provision for a completion bond unless the budget of the film makes this unviable
- Indicative access costs
- A contingency of 10% of below the line core costs¹⁴
- Covid health & safety costs, as applicable, together with a covid super contingency equivalent to 2.5% of the core costs of production

Access Costs

We encourage you to budget for access costs that enables the production to support d/Deaf, disabled and neurodiverse individuals to participate in your production, and that help to make your production more inclusive. For example, you might consider support for childcare, the costs of providing accessible toilets and

¹⁴ <https://britishfilmcommission.org.uk/plan-your-production/tax-reliefs/>

interpreters, or costs that would otherwise support Ffilm Cymru's vision for a sustainable screen sector, which encompasses environmental sustainability, diversity and inclusion, skills and training, and business innovation. If you're successful in gaining funding from us, we'll help you to develop sustainability plans that work with the unique strengths and restrictions of your film.

Producer/Production fees

Fees vary considerably according to the project and experience of the applicant team so we aren't able to stipulate fees here. We would however expect producer fees and/or production fees/overheads to be proportionate to the proposed budget and the producer fees to be on par with the Director and Writers' fees. If we decide to support the project, we will discuss the fees with the team and, although there are exceptions, on average combined producer/production fees would usually be in the region of 7-8% but capped at 10% of the direct costs of production (that is production budget net of the producer fees AND production fees/overheads).

Finance Plan Guidance

We don't expect applicants to have all their funding in place before applying to us, but as we manage public funds, we do need to see a viable draft finance plan. We would usually expect to see at least some confirmed partnership finance. It's important that you note the status of each planned financier accurately, as well as the expected timeline on a decision.

We don't encourage the deferral of any fees.

If your finance plan includes the UK film tax credit, then you should provide an initial calculation of this within your application, along with any other incentives or subsidies available to the production. We do however support producers to retain the benefit of the UK tax

credit to support the future sustainability and growth of their company, subject to approval of all co-financiers¹⁵.

¹⁵ <https://www.bfi.org.uk/apply-british-certification-tax-relief>

How do I work with Ffilm Cymru if I'm awarded funding?

When we start working with you, we'll develop a 'partnership form' with you, that will ensure that we understand how we can support you to do your best work. This might involve us understanding not to call you around school pick up for example, or to, if possible, contact you via email rather than phone due to hearing loss or d/Deafness. It won't be compulsory for you to share any of this information.

Ffilm Cymru is here to actively support you through the, often difficult, process of independent film production. We've worked on a lot of independent films and can help you to avoid common pitfalls, providing introductions and guidance that will support you to bring your vision to life and to audiences.

However we also have a responsibility to effectively manage lottery and government funds and to work toward long term growth of the screen sector and not just individual projects. Like most financiers, we'll have approval over key elements of the film and will provide editorial and strategic feedback. We'll also ask you to consider how you can support sustainable and inclusive practice in the sector, offering advice and support on areas such as trainees, environmental sustainability, and diversity and inclusion (see [Ffilm Cymru and Sustainability](#).)

It will be your responsibility to ensure that you meet your contractual obligations, allowing enough time for review, feedback, and approvals from Ffilm Cymru.

Process of awarding funds

If you are successful with your application, Ffilm Cymru will initially issue a Letter of Intent (LOI) as an indicative offer of funding. This

should help you progress towards closing your budget, at which point we will issue a Production Finance Agreement and engage in any applicable agreements with your co-financiers.

The amount of funding that Ffilm Cymru offers via an LOI will be based upon a thorough analysis of:

- Your budget and finance plan
- The balance of our funding and
- Your estimated Welsh spend

What will the terms and conditions of my funding be?

Ffilm Cymru has Standard Terms of Production Funding but may stipulate additional special conditions of funding for your project. These conditions may be indicated in your Letter of Intent but the full conditions of our funding will be detailed in our Production Finance Agreement.

Before your Production Finance Agreement is finalised we will usually need to agree the following:

- Production budget
- Shooting script
- Main elements (such as key cast and crew)
- Production timelines and schedules
- Proposed finance plan that aligns with the production budget
- Recoupment schedule
- Sales agent (if applicable), estimates and commercial terms
- UK distributor (if applicable) and commercial terms
- Financier approvals, as agreed between all relevant financiers of your film, usually as part of a separate Interparty Agreement or Mutual Funding Agreement. This will include, but is not

limited to, things like final cut and approval mechanisms for sales that are proposed below the minimum estimates.

Our Standard Terms of Production Funding include but are not restricted to the following:

- Ffilm Cymru’s offer of funding will usually be available for six months (as specified within your LOI), at which point it will be reviewed for extension by the board if the project hasn’t closed its’ budget.
- Ffilm Cymru will pay their funding to a company registered in the UK and into a dedicated production account.
- Some or all of Ffilm Cymru’s funding will be recoupable. Our funding award will usually be comprised of a mixture of recoupable equity (lottery funding) and grant funding (Creative Wales Capital Funding), with the balance of each informed by estimated Welsh spend.
- Ffilm Cymru will not commence cashflow until it is satisfied that you have complied with certain conditions as set out in the PFA. At our discretion, and subject to specific conditions, we may provide an advance in the form of ‘pre-closing cashflow’ up to a maximum amount of 10% of our funding, but there will be no automatic entitlement to this.
- Ffilm Cymru will hold back 5% of its funding (capped at £30,000) until delivery to Ffilm Cymru of specified delivery materials, including disability access materials (and a letter from the UK distributor or Sales agent confirming receipt of the same), a final Production Report (providing anonymized diversity data and trainee information), confirmation of Albert certification, and a final audited cost report clearly distinguishing Welsh spend, certified by an independent auditor.
- Ffilm Cymru will require a proportionate share of financier net profits and will take a share of rights (including copyright) if another financier does.

- Ffilm Cymru will generally take a security interest over the company producing the project and may take a security interest over any co-producer.
- Ffilm Cymru will require certain approvals over your production including in relation to the terms of all other finance, the identity and terms of appointment of the sales agent and all distributors, and all key production and financial documentation prepared in relation to the production.
- Ffilm Cymru will take a non-exclusive right to create educational materials around your project on a non-commercial basis.
- You will need to establish clear title to your project i.e. demonstrate you have or can acquire all the rights necessary to produce and exploit the production.
- You will be required to clear worldwide rights in all media in perpetuity from all individuals or organisations who are contributing to, or whose material is to be featured in, the production (save only for music public performance rights).
- You will be required to repay any development award provided by Ffilm Cymru, together, with a 50% premium no later than the first day of principal photography of the project.
- You will be required to ensure that your project is produced in accordance with the requirements of all unions and guilds having jurisdiction and with all applicable laws and statutes.
- You will be required to budget for a super contingency equivalent to 2.5% of the core costs of production to account for the impacts of COVID-19, in addition to your standard production contingency of 10% of below-the-line costs.
- You will be required to consider how you can support the sustainability of the screen sector, providing 4-6 trainee or shadowing opportunities, paying a skills levy of at least 0.5% of your core UK expenditure, monitoring diversity and

inclusion of your cast & crew and carbon offsetting in order to meet Albert certification.

- You will be required to provide certain delivery materials to Ffilm Cymru, including disability access materials, the costs of which must be included in the budget of the production.
- You will be required to ensure that any agreement for the distribution of your project in the UK provides for the availability of soft-subtitling and audiodescription materials in cinemas and on any video-on-demand, DVD or Bluray disc release of the production
- You will be expected to put in place all customary production insurances (including errors and omissions insurance) on which Ffilm Cymru and potentially Creative Wales (as advised) must be named as an additional insured.
- You will usually be expected to have a completion guarantee in place for your production.
- All revenues for the production must be collected by an independent collection agent, and the sales agent will be required to direct all distributors of the production to make payment of all minimum guarantees and overages in respect of the production to the collection account.
- Ffilm Cymru supports the UK production company recouping an amount equal to the UK Tax Credit advance included in the final finance plan for the production (subject to a cap of the actual amount of the UK Tax Credit proceeds, if lower). This is known as the UK Tax Credit Entitlement, and it will only be available to the UK production company if the other recouping financiers of the production agree. If available, the UK Tax Credit Entitlement will be payable, either alongside or (if required by the other recouping financiers of the production) after Ffilm Cymru's recoupment of its production funding.
- You will be required to reflect Ffilm Cymru's investment by including an animated logo and presentation credit at the start of the production and certain closing credits and logos

at the end of the production. Depending on the make-up of your funding, this may apply to crediting and logos for Ffilm Cymru, National Lottery, Arts Council of Wales and Welsh Government. The applicable Ffilm Cymru executive will be accorded an Executive Producer credit.

- Ffilm Cymru will have consultation rights over the assembly and all cuts of the production and a shared approval over the final cut (alongside other financiers, as is customary).
- Ffilm Cymru will expect to be provided with information about the progress of the production e.g. regular production reports and dailies, and to be able to attend any stages of production.
- Ffilm Cymru will require partial reimbursement of legal and accountancy fees for which the following should act as a guide:
 - For budgets up to £500,000 - £5,500
 - For budgets up to £1,000,000 - £8,800
 - For budgets from £1,000,000 - £1,500,000 = £13,750
 - For budgets up to £2,000,000 - £16,500
 - For budgets exceeding £2,000,000 – as advised
- Ffilm Cymru may withdraw any offer of funding if it has reasonable concerns relating to the terms of any third party finance.
- The production finance agreement will include standard termination provisions.

Strategic Goals

Below we talk more about our strategic priorities as a company, which will help you to understand some of the conditions of our funding.

Ffilm Cymru and Sustainability

We aspire toward a film sector in which:

- Everyone in Wales can participate, learn about, and work in film culture in the way that they want to, locally, and without being restricted by protected characteristics, language or their socio-economic status.
- Wales is world-renowned as a place of powerful and surprising film storytellers.
- Highly entrepreneurial film companies and individuals challenge the traditional film business model, developing income strategies that supports the longer-term sustainability of the company and employees.
- Skilled and agile crew have rewarding careers that support their well-being, working across film, TV, and other art forms.
- Environmental sustainability provides creative inspiration alongside responsible working methods that are good for the planet and our collective future wellbeing.

We require every production we fund to support environmental sustainability, diversity and inclusion, skills and training, and broader business innovation. All productions must, for example, host trainees, carbon offset, provide disability access materials, and monitor the diversity of their cast and crew.

In addition to this, we want to support producers to go above and beyond to support the sustainability of the Welsh screen sector. We'll work with you to develop a Sustainability Plan that is unique to

your production. We may offer up to £25,000 of non-repayable grant funding to support plans that could have a significant impact on the Welsh film sector.

Applications for Sustainability Plan funding will be by invite only and the funding can only be used toward the costs of the Sustainability Plan agreed with your Ffilm Cymru executive producer.

Please note that the total pot of funding that can be allocated toward Sustainability Plans is £100,000 and only producers in receipt of our development or production funding will be invited to apply.

Sustainability Plan applications will be assessed by three members of the company on the below criteria with a turnaround time of six weeks.

Sustainability Plan Criteria

- The potential impact of the proposed plan in developing the monetary, social and/or cultural value of the underlying feature film, as well as the applicant's company
- The viability of the proposed plan in terms of budget and timeline indicated
- The potential benefit to Wales in terms of audiences, innovation, and shared learning
- The suitability for National Lottery support - our funding cannot be substitutional for commercial finance or retrospective
- How well the applicant has managed previous Ffilm Cymru funding.

Below you'll find an overview of the four areas that your Sustainability Plan can engage with. We expect producers to consider how each area intersects. For example, you might decide you want to focus on an ambitious training programme, going above required trainee numbers, but it would be key to weave environmental and

diversity and inclusion considerations into that plan (for example looking at local recruitment and ensuring plain language advertising of roles).

Environmental Sustainability

Whilst the climate change emergency is a crisis for all sectors, the film production industry produces a high level of emissions in relation to its' size and is arguably well-positioned to create impact. Production can be extremely wasteful and resource intensive and systematic change will need to happen if we are to reach net zero carbon emissions and be environmentally sustainable.

Building upon our Green Cymru plans, Ffilm Cymru has forged partnerships with Clwstwr Creadigol, Media Cymru, and Bafta Albert to undertake research and offer R & D funding to improve the sustainability of the screen industry.

This is why all projects in receipt of our funding are required to budget for carbon offsetting and to gain Albert certification, which must be started in pre-production. Through an online scoring system and training in sustainable production, certification helps productions embed sustainable principles from an early stage. Full details can be found in the Albert Production Handbook page of the Albert site. Productions must also carbon offset their emissions as part of Albert certification. Projects can use the Albert Creative Offsets estimator to predict how much it might cost to carbon offset¹⁶.

Beyond this, we want to hear about any innovative ideas you might have to limit your environmental impact whilst working on your Sustainability Plans. For example, you might want to hire a green consultant to work on your project with you or identify a second use for art department materials.

¹⁶ <https://wearealbert.org/creative-offsets/>

Diversity and Inclusion

Film should be for everyone. It has the potential to depict our unique struggles and joys, improving our sense of belonging. It can help us to understand ourselves and each other better; and it can transport us, if only for ninety minutes, into a world of boundless possibilities.

However, there are still many people who are prevented or deterred from accessing, participating in and benefitting from the film sector in the way that others do. As detailed in our Film for Everyone Action Plan, we believe that change requires new ways of working. We believe that re-imagining more inclusive ways of working, learning and celebrating film, committing to advertising roles and involving under-represented audiences in the development of film, for example, is the only way that we will create the kind of replicable and sustainable change, which will benefit us all.

This is why we are particularly keen to develop bespoke diversity and inclusion plans with each of the productions we support within your Sustainability Plan. You might for example, want to plan inclusive casting or hiring campaigns, to integrate a wellbeing facilitator on set, or to plan focus groups with your target demographic during development.

Skills and Training

Support from Ffilm Cymru and Welsh Government along with significant inward investment and the growth of Video-On-Demand platforms, have all contributed to a booming production sector in Wales. However, this has led to a growing demand for significantly more skilled crew, across all roles and levels. All areas of the industry will need to work and invest together to begin to address these skills gaps¹⁷.

¹⁷ Screen Work Hannah, McElroy 2021)

Whilst there are several great screen training schemes operating in Wales, there is more to be done to offer more places, across the full range of roles and experience levels, and for placements and job opportunities to be more visible and supportive for trainees. This includes adapting working practices where there are financial, social and access barriers. That's why skills and training challenges cannot be addressed without a full consideration of diversity and inclusion.

We ask every project that we fund to pay a levy equaling 0.5% of core expenditure, which we will direct either to be paid to Screen Skills or to Ffilm Cymru to support future skills and training activity, depending on the co-financing arrangements of the film. In Wales, this levy helps to:

- Advance the development of a skills strategy that reflects the unique challenges and strengths of Wales and independent film and documentary
- Support community-based partnerships that introduces the screen sector to disadvantaged communities across Wales
- Retain resource at FfCW to
 - support producers with trainee recommendations and with advice on how to best structure their trainee opportunities with inclusive ways of working in mind
 - Map the skills gaps that independent film producers need filled
 - co-design more inclusive ways of working with industry, training providers, and community partners.

All projects we invest in are required to host four to six paid trainees, who are based in Wales if the production is shooting in Wales, one of which may be a shadowing opportunity for a new and emerging filmmaker currently on one of our slates. The individual trainee

BFI Skills Review, published July 2022: <https://www.bfi.org.uk/news/bfi-skills-review-published-film-high-end-television>

appointments will be approved and contracted by the producer, but we can support with introductions to third party training organisations, checking availability of trainees and helping you to structure their opportunity. Across the course of the year, we expect there to be a blend of trainees from programmes such as our Foot in the Door programme, as well as shared apprenticeships, HE and FE alumni and from open recruitment opportunities across training providers.

Entrepreneurialism

Most of the production companies in Wales making feature films and documentary are small or micro, often led by one to two permanent members of staff who also act as producers. It can be difficult to step back and not think project by project. This is why Ffilm Cymru is keen to help producers to explore different ways to reach, test, and build different audiences for their work and to broaden the exploitation of their intellectual property, strengthening their business models. There's also real value in sharing the learning with other filmmakers in Wales as part of a supportive network.

We hold annual 'Magnifier' events to help producers focus on the different value within their project and meet people who can help to extract it. Within your Sustainability Plans we are keen to hear about:

- viable plans for developing and exploiting complementary intellectual property (IP), such as educational assets, digital extensions (such as VR, games or interactive content), publications or other opportunities to develop your business model
- test screening plans, particularly within under-served communities
- Impact strategies for hybrid or self-release that there is a clear demand for

Please note that we cannot fund traditional distribution activity or cover capital or core staffing costs with this funding. You could view this funding instead as piloting project-specific ideas that might evolve your business model.

Ffilm Cymru Wales 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 and Welsh Government 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 found on our website.
4. FfCW is not obliged to 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 on behalf of our funders. 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 unless there are sufficient grounds under the Act to withhold, as with commercially sensitive information, for example.

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 basis aggregated with other application and award data, as further detailed in our Privacy policy: <http://ffilmcymruwales.com/index.php/about-us/our-policies>. 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 (www.equalityhumanrights.com).

8. FfCW distributes National Lottery funding from the Arts Council of Wales and the British Film Institute and capital funds from Welsh Government's Creative Wales. Depending on the funding received, funding recipients will be required to credit FfCW, the Arts Council of Wales and or the BFI (with corresponding credit given to the National Lottery) and/or Welsh Government, in all verbal and written/published materials relating to the Project including using logos, as supplied.

9. 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.