

These are the guidelines for Ffilm Cymru Wales’

## Development Fund for Live Action or Animated Feature Films

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## Introduction

Welcome to the guidelines for Ffilm Cymru Wales' development funding for live action or animated feature films. If you're looking for development 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 in film and to push the boundaries of what we know as Welsh film. We welcome co-productions, work in British Sign Language, the Welsh language, and other minority languages, as well as projects that experiment with form and style.

Through this fund we support original live action narrative or animated films that are intended for cinema release and that are led by Wales born or based writers, directors or producers (hereafter referred to as Welsh filmmakers or Welsh talent). There are two levels of support available within our development fund – **small awards of up to £10,000 and large awards of up to £24,999** (for more guidance on which you should apply for, see The Process of Applying below).

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).

## Where is Ffilm Cymru Wales' development funding from?

Ffilm Cymru Wales' development funding is made up of National Lottery Funds delegated via the Arts Council of Wales (ACW) and BFI NETWORK funds delegated via the British Film Institute (BFI). We are the Welsh delivery partner of BFI NETWORK, which is a collaboration between the BFI, national film organisations and leading cultural venues around the UK. BFI NETWORK provides short film and early feature development funding, industry-backed professional development and networking support to producers, writers and directors aged 18 and above.

Our funding is selective rather than automatic, and focused on independent films that are made for cinema and led by Welsh filmmakers.

Ffilm Cymru has approximately £300K to invest annually in the development of feature films. This is made up of income received from ACW and BFI 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 Reports<sup>1</sup>.

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<sup>1</sup> [ffilmcymruwales.com/index.php/about-us/our-reports](http://ffilmcymruwales.com/index.php/about-us/our-reports)

## What are the criteria for this fund?

Both ACW and BFI have funding parameters (some of which are National Lottery funding rules), which our funds reflect. In addition to this, we have shaped our development fund in response to the needs we have observed since our inception and the evolutions of the broader film sector, guided by both the filmmakers we fund and our Board<sup>2</sup>.

### Eligibility Criteria

In order to apply for this fund, *you do not need to have a producer attached* but you will be unlikely to receive the maximum award available without a producer attached. The lead producer, if attached, must be a different person to the lead writer and director.

Applicants for small or large development awards must:

- Have a Wales born or based talent in the lead writer, producer or director role. Projects with Welsh talent in a co-producer or co-writing role will be considered if the project reflects a hands-on opportunity and clear progression for the Welsh talent, either in budget, genre, and/or partnerships. However the majority of awards will go to projects led by Welsh talent.<sup>3</sup>
- Have an original feature film proposal that is intended for cinema release.
- Have a project that you anticipate 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-production.<sup>4</sup>

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<sup>2</sup> [ffilmcymruwales.com/index.php/about-us/our-board](http://ffilmcymruwales.com/index.php/about-us/our-board)

<sup>3</sup> If the writer is based in England, Scotland or Northern Ireland and this would be their first feature, alternative development funding may be available via BFI NETWORK - [bfi.org.uk/get-funding-support/bfi-network](http://bfi.org.uk/get-funding-support/bfi-network).

<sup>4</sup> [bfi.org.uk/apply-british-certification-tax-relief](http://bfi.org.uk/apply-british-certification-tax-relief)

- Have a project that will be capable (once made) of obtaining a BBFC certificate no more restrictive than BBFC '18'.
- 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 evidence a strong creative track record for the writer, producer and director (as applicable) in their role. This may be produced work in film, television, theatre or another narrative art form that has gained industry recognition (for example festival selections, screenings, broadcasts, articles or reviews).

Applicants for large awards must additionally:

- Be able to apply through a company registered and centrally managed in the UK. This company would usually be led by the producer if one is attached. This also applies to British qualifying international co-productions, which are welcome<sup>5</sup>.

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

## Film Funding Priorities

- Welsh filmmakers at an early stage of their careers
- Films that are led by under-represented filmmakers in relation to protected characteristics or socio-economic disadvantage
- Films that speak to audiences traditionally under-served by feature film including Welsh Language film<sup>6</sup>

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<sup>5</sup> For advice on setting up a company, visit companies house - [government/organisations/companies-house](https://www.gov.uk/government/organisations/companies-house).

<sup>6</sup> For more information on our approach to Equality, Diversity and Inclusion, please read our Film is For Everyone Action Plan at [ffilmcymruwales.com/index.php/film-everyone](https://ffilmcymruwales.com/index.php/film-everyone).

- Films with strong artistic value, taking risks on talent, content or form which the commercial sector would find more difficult to support<sup>7</sup>
- Films that depict Wales and Welsh culture in new and unconventional ways

We are also keen to see a geographic spread across Wales of the Welsh filmmakers we support.

## 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)
- 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 Beacons scheme<sup>8</sup>.

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<sup>7</sup> This is a key tenet of Lottery film funding

<sup>8</sup> [ffilmcymruwales.com/funding-and-training/beacons-short-film-funding](http://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 apply by submitting the application form found on our website to [applications@ffilmcymruwales.com](mailto:applications@ffilmcymruwales.com) along with any required supporting materials by the deadline (unless an alternative format of applying is agreed to support access).

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

Applications can be made by individuals (for script development costs) or by a producer or production company. If a producer is attached, they should be the applicant. If there's more than one producer sharing the rights then one should submit the application and should they be successful with their application we may need to contract with both companies. If a production company is attached, the writer or director should not own a majority stake in that company.

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.

Some of the application questions have options to submit answers in written format, video or voice note. Additionally, you can respond to the narrative questions on the application form via a live video or phone call with our team. This should be arranged in advance of the deadline. The call will be recorded and shared with our panel of assessors.



## Deadlines

You can submit your application at any time but applications will be reviewed around the following deadlines:

- 14<sup>th</sup> November 2024, midday
- 1st February 2025, midday
- 3<sup>rd</sup> June 2025, midday

Applications for additional development funding from projects already on the development slate can be considered outside of these deadlines.

## Should I apply for a small or large award?

Applicants can apply for small awards (up to £10,000) or large awards (up to £24,999) regardless of the experience level of their team.

Applicants should consider the amount they are applying for in relation to the development stage of the project, whether a producer is attached and the anticipated budget level of the film.

Small awards will typically be for either early-stage development where you are still finding the story (e.g. to draft a treatment) or late-stage development where you only need a smaller amount (e.g. to polish the script, create pitch materials or extend an option).

Large awards will be for projects that already have at least a detailed treatment, if not a draft script available. We expect applications for large awards to ordinarily be submitted by the producer (or producers) of the film on behalf of a limited company registered in the UK.

Please note that we can make exceptions to the above at our discretion, particularly for projects that show a high amount of originality or require wraparound support for the applicant.

It's important to note that development funding is recoupable from your film's production budget should the project be fully financed (see terms and conditions below).

We can offer you less than you've requested or ask you to re-submit for a higher amount.

## **Supporting Materials for development application**

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

### *Small awards*

- a) As a minimum, a story outline of approx. 2,000-3,000 words and a full-length writing sample from the writer (e.g. for a full TV episode, film, play). If the sample is short-form, less than 20 pages, then two samples should be provided. We also encourage provision of a couple of sample scenes for the idea you're applying with if your previous writing work is in a very different style or genre. If there is a script for the project you're applying with available, then that can be provided in place of the above.
- b) CVs for your core team and an active link to the director's (if attached) most relevant previous work
- c) Details of option/underlying rights agreements if applicable
- d) A copy of your company sustainability/environmental policy, bullying & harassment policy, diversity and inclusion policy (if applying as a company).

- e) An active link to a recent piece of filmed work by the director IF one is attached.

### *Large awards*

- a) As a minimum, a story treatment of approx. 4,800 – 6,000 words and a full-length writing sample from the writer (e.g. for a full tv episode, film, play). If the sample is short-form, less than 20 pages, then two samples should be provided. We encourage provision of a couple of sample scenes for the idea you're applying with if your previous writing work is in a very different style or genre. If there is a script for the project you're applying with available, then that can be provided in place of the above.
- b) Items **b** through to **e** above.

Any further visual materials such as director's showreel, mood boards, rip reels, or pitch decks, will strengthen your application.

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.

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

## **Budget Details**

- Lottery funding cannot be applied retrospectively. You should apply for the costs of the next stage of development and not for your total development budget.
- Writing stages are defined as follows but we can also support with certain packaging/pre-production costs or other costs

associated with the development of the project. We would usually support one writing stage at a time.

- Stage one: treatment and revisions (unless suitable treatment already written);
  - Stage two: first draft and revisions;
  - Stage three: second draft and revisions;
  - and so on
- We can support costs associated with the production of a teaser/proof of concept short film for the feature you are developing up to a maximum of £10,000.
  - All line items in the budget must be reasonable and, noting that development funding is repaid from the production budget, affordable in the context of the likely size of production budget.
  - We welcome the involvement of third party finance and ordinarily seek to contribute up to 75% of the development costs associated with your application (the remaining 25% can be made up of in-kind contributions, producer or third party investment). However we can fund 100% of the cost of the stage of development you are applying for if the only other option would be writer, director or producer deferrals.
  - Expenses associated with the development of the project are capped as follows:
    - accommodation per night (for major city or overseas): £150
    - accommodation per night (regional UK): £135
    - travel including flights: economy only, no flights within mainland UK and no taxis unless related to an access requirement.
    - subsistence (food): £40 per diem.
    - This aligns with general conditions attaching to the use of public funding and we will not cover costs of first-class

travel or accommodation, hospitality or general subsistence.

- Travel and accommodation costs are only funded by Ffilm Cymru where they are reasonably required for research; recces, or where teams are based in different parts of the UK and need to meet for the purposes of furthering the project (e.g. for a workshop).
- We would expect teams to use online meeting tools where possible to minimise travel and to act in accordance with environmental sustainability principles.
- We would only contribute to meals/subsistence directly associated with approved travel and accommodation.
- VAT is not payable on Ffilm Cymru development funding awards. The total funding supplied through the Ffilm Cymru development award is outside the scope of VAT and the award is fully inclusive of any and all taxes that may be payable in connection with the receipt or use of the award. Individuals receiving Ffilm Cymru funding will need to deduct any such taxes out of the award and in no circumstances will Ffilm Cymru be required to pay any additional sums in respect of such taxes.

## Access Costs

You may list access costs as a separate line item in your budget.

These costs will not count towards the maximum award amount and may include any costs you anticipate for personal access requirements of any of your core team during the development of your film.

These may be specific requirements for people who are Deaf, Disabled, or neurodiverse, have a physical or mental health

condition that they don't associate with this terminology, or who have caring responsibilities.

For example a BSL interpreter, additional transport or accommodation costs for Disabled team members, a personal assistant for a team member with a learning disability or mental health condition, or childcare costs.

## Writer and director fees

It's important to note that writer and director fees are an advance against the fees in the production budget and therefore must be proportionate to your likely film budget.

Writer fees will vary greatly depending on experience, but you can review Writers Guild recommended rates as a guide<sup>9</sup>. For co-writers we would expect the fee for each writer to be lower.

Directors cannot be paid a fee for simply being attached during development and must be doing a directors' pass, directing development material such as a pilot, or certain pre-production work.

## Producer fees and overheads

Up to £2,000 per stage for producer fees and up to £4,000 for overheads — except where writer fees (for draft or set) are under £5,000. We then reduce our producer fee cap to:

- fees: up to £1,000
- overheads: up to £1,500

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<sup>9</sup> [writersguild.org.uk/rates-agreements/](https://www.writersguild.org.uk/rates-agreements/)

Please note that overheads are reduced to £3,000 for any subsequent stages and that we'd expect more established production companies to have lower overhead requests.

## Legal fees

Up to £3,500 for writer agreement.

Up to £2,000 for option & assignment agreement over pre-existing underlying standalone work or for director development services agreement or other required document if agreed by Ffilm Cymru.

## Budget and schedule fees

Capped up to £3,000 for projects with a production budget at or under £3.5m.

Up to £5,000 for projects with a production budget over £3.5m

## Can I get access support with my application?

For applicants with access requirements, for example individuals who are Deaf, hard-of-hearing, Disabled or neurodiverse, or visually impaired, 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](mailto:applications@ffilmcymruwales.com) unless we've agreed an alternative form of delivery.

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

Ihsana Feldwick, Talent Coordinator:  
[ihsana@ffilmcymruwales.com](mailto:ihsana@ffilmcymruwales.com) or call 02922 676711 and leave a message stating your name, number, convenient times of day to call, and noting that you are requesting access support.

## What happens next?

### Confirmation of your application for development funding

You will receive confirmation that your application has been received within 2 weeks of submitting it. Within this confirmation you will also be emailed a link to complete our diversity monitoring form, which should be completed by all lead writers, directors and producers on the project at that time. 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 Plan<sup>10</sup>.

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<sup>10</sup> [ffilmcymruwales.com/film-everyone](http://ffilmcymruwales.com/film-everyone)



## 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.
- The viability of the project in terms of budget and potential partnership funding and the experience of the key personnel.
- The team's understanding of the specific audience for their project and plan to reach that audience.
- The project's potential to support a sustainable Welsh screen sector, addressing environmental sustainability, diversity and inclusion, skills & training, and/or broader business innovation.
- The project's suitability for public funding. Could it be fully commercially financed?
- 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 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

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

Applications will be assessed by at least two members of the Production Department, and up to one external assessor in order to broaden the expertise and lived experience feeding into assessments.

Ffilm Cymru will let you know within three working days of any assessment date whether your application has been successful or unsuccessful. We may offer you none, all, or some of the funding you have requested at our discretion.

## Indicative Decision-making Timeline

Response to the submission of the development funding application    Within 2weeks

Funding decisions    Within 8 weeks from deadline

## Feedback

All decisions will be confirmed via email. When a project is unsuccessful a brief explanation will be included.

We receive a large amount of applications and don't have the resources to provide more detailed feedback to every project that applies to us. However in some circumstances the team may get in touch with you to discuss feedback further via a call, at its discretion and within capacity.

Ffilm Cymru is a selective rather than automatic fund and only makes up to 20 development awards a year. Applications are rejected for a number of reasons, including:

- The originality of the material
- The readiness of the team to make a feature of this level
- The feasibility of the proposed development activity
- The project's alignment with our Funding Priorities
- Whether the project could be financed by other means
- 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 that have previously received a funding offer which has been recycled must also be discussed with a member of the team and you should be able to evidence that the project is now active and a priority for your team.

Please note that if your project has already been rejected a total of three times, you will not be allowed to resubmit it again. So do carefully consider when deciding to resubmit a project.

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

When we start working with you, we'll develop a 'partnership pledge' to start a conversation with you about 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 filmmaking. 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 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 help 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 Wales.

## Process of awarding funds

If you are successful with your application, Ffilm Cymru will issue an offer letter followed by a long-form development agreement, which will outline all the terms and conditions of your funding.

## What will the terms and conditions of my funding be?

Ffilm Cymru has [Standard Terms of Development Funding](#) but may stipulate additional special conditions of funding for your project which will be detailed within your development agreement.

Please note that our Standard Terms are non-negotiable. Any legal fees specifically for review of Ffilm Cymru's Development Funding agreement shall not be included in your Development Funding budget.

Our Standard Terms include:

- An offer of funding will remain open for a set period (ordinarily 6 months). If the drawdown of funds does not commence within this period the funding offer may be revoked.
- You will be required to develop a Code of Conduct to guide your development activity.
- Ffilm Cymru will pay development funds to an agreed cashflow against specific development targets.
- Ffilm Cymru will have approval over your chain of title, any changes to your development award and to the 'main elements' agreed at the point of award (such as writer, producer, director, partnership financier). Ffilm Cymru will have approval over the attachment of third party finance to the project and any transfer of rights on an ongoing basis.

- Our development funding is recoupable out of the production budget, to be repaid on the first day of principal photography/animation.
  - If the lead writer, director and producer on a project have all led on a feature film (whether this be having worked together on the same feature, or on different features individually) that has been produced and got a distribution deal in the UK<sup>11</sup> then the awarded funding will be recoupable with a 50% premium.
  - If any of the lead writer or director and/or producer on a project have not yet led on a feature film that has been produced and got a distribution deal in the UK, then the first award to that project will be recoupable without a premium. Any subsequent award will be recoupable with a 50% premium.
- Ffilm Cymru will hold back at least 5% of its funding until delivery to Ffilm Cymru of specified delivery materials, including a statement of cost.
- Ffilm Cymru will take a share of rights (including copyright) if another financier does.
- Ffilm Cymru will take 2% of producers net profits from any film or television programme based on the project. If production funding is offered, this will be superseded/folded into the equity agreed on the production for Ffilm Cymru.
- You will be required to reflect Ffilm Cymru's investment by including a development credit in all pitch materials, on the script, and in the closing credits of any project produced based on the development work supported including logos for Ffilm Cymru, the Arts Council of Wales, the British Film Institute/BFI NETWORK and the National Lottery as per your development contract.

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<sup>11</sup> This means release either theatrically or through a major online platform where a commercial distribution deal has been made.

- You will need to establish intellectual property rights ownership of your project (usually prior to first payment) including obtaining an assignment of all rights in the screenplay (excluding stage, radio and novelisation rights which may be reserved to the writer); all rights from any other contributors to the film; and, if applicable, an option, licence or assignment over certain rights in any underlying work (the screenplay itself does not count as an underlying work). We will identify in discussion with you and in the development funding agreement, what chain of title or clearance agreements are necessary, at a minimum, to release our funding. You will always be required to hold and control all film and television rights in the screenplay itself and have the irrevocable right to adapt any underlying work into a feature film. However, in order to develop your company's intellectual property, you may wish to acquire additional rights (such as other adaptation rights in the underlying work). You should obtain your own legal advice in relation to chain of title and clearance documents for your project.
- You will be required to consider how you can support the sustainability of the screen sector by developing a sustainability plan with your Ffilm Cymru executive which addresses environment, diversity & inclusion, skills & training, and business innovation.
- All awards must be compliant with the UK's Subsidy Control Act 2022 and any other relevant subsidy control rules and regulations, as required by the UK government, which are subject to change. In order to meet subsidy transparency requirements, Ffilm Cymru is required to publish details of any company which receives more than £100,000 of funding from us (including cumulatively over the course of development or production of the film) on the subsidy transparency database (the Subsidy Database) within three months of the date of the award (or the date at which the cumulated awards exceed £100,000). The details published will include at a minimum:

- Amount of subsidy received (the award amount)
  - Company name
  - Company registration number
  - Company size
  - That the company is a provider of goods
  - Region
  - Sector
- 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.
  - Your development contract will include standard termination provisions.

## Once my award is complete

When you have completed a stage you can have a discussion with your Ffilm Cymru executive regarding the next steps for the project. This could include identifying that the project:

- is ready for production funding. You may be able to raise finance independently or may want to submit an application for production funding to us.
- needs further development, in which case, if you want further development funding from Ffilm Cymru, you should apply with the additional funding application form provided to you by your executive.



## 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 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 as well as new ways of working.

We require every production we fund to support environmental sustainability, diversity and inclusion, skills and training, and broader business innovation.

We'll work with you to develop a Sustainability Plan that is unique to your project and development stage, addressing each of the below areas and considering how they intersect.

## 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 that we consider, from the early development stages, 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, the BFI and Bafta Albert to undertake research and offer R & D funding to improve the sustainability of the screen industry.

We want to hear about any innovative ideas you might have to limit your environmental impact or make a positive impact from development stage. Whether that's through on-screen representation (e.g. themes/narratives), how you engage with locations and communities (e.g. building in volunteer days or learning for your core team), or hiring a green consultant to work on your project with you.

## 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

about 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.

You should think about how you will support diversity and inclusion whilst developing your film. We recommend you consider representation, both in terms of your creative team and on screen, how you will organise the development process (e.g. use of access riders, paid roles for those who have relevant lived experience) and/or think about engaging with diverse audiences (e.g. working with a creative captioner or BSL interpreter from development stage or organising community script readings).

## 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 gaps<sup>12</sup>.

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 and shadowees alike. 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.

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<sup>12</sup> Screen Work Hannah, McElroy 2021)

BFI Skills Review, published July 2022: [bfi.org.uk/news/bfi-skills-review-published-film-high-end-television](https://bfi.org.uk/news/bfi-skills-review-published-film-high-end-television)

We ask every project that we fund with production funding to pay a levy equalling 0.5% of core expenditure, either to Screen Skills or to Ffilm Cymru to support future skills and training activity, depending on the co-financing arrangements of the film.

We encourage you to consider skills and training as part of your development process. For example you might decide to offer a shadowing placement for an emerging Welsh writer or producer (Ffilm Cymru can help structure and recruit for these opportunities) or you might want to develop skills workshops with local communities depicted in your film. You should carefully consider how this work can have a legacy before undertaking it.

## 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 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. We are keen to hear from you 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
- audience development strategies

- Impact strategies for hybrid or self-release that there is a clear demand for

## Sustainability Funding

If elements of your Sustainability Plan could have a long-term impact on the Welsh film sector and align with our strategic priorities, you may be invited to apply for Sustainability Funding.

We may offer up to £10,000 of non-repayable grant funding towards elements which would make your project more sustainable in relation to diversity & inclusion, skills, the environment, and business innovation as defined above. These plans should not be dependent on the film going into production at this stage.

Please note that the total pot of Sustainability Funding is £100,000 and only producers in receipt of our development or production funding will be invited to apply. Small-scale sustainability applications for projects at development stage would be more likely to receive circa £2,000.

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

## Sustainability Funding Criteria

- The potential impact of the proposed plan and the scale of the activity 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 alignment with our Talent Development Priorities, if applicable, as communicated to the Applicant.
- 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.

Please note that if you are applying for support with business innovation, 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. All awards must be compliant with the UK’s Subsidy Control Act 2022 and any other relevant subsidy control rules and regulations, as required by the UK government, which are

subject to change. In order to meet subsidy transparency requirements, FfCW is required to publish details of any company which receives more than £100,000 of funding from us (including cumulatively over the course of development or production of the film) on the subsidy transparency database (the Subsidy Database) within three months of the date of the award (or the date at which the cumulated awards exceed £100,000). The details published will include at a minimum:  
Amount of subsidy received (the award amount),  
Company name, Company registration number, Company size, that the company is a provider of goods, Region, Sector.

6. FfCW is more broadly 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 topline project details.
7. 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.
8. FfCW is committed to improving the sustainability of the Welsh screen industry. We ask all applicant teams to complete anonymous diversity monitoring forms and all successful applicants to develop sustainability 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>.



9. FfCW requires that any measures taken by applicants to address underrepresentation are fully in compliance with the Equality Act 2010 – see more at [equalityhumanrights.com](http://equalityhumanrights.com)
10. FfCW distributes National Lottery funding from the Arts Council of Wales and the British Film Institute and 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.
11. If applicants or their core team members have any relationship with FfCW staff or board members, or that of our key funders, the applicant must note this within their application form. Applicants are advised not to try to influence the success of their application by approaching board members or anyone other than their application point person.
12. 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.

## Appendix

The National Lottery Act 1993 (Amended 1998) outlines key criteria to be taken into account when considering applications for funding. Ffilm Cymru Wales interprets these as follows:

### Artistic Quality

Ffilm Cymru Wales seeks to support original and dramatic filmmaking.

### Public Benefit

This may be achieved by diversifying the range of cinematic material provided; profiling new talent or increasing the representation of previously under-represented communities for example.

### New Developments

Lottery funds are not permitted to be substitutional. That is, they should not replace alternative sources of funding available to a given project. Instead, they may be used to lever additional investment in projects. Our production funding can be used in partnership with other Lottery funders, subject to an overall cap of 50% from Lottery sources unless the film can be defined as a 'difficult film'.

### Financial Viability

We will take into consideration the financial viability of the project and the compatibility of the various financial components with Lottery funding terms. Applications will need to be appropriately budgeted for the project's target audience and eventual market.

### Partnership Funding

Applicants will need to show clear indication that partnership finance is viable if not already in place. We will not fully fund films.

### Clear Demand

Ffilm Cymru Wales seeks to support film projects that demonstrate a likelihood of gaining distribution, even if these films cater to under-

served, rather than mass, audiences. Projects that seem unlikely to get distribution are unlikely to be of benefit to the public and would therefore fail against Lottery funding criteria. Ffilm Cymru Wales aims to support a broad range of film genres and budgets but in all cases projects should be appropriately budgeted to reflect their likely audience potential.

### **Effective Management**

Ffilm Cymru Wales is accountable for the expenditure of public funds and must therefore satisfy itself that the applicant is likely to deliver on budget and schedule and use the funds for the purpose intended.