

FILM EXHIBITOR FUND 2025-26

GUIDELINES

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Introduction

Our mission is to advance a sustainable film sector and film culture that works for everyone across Wales.

This open call Film Exhibitor Fund invites applications from independent cinemas, film festivals, pop-ups and community cinemas based in Wales.

Ffilm Cymru Wales has supported film exhibition in Wales since 2006. In recent years, this support has taken the form of annual grants awarded to an impressive portfolio of film exhibitors working to maintain and increase their audiences through innovative, inclusive, and sustainable practices.

We understand that there are shared concerns across the sector including the steep rise of living costs and changes to audience behaviour. Adhering to our commitment to support innovation, inclusion, and sustainable practises; this fund will support exhibitors to sustain and develop their work in an evolving sector, working in new ways and connecting with audiences and their wider communities through film.

In 2025-26, Ffilm Cymru Wales will invite applications on two occasions. The deadlines for submissions will be published on Ffilm Cymru Wales's website.

The call is open to applications with an ask of up to £15,000 and up to 75% of total costs to support activity taking place over 12-months from the start of the award.

This funding offered is comprised of lottery funding delegated by the Arts Council Wales.

Who is this fund for?

Film Exhibitor Fund supports cultural organisations and community groups working to increase access to independent film in Wales. This funding is open to applications from those operating independent cinemas, film festivals, pop-up screenings, and community cinemas based in Wales.

Ffilm Cymru Wales are unable to support mainstream, commercial cinemas and/or fully commercial enterprise whose main purpose is to generate profit.

What is this fund for?

This fund exists to support film exhibitors based in Wales, including Independent Cinemas, Film Festivals, Community Cinemas and Pop-up cinemas. We are looking for innovative proposals which bring Welsh audiences together to enjoy bold films that inspire and excite. We are especially looking to support ideas that demonstrate a commitment to Welsh language, environmental sustainability, the breaking down of economic barriers and that consider disabled audiences, young audiences, working-class audiences, and Black and Global Majority audiences.

Eligible Costs

We can fund:

- Marketing and publicity
- Market research, gathering audience insights
- Screenings and events for a public audience, for both in-person and online
- Film licenses and transport

- Office costs, staffing and building overheads (These should be proportionate to the independent film related activity you offer)
- Venue, cinema, or equipment kit hire for screenings and events either in-person or online
- Software subscription and online services, linked with audience insight gathering, online screenings and events
- Volunteer expenses and transport
- Monitoring and evaluation activity, including market research
- Training for staff and volunteers
- Costs associated to increasing access for audiences (e.g. creche facilities, refreshments, transport)
- Activities that directly contribute to reducing the environmental impact of your project

We cannot fund

- In-person screenings and events taking place outside of Wales
- Organisations based outside of Wales
- Organisations that are unable to demonstrate a financial need
- Activity that has already taken place, or goods and services already paid for at point of application
- Activity that is not related to film or moving image
- Support for significant capital expenditure, venue alterations or improvements
- Drinks receptions and general entertainment, in-person or online
- Commercial activity
- Filmmaker networking, training and opportunities, in-person or online. Ffilm Cymru Wales supports this type of activity through the BFI Welsh Talent Network.

How much funding is available?

During 2025-26, Ffilm Cymru Wales will support exhibition through two funding rounds. These have the following deadlines:

Round One: 4th July 2025

Round Two: 1st November 2025

Each application is limited to a maximum request of £15,000 per annum as a non-recoupable grant, with funding being capped at 75% of the total budget. The remainder of the balance should include additional sources of funding, project income, and can additionally include in-kind support.

If you are successful in round one, you may not reapply in round two. However, if you are unsuccessful with an application in round one you may reapply when round two opens.

How do I apply?

Application

The application will include:

- Completed Application Form (the application form can be found on our website)
- Most recent management accounts and Annual Accounts (Cinema venues only)
- Project Budget (Proposed income and expenditure directly related to your proposal)
- Policies including Environmental, Children, Young People and Vulnerable Adults Safeguarding and Equality and Diversity Policies.

Before applying, you may wish to discuss your proposal with a member of the team, if you would like to do so, [please follow this link](#).

Should you require any further help, please contact Ffilm Cymru Wales team through the contact details below.

What happens next?

All applications must be submitted to audience@ffilmcymruwales.com - we are unable to accept any applications sent to other email addresses or by post.

A confirmation email containing a reference number and link to our anonymous Equalities, Diversity and Inclusion form will be sent. This form will need to be completed by the lead applicant to complete your application.

How will we make a decision?

All funding applications will be considered by a panel consisting of the Ffilm Cymru Wales board and staff. It is advised that this process can take up to 6 weeks from the date of the deadline.

Next Steps

Successful applicants will be notified by email. This will be followed by an offer letter confirming amounts and any outstanding information or conditions required for the award. Applicants will be asked to accept this offer with a signature and once conditions are met, Ffilm Cymru Wales will issue a long form funding agreement.

The long form funding agreement reflects the aims and objectives of the application as well as detailing requirements and timelines for

the project, including data gathering, evaluation processes and repayment terms in the event of an unremedied breach.

Unfortunately, Ffilm Cymru Wales are unable to fund all submitted applications, however we aim to offer brief guidance and feedback on all applications. Unsuccessful applicants will be advised as to whether or not they can reapply with a similar application that addresses issues raised.

Complaints, Feedback and Queries

If you have any queries please refer to our Frequently Asked Questions in the first instance, or email audience@ffilmcymruwales.com. If you would like to provide feedback or make a complaint please see our procedure [here](#)

Reporting

All projects are required to submit a final report within two months of the project finishing. Depending on the length of your project, we will also require interim box office reports to be submitted if applicable. We appreciate transparent reporting that shares your experience on the ground.

You will receive a toolkit which will include a guide and templates to support you in completing reporting requirements. Your report will include:

- Exhibitor Evaluation Report (exploring the achievements, challenges and learnings)
- Box Office Report (detailing any screening activity and attendances if applicable)
- Actual Income and Expenditure Budget throughout the funding period
- Internal staff EDI Monitoring Survey

We aim to visit as many funded applicants during the course as reasonably possible and will be in contact in the lead up to and during the project to offer support and arrange a visit (if possible).

Data Protection

All data collected as part of the application process and throughout successful projects will be done so in accordance with Ffilm Cymru Wales' Data Protection and Privacy Policy. More information and the full privacy policy can be found [here](#):

Contact Details

The Film Exhibitor Fund is administered by Georgina Morgan

georgina@ffilmcymruwales.com

FAQs

I'm from a local authority, am I able to apply?

Local authorities are welcome to apply where they can demonstrate need and a connection to the wider arts and creative sector. We encourage local authorities to look at developing partnerships with existing arts and film organisations.

What can be used as match funding?

Match funding can range from funding from additional sources, to earned income, to in-kind time. This can include, but not limited to, volunteer support (where appropriate), venue hire and staff time. Details of how you have calculated in-kind time should be shown and your assumptions around earned income (e.g. projection of number of tickets sold at £x price).

What other support does Ffilm Cymru Wales offer?

Ffilm Cymru Wales is the development agency for Welsh film.

We offer a range of support for Welsh born or based filmmakers, looking to develop and produce feature film. We also develop training programmes to develop new skills and career paths into the film industry. You can find more information on Ffilm Cymru Wales's [website](#).

Ffilm Cymru Wales is also the home to BFI Network Wales, who have a number of schemes which help to support the emerging careers of filmmakers. If your proposal aims to support networking or filmmaker events, we recommend contacting the team via network@ffilmcymruwales.com.