

# CONNECTOR FUNDING APPLICATION FORM

Please note that if you are applying with another individual or organisation as equal partners on the project, you should provide their details alongside your own in the 'About You' section.

<b>You will not be able to complete this application form correctly until you have read the Connector Funding Guidelines and we advise you to refer back to them as you complete the form. Before continuing, please confirm that your proposal meets or is able to meet the following eligibility requirements:</b>	
You are applying through an organisation based in the UK	<input type="checkbox"/>
Your project delivery team reflects experience in the creative industries and/or experience in creative talent development	<input type="checkbox"/>
You and your project team are over the age of 18 and not in full-time education	<input type="checkbox"/>
Your proposal will support aspiring, new or emerging writers, directors and producers on a trajectory to make feature films for cinema release.	<input type="checkbox"/>
The participants of your activity will primarily be Wales born or based writers, directors or producers who have not yet led on a feature film that has gained commercial UK distribution.	<input type="checkbox"/>
The participants of your activity will be over the age of 18 and not in full-time education	<input type="checkbox"/>
Your proposal is for activity that can be delivered before March 2026 but you are not requesting funding for activity that has already commenced.	<input type="checkbox"/>

## ABOUT YOU

Date of Application	
Name of Applicant	
Name of Organisation	
Link to Companies House Record (if applicable)	
Address	
Postcode	
Telephone Number	
Email Address	
Applicant or Company Website (if applicable)	

## YOUR POTENTIAL TEAM

Please note that you do not have to have your whole team together at the point of application but you should be able to demonstrate access to the right people in the narrative sections. Equally if you currently have people fulfilling other roles on the project please add rows for those individuals.

Role	Name	IMDB link / link to other online profile	Resident in Wales? If so please state county	Born in Wales?
Project Manager			<input type="checkbox"/> County:	<input type="checkbox"/>
Project Manager			<input type="checkbox"/> County:	<input type="checkbox"/>
Events Producer			<input type="checkbox"/> County:	<input type="checkbox"/>
Events Coordinator			<input type="checkbox"/> County:	<input type="checkbox"/>
Administrator			<input type="checkbox"/> County:	<input type="checkbox"/>
Comms			<input type="checkbox"/> County:	<input type="checkbox"/>
Engagement Officer			<input type="checkbox"/> County:	<input type="checkbox"/>
People who will help us to promote the project			NA	NA

## ABOUT YOUR PROJECT

Project Title	<i>Sample text: Animation Delegation</i>
Topline Project Goal (one sentence)	<i>Sample text: To support animation professionals in Wales who are interested in writing, directing or producing feature animation, to understand the way that the feature animation industry works.</i>
Project Sub Goals (bullet points)	<i>Sample text:</i> <ul style="list-style-type: none"> <li>- To improve understanding of the roles within feature animation</li> <li>- To improve understanding of the way feature projects are developed and financed</li> <li>- To improve understanding of the key players in the feature animation industry</li> <li>- To connect aspiring writers, directors and producers of feature film in Wales with each other and with others in the industry</li> <li>- To inspire long form storytelling of a kind that can compete in the international animated feature film landscape</li> <li>- To improve the diversity of writers, directors and producers of feature animation particularly considering race &amp; ethnicity</li> </ul>
Target audience(s) <i>Please stipulate clearly whether you are targeting new, emerging or experienced talent in relation to feature film and how you define each term. (Max 200 words)</i>	<i>Sample text:</i> <ul style="list-style-type: none"> <li>- Talent who are new to feature animation - Individuals with at least two credits in animation (whether corporate, commercial, episodic or otherwise) who are interested in writing, directing or producing animated feature film and who are based in Wales</li> <li>- Stakeholders in Wales and beyond to see the potential animation talent in Wales</li> </ul>
How many people do you intend to reach? <i>Please detail the precise way in which you'll reach them if for e.g you will benefit a larger cohort with a portion of your activity (Max 200 words)</i>	<i>Sample text:</i> <ul style="list-style-type: none"> <li>- 50 people at initial engagement and networking event with educational panel discussion</li> <li>- 8 people take part in the delegation</li> </ul>
Key Activity Locations. For Wales locations, please cite the counties as well as the more precise potential venue(s)	<i>Sample text:</i> <i>Online, in Cardiff, and at the Annecy Animation Festival in France</i>
Anticipated Project Dates	<i>Sample text:</i> <ul style="list-style-type: none"> <li>- April – promotion and application process</li> <li>- May – online preparatory sessions</li> <li>- June 11<sup>th</sup> to 14<sup>th</sup> 2025 – Festival Attendance</li> <li>- End of June – networking debrief and evaluation</li> </ul>
Have you previously applied with this project to Ffilm Cymru or Creative Wales? If so please state the year of	<i>Sample text:</i> <i>Yes I applied to Creative Wales Creative Skills Fund in 2024 and was unsuccessful</i>

the application, the fund and the outcome.	
<p><i>You can respond to the below questions by voice note or video. Just ensure that they don't exceed ten minutes in length and paste the link and any passwords required below. You can also append the video or voice note to your email and indicate as such in your email cover note.</i></p>	
<p><b>Overview of the Project Activity (Max 500 words)</b></p>	<p><i>Sample text:</i></p> <p><i>Our Animation Delegation will be a safe and nurturing space for people interested in developing a career in writing, directing and producing feature film. Activity will include:</i></p> <ul style="list-style-type: none"> <li><i>- 1 x engagement event in person featuring individuals who have worked in animation across different sub sectors focused on a discussion of the difference between TV and Film Animation</i></li> <li><i>- 2 x = preparatory sessions for selected cohort , one online and one in person. One with key speakers from animation to advise them on how to make the most of the festival and one focused on networking the cohort together and helping them to develop their own targets and learning outcomes.</i></li> <li><i>- Festival attendance over 4 days 3 nights. Mentors assigned to each person to guide them through the festival. A dinner together with other animation delegations from Animation UK and Belgium (to encourage co-production understanding).</i></li> <li><i>- 1 x feedback and final networking session in person. 121's with each participant and career plan development and gathering of data on what would be helpful for them next, what we did well and what we could have done better.</i></li> </ul>
<p><b>What evidence do you have of the need for this activity? What support is available in this area? Please provide supporting links if you have them. (Max 500 words)</b></p>	<p><i>Sample text:</i></p> <ul style="list-style-type: none"> <li><i>- Xxxxx festival offers great support for aspiring animation professionals, with a variety of events outside of the festival such as 'xxxxx'</i></li> <li><i>- There's funding available for animated films from Ffilm Cymru, the BFI and Creative Wales, whether long, short form, development or production.</i></li> <li><i>- However as with most training activity in the UK, animation-specific training rarely has focus on independent feature film and rarely considers geographic base of talent as a key decider in selecting participants, with applications being competitive.</i></li> <li><i>- Wales has a rich history in animation, but the high budgets from broadcasters for animation that used to bolster this are a thing of the past.</i></li> <li><i>- the BFI Screen Business Report from November 2021 recorded a 30% drop in UK TV animation production (ATR) expenditure up to 2020, alongside an increase in animated film. Although the global market is growing, UK animation studios and production companies grapple with dwindling domestic investment and rising competition. Despite our reputation, we need to prioritise our own IP development. Unaddressed, this could lead to talent flight, unrealised opportunities, skill deficits, and a dilution of our cultural legacy.</i></li> <li><i>- According to Animation UK's Report <a href="#">'Inclusion &amp; Diversity in UK VFX, Animation &amp; Post-Production'</a> there is great potential for diversity within animation when compared to live-action film, with 27% of respondents to this report based outside of London, and with strong percentages of women and LGBTQ+ individuals. Action was identified as being needed to support BAME, Disabled, and working class representation overall and to support more women in senior leadership roles.</i></li> </ul>

	<p><i>It is also worth noting that this report focuses on all roles in animation and is not focused on feature film. We can imagine that the picture for feature film is significantly worse, but data on the feature film industry often lacks a specific focus on animated feature film as a distinct sub-sector, noting that there is no BFI Doc Society for animation, for example.</i></p>
<p>Please detail the skills, experience, relationships and knowledge you or your team have that will be essential to the projects' success? (Include links to any completed activity if applicable. Max 200 words)</p>	<p><i>Sample text:</i></p> <p><i>I've worked in animation post-production and have produced a short animated film 'Jimmy' which was selected for Encounters Film Festival 2022. Whilst I'm still fairly new in my animation producing career, I have strong project management experience and feel that I can helpfully understand the questions that my cohort will have as well as some of the barriers they may be facing to progression. In my previous role at xxx I put on monthly networking events for local animation talent, so I have experience of promoting events and coordinating activity. I have experience of diversity monitoring and working inclusively from my role as a community engagement officer for xxx council. My work in post production has meant I have relationships with animation professionals such as xxx which will be helpful for ensuring that we make the most of the festival, connecting the delegation with key figures.</i></p>
<p>Is there a way you can build some legacy for the project? If so, how? (Max 200 words)</p>	<p><i>Sample text:</i></p> <p><i>I will create a facebook group for the community (building from everyone who consents to marketing from application point) which will hopefully become self sustaining and be a continuous port of call for those interested in animation in the UK. I will create some short recommendations on supporting those interested in making feature animation for Ffilm Cymru, which can hopefully influence policy. My ambition is also to raise further investment for this work after using this iteration as proof of concept, identifying a commercial partner.</i></p>
<p>Please summarise the ways in which you will make your project inclusive. (Max 500 words)</p>	<p><i>Sample text:</i></p> <ul style="list-style-type: none"> <li><i>- We will conduct an engagement event to encourage applications and to answer questions from people in the room</i></li> <li><i>- We will ensure that we have bilingual and large font versions of application forms</i></li> <li><i>- We will hold back funding for access bursaries for people who need additional support to benefit fully from the delegation, signposting this up top in early promotion of the opportunity so people know this could work for them</i></li> <li><i>- We will ensure we pay expert assessors who bring different lived experience to our project team who will have an equal voice in deciding upon the final cohort</i></li> <li><i>- We will have comfort breaks in any schedules of activity and will gather information on peoples' preferences for timing of activity, and any other considerations such as hearing impairment that will help us to shape activity around them</i></li> <li><i>- We will ensure that we represent Disabled and Global Majority talent in any promotional images or learning content we share.</i></li> <li><i>- We will ensure we reach outside of Cardiff by partnering with xxx and xxx in the counties of xxx and xxx whilst also offering travel bursaries for anyone outside of a commutable distance to Cardiff.</i></li> </ul>

## Monitoring and Evaluation

	Target	How will you measure?
What are your initial targets for the project and how will you measure whether they have been achieved? (Max 200 words)	<ul style="list-style-type: none"> <li>- 50 people reached in networking event</li> <li>- 8 people take part in delegation</li> </ul>	Sign up form on Eventbrite and selection process
	- To improve participants' understanding of the roles within feature animation	Baseline survey and survey again to show progress from poor or fair to good or excellent in the majority of participants
	- To improve participants' understanding of the way feature projects are developed and financed	Baseline survey and survey again to show progress from poor or fair to good or excellent in the majority of participants
	- To improve participants' understanding of the key players in the feature animation industry	Baseline survey and survey again to show progress from poor or fair to good or excellent in the majority of participants
	- To create a diverse cohort who are all able to benefit from the experience	Anonymous diversity monitoring at application point; feedback survey at end of project

## YOUR CONNECTOR FUNDING REQUEST

<i>NB. You only need to fill in the columns relevant to your application</i>	<b>Ffilm Cymru Contribution</b> Amount you are requesting	<b>Applicant(s) or other Contribution (If relevant.</b> <i>Please indicate amount, name of financier, and whether cash or in-kind)</i>	<b>TOTAL BUDGET</b>
Project Management – Please note that overheads cannot exceed 10% of the total contribution from Ffilm Cymru			
Project Coordination			
Consultant			
Travel			
Venue Hire			
Translation			
Catering			
Expert Speakers			
Mentors			
Access			
Other (please specify)			
<b>Total:</b>	<b>£</b>	<b>£</b>	<b>£</b>

Explanatory budget notes (please provide detail on any cost that isn't self-explanatory and highlight how fees are broken down by days and day rate)

## APPLICATION CHECKLIST

Please ensure all of the following information/supporting documents are submitted to complete your funding application:	
Completed Application Form	
CVs for your core team or links to online profiles	

## SIGNATURES AND DECLARATIONS

<p><b>Do you or any of your colleagues on this project have any financial and/or close personal relationship with any board member or employee of Ffilm Cymru Wales, Creative Wales or the BFI?</b> If yes, please state the name and position of the person and the nature of your relationship. This provides transparency of any potential conflicts of interest.</p>

## DECLARATIONS & DATA PROTECTION

We hereby confirm, declare and warrant that the following information is true and correct to the best of our knowledge, information and belief as of today's date:

1. That no amounts are due, owing and unpaid to Ffilm Cymru in respect of any projects in relation to which this company or any of its associated companies (collectively, 'the Producer') has been in receipt of funding from Ffilm Cymru; and/or any projects now owned or controlled by the Producer in respect of which a third party has been in receipt of funding from Ffilm Cymru (including but not limited to amounts due in repayment of development loans in respect of projects that have subsequently been produced) under any agreement, scheme or initiative;
2. That Ffilm Cymru has been furnished with the most current and up-to-date sales report for every project produced or co-produced by the Producer in receipt of funding by Ffilm Cymru and in respect of which Ffilm Cymru has an entitlement to share in revenue; and
3. In all other respects the Producer is in full compliance with all agreements entered into by it with Ffilm Cymru (including delivery of all contractual delivery materials to Ffilm Cymru by the contracted delivery date).

☐ I have read, understood and confirm the above.

Ffilm Cymru will use the information provided in this application form to help process your application. This information may be held on computer and may be used for statistical purposes. The information may be stored, processed and passed in confidence to or shared with individuals or organisations who are helping us assess applications or monitor funding. All information will be treated in accordance with the Data Protection Act 2018, the General Data Protection Regulation and associated legal provisions concerning data protection. You have a right to ask for a copy of the information held by Ffilm Cymru in its records. You also have the right to require Ffilm Cymru to correct any inaccuracies in your information. For more information, please refer to [our Privacy Policy](#).



☐ I have read, understood and confirm the above.

I confirm that all information provided on this application, and in any material submitted in support of it, is truthful and accurate. I confirm that all other applications to other distributors of public funding have been declared. I undertake to inform Ffilm Cymru fully and immediately of any changes affecting this application or related materials. I confirm I am the applicant or have the authority to make this application on behalf of the applicant organisation.

☐ I have read, understood and confirm the above.

**Name**

**Signature**

**Position**

**Date**

☐ Please check this box if you would like to receive emails about similar funding and training opportunities from Ffilm Cymru Wales.

## CONTACT DETAILS

If you have any queries, or if you would like to discuss any aspect of your project prior to application, please contact:

**Siobhan Brennan**

Talent & Development Executive

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