

PRODUCTION FUNDING

GUIDELINES 2019



AIMS & OBJECTIVES

Ffilm Cymru Wales is a talent based fund, prioritising support for writers, directors, and/or producers, either born or currently residing in Wales.

While not essential, we are keen to encourage Welsh cultural content with films that reflect Wales and Welsh life and we seek to have a varied and relevant slate of projects. We are also committed to supporting Welsh language projects with production support.

Ffilm Cymru Wales offers:

- Our unique Magnifier approach to the development and production of feature films
- Project specific advice and assistance
- Co-financing for a minimum of three theatrical feature films per annum (at least one of which will be in the Welsh language)
- Funded support for companies wishing to increase company capacity, extend the intellectual property of their film proposals, and who wish to develop cross media/cross art approaches.

Ffilm Cymru Wales expects that applicants will work with us to extract and add value to their projects via the Magnifier approach to funding which seeks to:

- Systematically identify the broad and varied types of potential value in projects
- To promote early consideration of who the audience might be and how to connect with them
- To identify potential barriers (e.g. company capacity, networks, funding) to realizing that value
- To promote a culture of shared learning and improved networks across the sub-sectors.

Ffilm Cymru Wales is committed to supporting a diverse and inclusive film sector in Wales. FCW will consider how you will seek to address industry under-representation in relation to disability, gender, race, age, sexual orientation and socio-economic status.

FfCW promotes the [BS8909 Standard](#), a specification for a sustainability management system for film, which has been designed to help the film industry run its business in a more sustainable way.

ELIGIBILITY & APPLICATION PROCEDURE

Ffilm Cymru Wales may award up to a maximum of £200,000.

Additionally, up to a further £100,000 may be applied for via our Magnifier approach which is there to support project costs such as digital development, exploitation of IP or company capacity assistance.

Please be advised that Ffilm Cymru Wales is unlikely to commit funds to projects until some firm partnership funding is in place.

- Applications for funding will be accepted at any time and at any stage of packaging the production
- Applicants must be the rights holder in the project or be in the process of obtaining the rights
- Applications must be made via a company registered and managed in the UK, or another state of the European Union or European Economic Area, and not via an individual
- Where an application for funding is combined with other Lottery sources, please note that the total lottery contribution may not exceed 50% of the budget.
- The project's ability to qualify as a British film. Guidance on British certification be found on [the BFI website](#).

Applicants are asked to complete and submit an online Equal Opportunities and Diversity Monitoring Form, a link to which will be found on your application form. Completed forms are required for the writer, director and producer. [LINK](#)

As part of your application you will be asked about your company's sustainability policy, and what strategies you intend to employ to make your production more sustainable. FfCW recommends that applicants use [BS 8909](#) to identify and manage sustainability issues, and get a carbon footprint their production. Producers can use the [free BAFTA toolkit](#) for carbon foot printing productions.

Further guidance and support can also be found through [Greeningfilm](#), run by the British Film Institute, which aims to help professionals working in every part of the film industry implement a sustainable strategy as part of their ongoing activity.

Applications are accepted on a rolling basis. However, applications for funding in excess of £50,000 are subject to board approval and the board meets on a quarterly basis.

Applicants must discuss their application with a member of the team before submitting.

SELECTION CRITERIA

When selecting projects the following criteria will be considered:

- The quality, potential and originality of the work
- The benefit to Welsh filmmakers
- The depiction of Welsh cultural content – Wales and Welsh life, whilst not essential, will be considered
- The viability of the project in terms of budget and partnership funding and the capability of the key creative personnel
- You will need to submit a feasible draft finance plan showing how your film will be funded.
- The Project's market appeal. We would expect any application to clearly show an identifiable and reachable core audience and the means by which this audience will be reached.
- The range and number of projects already being supported by Ffilm Cymru Wales.

Where Welsh talent is not leading the project, additional benefit might be provided through co-production and, very occasionally, through mentoring opportunities offered to aspiring Welsh talent.

When applying for additional support via our Magnifier approach we will also consider:

- The viability and market potential of any other form of IP the applicants wish to exploit
- The case for additional company capacity and evidence of how this would impact the growth of your company

In addition to the above, the National Lottery Act 1993 (Amended 1998) establishes directions for assessing applications that the Agency is required to apply. Please see Appendix 1.

FUNDING DECISIONS

Funding decisions for up to £24,999.99 are made by members of Ffilm Cymru Wales talent team comprising ordinarily of the Head of Creative Business, Manager of Production and Special Projects, and the Development Executive.

Funding decisions for between £25,000 and £49,999 will be made by the above mentioned members of the talent team and either the Chair or Deputy Chair of the Board of Ffilm Cymru Wales.

Funding decisions in excess of £50,000 will be subject to Board approval.

All decisions will be confirmed via email, and when a project is unsuccessful a brief explanation will be included.

Successful applicants may be required to join a Magnifier cohort.

AWARDS & CONDITIONS

An offer of funding will remain open for a set period of time (ordinarily 6 months) which will be detailed in the offer letter. If the drawdown of funds does not commence within this period the funding offer may be revoked.

Projects awarded funding are subject to a production agreement that will include a payment schedule and recoupment terms that will be agreed on a project by project basis.

Terms for recoupment of any additional funding under the Magnifier criteria will also be set out in this agreement – again to be agreed on a project by project basis.

Projects will be progressed through the Manager of Production and Special Projects in collaboration with the producers. Ffilm Cymru Wales will always take a hands on, creative and collaborative approach.

Ffilm Cymru Wales will need to approve all funding arrangements and significant changes to the project.

Ffilm Cymru Wales investment is lottery funding and it is treated as equity investment to be recouped alongside other equity investors.

You will be required to include the FCW animated logo and a presentation credit at the beginning of the film, as well as closing credits for FCW personnel.

You will need to be able to establish clear chain of title on your film.

You will be required to provide a contribution from your budget to the Skills Investment Fund of 0.5% of the films core expenditure. (subject to the SIF cap).

You will be expected to budget for and put in place all customary insurances including, errors and omissions insurance, on which the FCW must be named as an additional insured.

FfCW will require you to budget for the appointment of an Independent Collection Agent.

All revenues from the film must be collected by the collection agent and the sales agent / rights holder must instruct all sub-distributors to direct payment of any minimum guarantee and overages to the collection account.

FCW will require specific approvals over your film including the terms of other finance, the identity and terms of appointment of the sales agent and all distributors, and all documentation prepared in relation to the film.

You will be required to provide certain delivery materials to FCW, including disability access materials, the costs of which must be included in the budget of the film.

You will be required to ensure that any agreement for the distribution of your film in the UK provides for distribution of soft-subtitling and audio-description materials in cinemas and on any video-on-demand, DVD or Blu-ray disc release of the film.

You will be required to comply with certain requests in relation to interns or trainees and you may be expected, if asked and where feasible and within reason, to participate in any apprenticeship schemes run by the Film Fund, during production or at some point in the future.

Ffilm Cymru Wales is committed to supporting a diverse, inclusive and sustainable film sector in 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:

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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 funding can be used in partnership with other Lottery funders, subject to an overall cap of 50% from Lottery sources.

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 written confirmation of partnership finance and details of terms and conditions. Production funding is unlikely to be offered unless an element of partnership funding is already in place.

CLEAR DEMAND

Ffilm Cymru Wales seeks to support film projects that demonstrate a likelihood of gaining distribution. 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. Applicants will be expected to include sales figures, supplied by an established sales agency and / or evidence of interest from a UK Distributor.

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.



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