

21st September 2007

Potter to Join the Cast of the Film Agency for Wales

The Film Agency for Wales has further strengthened its team with the appointment of Keith Potter as its new Head of Talent. Keith starts work with the Cardiff-based organisation immediately, taking responsibility for identifying and nurturing Welsh filmmaking talent and their projects, including the Film Agency's current slate of some 20 features.

With more than eight years experience in the film industry, Potter joins the Film Agency for Wales having previously helmed the development of a slate of cinema films at the prolific London-based production company, Dan Films. He developed the latest Christopher Smith project 'Triangle', following on from the international success of Creep and Deliverance, and Tom Rob Smith's 'Put Together', whose first novel has since been optioned by Ridley Scott to direct. He has also worked closely with novelist Jeff Noon on adapting his story 'Creeping Zero'.

As a member of the advisory board of the UK Screenwriters Festival, Potter is committed to developing film writing and directing talent, as well as supporting producers.

"I enjoy strong relationships with agents, funding bodies, skills organisations and, most importantly, writing and directing talent, having worked on adaptations, speculative scripts and treatments, taking them all through the development process," explained Potter.

"As an organisation, the Film Agency for Wales has impressed me with their open style of communication and professional approach. The team really do enjoy strong links with filmmaking talent and are very proactive in nurturing and developing that talent. Like the team, I am serious about getting films into production and look forward to working alongside them to develop the slate."

“We have enjoyed a particularly successful first year with a diverse and exciting slate that is broad ranging and now ready for consolidation,” added Pauline Burt, Chief Executive of the Film Agency for Wales.

“Keith is a well-respected and connected development professional who is absolutely committed to the development of filmmaking talent. He has the skills and experience to facilitate talent, enabling individuals to get the best from their projects while continuously looking for new talent. We welcome him to our team.”

The Film Agency for Wales is funded by the Arts Council of Wales, the UK Film Council and the Welsh Assembly Government, via Creative Business Wales, the latter of which was set up to support, encourage and increase the range and number of films being produced in Wales and to foster the abundance of creative talent in Wales.

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For further information please contact Lisa Jenkins on 0790 873 8763 or email lisa@filmagencywales.com

Notes to Editors:

About the Film Agency for Wales

1. Established in July 2006, the Film Agency for Wales is the sole Agency for film in Wales, with a remit to ensure that the economic, cultural and educational aspects of film are effectively represented in Wales, the UK and the world. As a strategic agency, the Film Agency aims to facilitate the emergence of a viable and sustainable Welsh film industry and to promote a vibrant and dynamic film culture.
2. The Agency's priority is to identify and nurture Welsh filmmaking talent – particularly writers, directors, writer-directors and producers – by supporting and encouraging the development of their work, accomplishments and ambitions.
3. We support a broad policy on film education to complement our central priority of creating and maintaining a dynamic film culture across Wales. We aim to enhance film literacy for all and stimulate an appetite for specialised, cultural and non-mainstream films.

4. The Film Agency for Wales wishes to increase the range and number of films being produced by new, emerging and established Welsh talent. We have a particular interest in supporting Welsh writers, writer-directors, directors and producers.
5. The Board of Directors is chaired by Peter Edwards and includes Sybil Crouch (Vice Chairman), Elan Closs Stephens, Angharad Evans, Stephen Cleary, Nerys Lloyd and Ynyr Williams. Pauline Burt is Chief Executive.
6. Further information is available at www.filmagencywales.com