

Film Agency for Wales: Exhibition Strategy

Exhibition: Introduction

The Agency's priority is to promote a vibrant and dynamic film culture, through increasing access to and broadening the range of films available to all audiences across Wales. We aim to achieve this by:

- supporting the core activity of film exhibitors in Wales who are committed to presenting films of a specialist, cultural or non-mainstream nature;
- supporting film festival activity and special exhibition events and programmes.

Exhibition: Guiding Principles

- We operate a continuous 'open door' submissions policy. That is, we will accept submissions at any time, from anyone and at any stage of the proposal's development. Where the proposal is at an early stage, but addresses or is likely to address the Agency's Aims and Objectives and Guiding Principles, we will collaborate in working up that proposal to facilitate it reaching a form that we could potentially fund;
- We endorse the principles of transparent decision-making and clear performance targets. Consequently, we are supportive of the Wales Specialist Film Exhibition Group's proposed formula (referred to in their paper: 'The Future for Specialist Film Exhibition in Wales' 2006) for awarding core funding based on accurate data collection and reflecting performance against the number of specialist titles shown, numbers of screenings and attendances, with allowance made for the size of each venue's catchment's area.
- We will work in partnership with the industry, including the Wales Specialist Film Exhibition Group and the British Federation of Film Societies Welsh Group, and other organisations operating independently who present or aspire to present specialist, cultural and non-mainstream films to audiences in Wales.
- The Agency aims to respond swiftly, informatively and courteously at all times.

Exhibition: Core Activities

The agency's core exhibition activity is to support exhibition venues, film societies and film festival organisers, enabling them to maintain and enhance their specialist film programming and events; and to listen to, identify and understand the needs and desires of the exhibition sector, and where they meet our Aims and Objectives, respond to those needs and desires to the best of our abilities. In carrying out these core activities, we will:

- Provide a comprehensive web site and “open access” events where the Agency can communicate its plans and activities and where any and all interested parties can meet the Agency team, input ideas and discuss areas of interest;
- Provide strategic leadership for the development of specialist film exhibition and film festival activity in Wales, in collaboration with the Wales Specialist Film Exhibition Group, festival organisers, ACW and UKFC;
- Contribute to the review of strategy at UK level, and implement recommendations where it is pertinent to do so;
- Develop a centralised databank of specialist film viewing activity, based on statistics provided by the various exhibitors and film festival organisers;
- Implement a transparent funding mechanism to support the core activities of Specialist Film Exhibitors. This will result in core funding being distributed in line with the amount of specialist film activity undertaken by each exhibitor. Funding agreements will be tailored to each venue, taking into account their particular circumstance; business challenges and including mutually agreed targets. Ordinarily we will work on the basis of three-year business plans, with funding confirmed on a year-on-year basis;
- Implement a funding scheme for film festivals, other than the International Film Event for Wales, which is funded through other means and special non-festival events, designed for film societies and exhibitors who don't otherwise receive core funding from the Agency, but who have a particular strand of specialist, cultural or non-mainstream film activity. These schemes will be open for both the professional and voluntary sector. Where special events and festival programmes are intended to be repeated in subsequent years, we will work with the providers of those events/festivals to identify ways in which new approaches might be usefully explored, value added and audience access enhanced in the future;
- Work in partnership with the Assembly and The Hub in the tendering of the International Film Event and represent the Assembly's interests in the delivery of the festival in terms of developing its content, marketing and outreach, with the aim of adding value and enhancing audience access;

Exhibition: Complementary Activities

In addition to our core activities, we will engage in additional activities where they further the Agency's Aims and Objectives and where budgetary constraints permit. For example, we will:

- Endeavour to identify and facilitate opportunities to adopt a joined up approach, share information and collaborate across the exhibitor network and festival providers, and with other organisations, where increased efficiency and tangible benefits can be anticipated;
- Promote opportunities to be derived from the proposed Digital Screen Network and work with the sector to research and facilitate any future bid to expand that network within Wales.

