



CINEMATIC

GUIDELINES

S4C

 Awarding funds from
The National Lottery®
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CINEMATIC

Cinematic will produce three films from exciting Welsh talent showcasing creative excellence. The scheme provides opportunities for writers, directors and producers with bold and unique voices to make feature films on budgets of up to £300,000.

The first iteration of Cinematic launched *Submarine* star Craig Roberts's directorial debut with *Just Jim*, a dark comedy that premiered at SXSW in 2015; while Chris Crow's supernatural thriller *The Lighthouse* will be released this summer by Soda Pictures. Known for his work on television hits *Broadchurch*, *Hinterland* and *Marvel's Daredevil*, Welsh director Euros Lyn made his feature film debut with *Y Llyfrgell*, which premiered at the Edinburgh International Film Festival in 2016.

SUMMARY

The Cinematic scheme seeks to support talent with distinctive fiction feature films that can be successfully realised on budgets of up to £300,000.

We will be looking for projects in any genre, that represent a range of voices, themes and experiences that will fully reflect the diversity of Wales. Filmmaker teams should be able to demonstrate commitment and clarity of vision towards their projects, as well as an awareness of audiences.

Up to ten teams will be selected to embark on an intensive development phase from which we will select up to three projects that will progress to further development and production. Development funding will be advanced at each stage by FfCW.

FfCW will also invest approximately £180,000 production finance into each of the final three films. As part of the process teams will be tasked with raising the balance of finance through a combination of tax credit advance (to be supplied through Fields Park Ltd) and up to £100,000 private finance which FfCW will support teams in raising. One feature intended to be filmed in the Welsh language will be able to access an investment of £100,000 from S4C.

The Cinematic scheme is made possible through National Lottery funding provided by FfCW and the BFI.

ELIGIBILITY

Applications are invited from writer, director and producer teams. Individuals should limit their attachment to a maximum of two projects at application stage.

Teams from across the UK may apply to Cinematic, but at least one member of the applicant team should have been born or be currently residing in Wales.

As a minimum requirement, at least one team member should have one professional credit in their field, for example:

For Writers:

A credit as the writer on a commissioned or produced screenplay for film or television (a produced stage or radio play would also be eligible).

For Directors:

A credit as a Director on a feature film or television drama or documentary (single or series). Credits in theatre, commercials, music promos and animation direction will also be considered. Alternatively, a short film that has been selected for a major festival.

For Producers:

A credit as the Producer on a feature film or television drama or documentary (single or series). Producing credits in commercials, music promos and animation producing would also be considered. Alternatively, a short film that has been selected for a major festival.

Applications can be submitted by e-mail at any time up until the deadline of noon 30th September 2016, see; www.cinematicwales.com

MATERIALS

You should submit the following materials in support of your application;

- A detailed treatment in the region of 8-15 pages, together with a one page synopsis for the project you are submitting.
- If submitting a treatment in Welsh, then a one page English language synopsis should also be submitted
- Supporting Material including CV's and biogs of key personnel and potential HoD's
- A Writer's statement covering the genesis of the idea and any thoughts you have on developing the story further. You should also outline how this project fits in with your career plans as a screenwriter – 1 page
- A Director's statement outlining the creative approach to the project, including how you would like to realise the idea (which could include moodboards), the audience you want to reach and why you want to make this film at this point in your career – 1 page
- A Producer's statement considering the market and audience for the film, creative strategy, achievability on a low budget, potential strategies for raising additional finance.
- You should also outline how you intend to work with the team through development, towards production and how this projects fits into your personal / company plans – 1 page
- A sample of the Writer(s)'s work, for example: a feature length screenplay for film or television, stage or radio play
- Online links to short films, television, commercials, music videos, and installations/gallery shows that demonstrate the visual flare of the director.

We will assess projects against the following criteria:

- Quality and originality of the ideas
- The breadth of diversity of applicants
- How the projects fit into the career aspirations of the applicants
- Ability of the teams to realise their project within the low-budget environment
- Understanding of potential audience for the projects

All projects must:

- Include complete application materials (see above)
- Include at least one team member with one professional credit in their field
- Be capable of qualifying as British per DCMS guidelines and eligible for UK film Tax Relief. For guidance see <http://www.bfi.org.uk/supporting-uk-film/british-certification-tax-relief>
- Be capable of achieving a BBFC classification rating of no more than '18' when completed. See: <http://www.bbfc.co.uk/what-classification/guidelines>

Projects that have already received third party financial support (e.g. prior development funding) may not be eligible for the Cinematic initiative. If your project has already received financial support you must disclose the terms of such investment and include any associated agreements with your application.

THE PROCESS IN DETAIL

LONG LIST AND INTERVIEW

An e-mail confirmation will be sent to you to confirm receipt of your application.

If any materials or information are missing, we will contact you to ask for more detail. If you fail to supply any requested materials within 5 days, FfCW reserve the right to reject your application.

Materials submitted after the deadline will not be considered by the selection panel, unless they have been requested.

We will assess all complete applications and draw up a longlist of projects that we feel are creatively engaging, exciting and most capable of being achieved on a low budget. All other applications will be declined.

Up to 15 teams will be invited to interview on 10th and 11th November 2016 by a selection panel made up of representatives from FfCW, BFI and S4C, from which up to 10 teams will be invited to the next development stage. All members of the team must attend the interview.

SHORTLIST: THE DEVELOPMENT PHASE

Following selection, your team will attend a training event on 21st and 22nd November 2016 where you will discuss the practicalities of making films on lower budgets, and consider the audience for, and potential of, your project. Participating teams may be required to contribute £250 towards this training.

Support is available for participants to assist with course fees, childcare, travel and accommodation costs related to attendance at training sessions / meetings, where needed. Decisions regarding the allocation of support will be made on an individual case-by-case basis.

Please note: Cinematic aims as much as possible to remove any financial barriers to participation. If you are interested in applying but feel that you may be unable to pay the fee and/or would require additional support in order to attend, we strongly encourage you to get in touch with us in the first instance at adam@ffilmcymruales.com Individual needs will be discussed on a case by case basis and in strict confidence.

You will be offered a development award of up to £5,000 to support any revisions that may be required in the treatment and a first draft screenplay. Any development funding advanced will be repayable on first day of principal photography of the film (whether or not you are selected for production funding from the Cinematic scheme).

A development agreement between FfCW and the filmmaking team / rights holder will set out the terms of the project development, and funds will be released against an agreed cashflow.

In the event that the project does not make sufficient progress through development or if the team decides to withdraw from participating in the initiative the development agreement will be terminated and no further funds advanced/ payments made.

Any Welsh language projects selected at this stage will receive additional support for translation costs.

This stage will focus on the development of a screenplay and the initial packaging of projects. In consultation with FfCW, you will discuss the needs of your project and draft a development plan. From this discussion you may be introduced to suitable mentors and industry specialists who will provide you with project specific advice. Teams will also work on a market and distribution plan. With the support of Warner Music Supervision, teams will benefit from project specific advice on music licensing.

You will be expected to work collaboratively, consider the advice provided, and continue to develop your package, emphasizing not only your ability to deliver a creatively sound project but also your ability to work with a limited budget.

SELECTING THE FINAL THREE

On 22nd May 2017 the projects will be resubmitted and assessed by the selection panel.

All teams will re-pitch their project and discuss progress made to date on 22nd and 23rd June 2017.

Following this meeting, three teams will be selected to progress to the next stage

The projects that do not proceed will be subject to the turnaround provisions set out in the development agreement.

FINAL PHASE DEVELOPMENT

Each of the projects/teams selected will receive a further development award of up to £5,000 to support revisions to the screenplay, pre-production costs, including casting, crewing, locations, budget and production schedule.

Executive Producers may be appointed to the projects at this stage to further assist with legal work, financial closing, production and delivery of the films.

Through Warner Music each team will continue to receive advice on music licensing. Where appropriate and depending on the needs of the production Warner Music will provide Music Supervision for the film as it progresses through production.

Through Fields Park Media teams will discuss a range of additional support that they will be able to access for their productions. This support may include post production services, expertise in the creation of sales and marketing materials such as sizzle reels, promos and trailers, PR services and media planning and buying.

The decision as to when the projects progress into production will be entirely at the discretion of FfCW working with BFI and S4C. It should be noted that selection into the final three does not indicate a guarantee of production finance.

Teams will be called to discuss progress with a panel made up of representatives from the main scheme funders before greenlighting.

Only those projects that have reached the appropriate point in their creative development can be considered for green lighting, and further development work may be required before any production commitments can be made.

CONDITIONS OF FUNDING

DEVELOPMENT

If your project is selected you will enter into a development agreement with FfCW the terms and conditions of which will include the following:

- The teams will grant FfCW an exclusive right to finance the further development and production of the project
- If the project is based on any underlying work you will need to have obtained rights or prove that you can obtain rights in (or an option over) that underlying work sufficient to be able to make one feature film
- FfCW will not require an assignment of rights in the project during the development stages but if the project is not selected for greenlighting as part of Cinematic and subsequently goes into production either with the same and/or different funders- then we will require repayment of the development funding along with a specified end credit (to include reference to our partners and the National Lottery).
- If turnaround occurs filmmaking teams will be able to further develop their respective projects outside of the Cinematic initiative.
- Prior to turnaround teams and projects should not apply for or receive additional development financing from any third parties without prior approval from FfCW

PRODUCTION

Once a project has been accepted for production financing the team will be required to incorporate a limited company, with rights to the film assigned to that company to allow the company to produce the film.

The production company shall be responsible for the pre-production, principal photography, post-production and delivery of the completed film.

FfCW and any other applicable financiers will enter into financing agreements with the production company for the financing of the film.

FfCW will enter into a Production Financing Agreement (PFA) for the advance of the BFI and FfCW investment, the Tax Credit Funder will enter into a Tax Credit funding agreement and where applicable S4C will provide a license agreement. Any private investment will also be advanced per the terms of a separate investment agreement.

The main production funding terms and conditions, within the FfCW PFA, will include the following requirements:

- Approval over the production budget and schedule (see further detail below)
- Approval over the finance plan and recoupment terms including a net profit share against investments.
- Approval over the script
- Approval over cast and key Heads of department
- Approval over the cashflow and drawdown of funds
- Establishment of a dedicated production account with approved signatories
- Production insurances – FfCW, BFI and where applicable S4C to be named as additional insureds
- Provisions for managing any underspend or overspend
- Approval of production trainees - minimum of three paid positions / or working as part of an agreed apprentice programme
- Copyright and security provisions
- Approval of underlying rights and all clearance agreements
- Credits and logo provisions
- Consultation and approval through post production, including approval of the final cut
- Identity and terms of appointment of the sales agent and all distributors
- Sales, distribution and exhibition strategy
- Appointment of a collection agent
- Publicity
- Termination provisions

FfCW (acting on behalf of and with BFI, S4C, any private investor and Fields Park Ltd) will provide all approvals referred to above.

FfCW will take a share of the copyright in the film and associated rights until it has recouped its equity investment (see finance and recoupment below).

In the case of the Welsh language project S4C will be granted exclusive UK Free TV and associated online rights with appropriate holdbacks to allow sufficient time for the exploitation of the film on other platforms in the UK including VOD, Pay TV etc.

Each film must be capable of qualifying as a “British Film” under the DCMS/BFI’s Cultural Test (www.hmrc.gov.uk/films/index.htm) and must on delivery qualify for a certificate from the British Board of Film Classification not more restrictive than “18” for both theatrical and videogram use.

The production company will be responsible for applying to HM Revenues and Customs for the UK Film Tax Credit and, upon receipt, will pay the full cash benefit directly to the tax credit funder as repayment of its advance.

An established third party collection agent will be appointed to administer the collection and disbursement of all revenues from the exploitation of the films.

FfCW will only advance funds upon execution of our production finance agreement and subject to satisfaction of standard conditions precedent to the funding set out in the PFA.

FfCW would like to promote sustainable practice in filmmaking. Guidance on how to your production can be made more sustainable or ‘green’ will be provided to teams through Albert – (<http://wearealbert.org/>)

Each film production should seek to address the BFI Diversity Standards <http://www.bfi.org.uk/sites/bfi.org.uk/files/downloads/bfi-film-fund-diversity-standards-2015-11-27.pdf>

BUDGETS

Each production budget shall include an allocation towards:

- Production legal fees
- Cinematic scheme costs
- UK tax credit cashflowing costs (if any)
- Inclusion in the budget of a contribution towards the Skills Investment Fund of 0.5% of the film’s UK core expenditure (subject to the SIF cap)
- Cost of producing delivery materials (including delivery materials required by FfCW and its partners)
- Standard production insurances and the E&O insurance on which FfCW, BFI and in the case of the Welsh language production S4C must be named as an additional insured
- Audit costs
- Contingency
- Marketing, unit PR and EPK costs
- Sufficient funds to clear worldwide rights in all media for all music and/or archive footage and any other contributions used in the film.

You will be required to comply with all applicable legislation including Health and Safety and National Minimum Wage / National Living wage rules and regulations for all cast and crew engagements.

FINANCE & RECOUPMENT

The UK Film Tax credit will comprise part of the financing of the respective films, as will the S4C license fee in the case of any Welsh Language production.

The funding advanced by FfCW (on behalf of itself and the BFI) will be recoupable by FfCW and BFI from gross receipts pro rata pari passu with any other equity investment in the films. Subject to the terms of any private investment that might require a preferential recoupment position, the production company will be entitled to a corridor of not less than 30% of 100% of gross receipts i.e. from all revenues received by the collection agent less the usual deductions of pre-agreed collection agent/ sales agent/distributor commissions and expenses.

Once the financiers have recouped their investments and the project reaches net profit the corridor will rise to 50%.

It is expected that this corridor will be shared between the participants in the film including the writer, director, individual producer, cast, crew and any companies providing significantly discounted services in an equitable manner.

The production company will be responsible for applying to HM Revenues and Customs for the UK Film Tax Credit.

The production company should also be entitled to receive a Producer Equity Entitlement equal to the UK Tax Credit advance for the film, to be recouped alongside financier equity contributions. This sum will be held in a 'Locked Box' through the BFI scheme and made available to support future development, production and training activity as agreed between the producer and BFI.

All revenues for the film must be collected by an independent collection agent.

FEEDBACK

Due to the high volume of submissions that we expect to receive, we regret that we are unable to give feedback on their submission to those applicants who are not invited to the first selection panel dates 10th and 11th November 2016.

FfCW has a policy for handling Feedback and Complaints, for more information see;
<http://www.ffilmcymruwales.com/index.php/en/company-details-and-contact/policies>

Please note that in circumstances where an application relates to a creative submission, such as a script, FfCW cannot reassess the script when it has been turned down on the basis of its creative merit.

CONTACT

If you have any questions about the initiative that are not covered in the guidelines please e-mail cinematic@ffilmcymruwales.com

If you require a copy of the guidelines in a hard copy, large print or audio version please contact Ffilm Cymru Wales on cinematic@ffilmcymruwales.com or 02920 766931.

KEY DATES

04/08/2016	Open for Applications
30/09/2016	Application deadline
10/11/2016	Panel interviews
11/11/2016	Panel interviews
14/11/2016	10 teams will be selected and notified
21/11/2016	1st Training Day all teams / participants
22/11/2016	2nd Training day all teams / participants
TBC	Sustainability practice day, Cardiff, for producers.
November 2016 – May 2017	Development and training continues
TBC	One day mentoring sessions to be arranged with teams after selection.
TBC	Online training sessions
22/05/2017	Teams resubmit projects to include screenplays
22/06/2017	Panel interviews to select the final three projects
23/06/2017	Panel interviews to select the final three projects
26/06/2017	Three teams selected

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