



Cyngor Celfyddydau Cymru
Arts Council of Wales

Film

Arts Portfolio Wales Survey 2016/17



Noddir gan
Lywodraeth Cymru
Sponsored by
Welsh Government


Y Llyfrgell / The Library Suicides – Welsh-language thriller released in Summer 2016
Ffilm Cymru Wales



2016/17 has seen a significant rise in Welsh language film screenings and attendances.

In this section we are interested in all film screenings to the public in 2016/17. Arts Portfolio Wales organisations have reported on film titles, the number of screenings of that film and the number of attendances. Also included in this section is the screening of 'live performance' film.

28 Arts Portfolio Wales organisations made
15,456
 film screenings during 2016/17,
 attracting a total of
579,873
 attendances.


 This is a
41.6%
 increase in the number of
 screenings and
36.8%
 increase in attendances
 from 2015/16.

	Film Screenings			Attendance to Film Screenings			Average attendance per screening	
	2015/16	2016/17	% Change	2015/16	2016/17	% Change	2015/16	2016/17
Total	10,914	15,456	41.6	423,745	580,351	37	38.8	37.5
English	9,801	13,544	38.2	387,383	498,782	28.8	39.5	36.8
Welsh	38	231	510.5	1,641	6,729	310.1	43.2	29.0
Bilingual	19	113	489.5	1835	1,949	6.2	96.6	17.4
Other	996	1,285	29.0	26,287	43,012	63.6	26.4	33.5
LNR	60	283	371.7	6,599	29,879	352.8	110.0	105.6

Base = 26 organisations in 2015/16 and 28 organisations in 2016/17



87.6%

of film screenings were in English and these attracted

86%

of attendances to screenings, which is a

28.8%

increase in attendances to English language film screenings from the previous year.

Films that were classified as Other language attracted the second highest rate of attendance, with

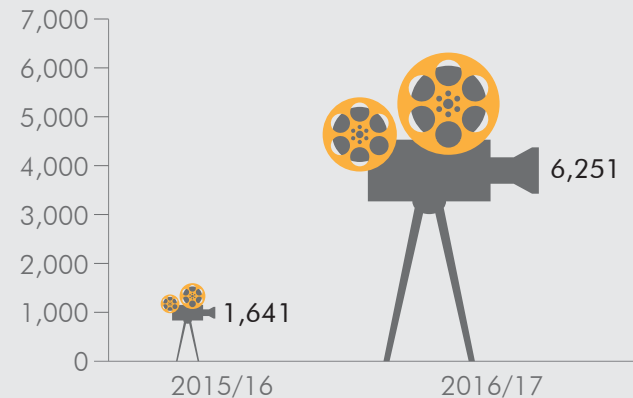
7.4%

of film-goers attending

1,285

Other language film screenings.

Attendances to Welsh Language Film Screenings



Welsh language film screenings and attendances have seen a significant rise since 2015/16. The number of film screenings increased from

38

in 2015/16 to

232

in 2016/17.

As a result, the number of attendances to Welsh language film screenings in 2016/17 was nearly four times the amount it was in 2015/16.

With an increase in film screenings, the average attendance per screening decreased from 43.2 in 2015/16 to 26.9 in 2016/17.

Numbers of screenings
of Welsh and English
language films produced
in Wales were nearly equal.

Screenings of Films Produced in Wales

4.2%

of the 15,456 film screenings in 2016/17 were of films produced in Wales.



This is an increase from 2015/16, where only 2.3% of total screenings were of films produced in Wales.



I Am Not a Witch – Welsh-Zambian writer-director Rungano Nyoni's debut feature. Early support from Ffilm Cymru Wales

Despite an increase in screenings of films produced in Wales, the number of attendances to screenings of these films decreased marginally from 16,315 to 15,836, with the average film screening attendance dropping considerably from 65 to 24.4.

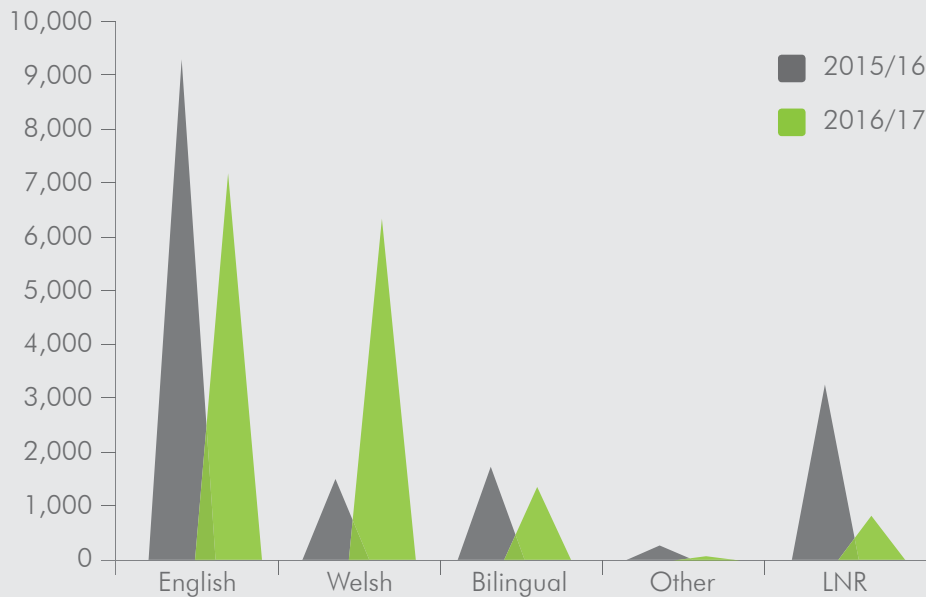
	Screenings of Films Produced in Wales					Attendances to Screenings of Films Produced in Wales				
	2015/16	2016/17	%Change	As % total film screen		2015/16	2016/17	%Change	As % total attendance	
				2015/16	2016 2017	2015/16	2016/17		2015/16	2016/17
Total	251	650	159.0	2.3	4.2	16,315	15,779	-3.3	3.9	2.7
English	184	232	26.1	1.9	1.7	9,418	7,245	-23.1	2.4	1.5
Welsh	32	226	609.4	84.2	97.8	1,574	6,264	298.0	95.9	93.1
Bilingual	21	38	76.2	110.5	33.0	1,746	1,430	-18.1	95.1	73.4
Other	8	3	-62.5	0.8	0.2	171	144	-15.8	0.7	0.3
LNR	6	151	2416.7	10.0	53.4	3,406	696	-79.6	51.6	2.3

Base = 21 organisations in 2015/16 and 22 organisations in 2016/17

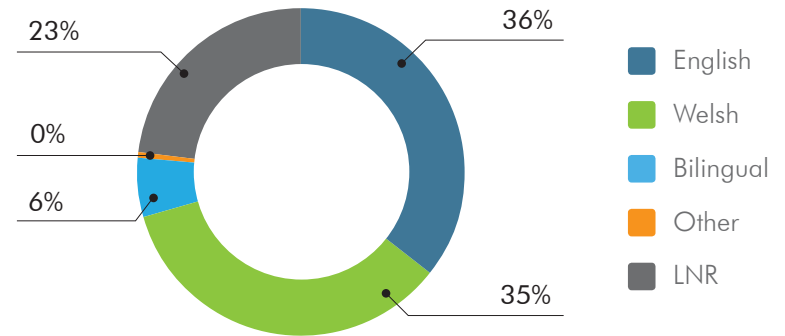
Looking more closely at the language breakdown of films produced and screened in Wales, the number of Welsh language film screenings has increased seven fold since the previous year. The number of English language films being produced and screened in Wales, on the other hand, has increased only marginally. This has resulted in the numbers of screenings of these two categories of film being nearly the same in 2016/17: Welsh language (35%) and English language (35.7%).

While attendances to all other screenings of films produced in Wales have dropped, attendances to Welsh language screenings of films produced in Wales are 4 times higher than they were in 2015/16.

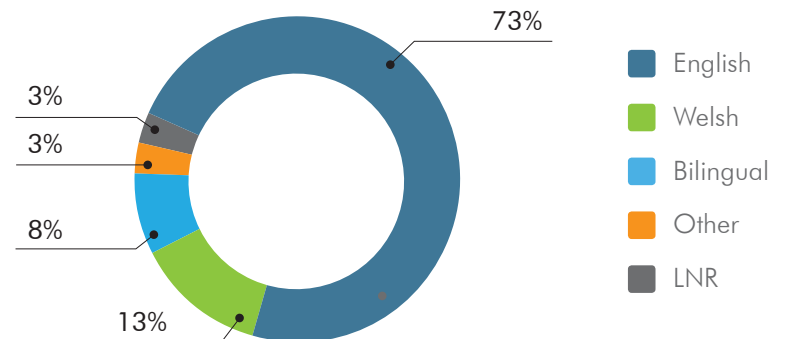
Attendances to Screenings of Films produced in Wales



Screenings of Films Produced in Wales, 2016/17



Screenings of Films Produced in Wales, 2015/16



Streamed Film Screenings

Seventeen organisations streamed

521

film screenings to the general public
in 2016/17, attracting

37,691

attendances.

Screenings increased by

9.5%

from 2015/16 while attendances increased by

4.7%

from the same year.

Streamed film screenings are live streamed performances or performances that are filmed live for delayed digital screening.

The highest number of live screenings were theatre performances with 239 screenings. However, Dance had the biggest increase in screenings of this type from 2015/16.

Attendance to streamed film screenings has increased in the case of nearly all art forms from 2015/16, however it has increased most significantly in the case of Dance, with 59.3% more attendnces since 2015/16.

With a significant increase in the number of screenings, Dance no longer has the largest average attendance per screening, as it did in 2015/16. In 2016/17, Music has the largest average attendance per screening, at 83.8.

	Screenings			Attendance			Average attendance per screening	
	2015/16	2016/17	% Change	2015/16	2016/17	% Change	2015/16	2016/17
Total	476	521	9.5	36,016	37,691	4.7	75.7	72.3
Dance	26	62	138.5	2,625	4,181	59.3	101.0	67.4
Music	22	27	22.7	1,990	2262	13.7	90.5	83.8
Opera	155	155	0.0	9,256	9,627	4.0	59.7	62.1
Theatre	198	239	20.7	18,577	18,776	1.1	93.8	78.6
Other	75	38	-49.3	3568.0	2845.0	-20.3	47.6	74.9

Base = 26 organisations in 2015/16 and 28 organisations in 2016/17

There was an increase in attendances to nearly all categories of live screenings, including dance, music and opera.

Screenings Targeted at Families

10
 organisations screened films
 specifically targeted at families in 2016/17.
 In total there were
1,827
 screenings - more than double the
 figure of the previous year.



Attendances also increased
 significantly, rising from
4,423
 in 2015/16 to
103,138
 in 2016/17 (more than 23 times
 more attendances than in 2015/16).



Ethel & Ernest – a Welsh co-production with Cloth Cat Animation, screened on BBC at Christmas.
 Development of a digital education resource by Ffilm Cymru Wales.

The average attendance per screening has increased from

6.2
 in 2015/16 to
56.5
 in 2016/17.



Screenings			Attendance			Average attendance per screening	
2015/16	2016/17	% Change	2015/16	2016/17	% Change	2015/16	2016/17
713	1827	156.2	4,423	103,138	2231.9	6.2	56.5

Base = 21 organisations in 2015/16 and 22 organisations in 2016/17

Film Screenings Targeted at those in the Protected Characteristics Groups

The Equality Act 2010 means that the Arts Council of Wales has a legal responsibility to ensure that anyone working as an employee for, or using a service provided by, an arts organisation in receipt of our funding is treated fairly. The protected characteristics include: disability, gender, gender re-assignment, pregnancy and maternity, race, religion or belief, sexual orientation, age. We target the over 50s and children and young people within the 'age' component of protected characteristics.

Targeted film screenings
accounted for
20.6%
of all film screenings during the
year and generated attendances of
133,608
which is 23% of all attendances
to films.

The protected characteristics group with the highest proportion of screenings and attendances was the children and young people group.



1,682
screenings
(52.9% of all targeted screenings)
76,141
attendances
(57% of all targeted attendances).

	Film Screenings		Attendances		% Change	
	2015/16	2016/17	2015/16	2016/17	Events	Attendances
Disabled People	744	662	30,090	26,799	-11.0	-10.9
As % of all targeted film screenings	30.0	20.8	34.5	20.1		
Black & Minority Ethnic groups	139	213	3,752	5,325	53.2	41.9
As % of all targeted film screenings	5.6	6.7	4.3	4.0		
Children and young people	491	1,682	22,030	76,141	242.6	245.6
As % of all targeted film screenings	19.8	52.9	25.3	57.0		
Older people (50+)	224	96	12,974	5,410	-57.1	-58.3
As % of all targeted film screenings	9.0	3.0	14.9	4.0		
Lesbian, Gay or Bisexual people	428	49	3,804	2,038	-88.6	-46.4
As % of all targeted film screenings	17.3	1.5	4.4	1.5		
Pregnant women and new mothers	406	449	11,656	17,452	10.6	49.7
As % of all targeted film screenings	16.4	14.1	13.4	13.1		
People with specific religious beliefs or other purposes connected to religion	4	11	164	363	175.0	121.3
As % of all targeted film screenings	0.2	0.3	0.2	0.3		
Transgender people who have undergone or are under-going gender re-assignment	41	19	2,750	80	-53.7	-97.1
As % of all targeted film screenings	1.7	0.6	3.2	0.1		
Total targeted Film Screenings	2,477	3,181	87,220	133,608	28.4	53.2

Base = 13 organisations in 2015/16 and 17 organisations in 2016/17