



Assembly Members

12 April 2017

Dear Member,

During Plenary on 29 March, I stated I would provide you with details of the Wales Screen Fund criteria that must be met for attracting investment from the Welsh Government.

Wales Screen Fund is a state aid notification that enables Welsh Government to fund television and film projects, focusing on maximising the economic impact to Wales and, in-line with all Welsh Government funding, seeking to ensure value for money. The main economic driver for support is the level of Welsh spend that projects can achieve in Wales, through spend on Welsh crew, facilities and locations.

Support for scriptwriting, development, production, distribution and promotion of audio-visual works can be considered on a case by case basis for projects that meet the specific eligibility criteria as detailed below:

- a) A project must be a culturally British production, as defined by the UK Department for Culture, Media and Sport cultural test ('the UK Cultural Test'). This test is based on a variety of criteria to include cultural content, cultural contribution, use of cultural hubs as well as ensuring that a significant level of EEA national/residents are employed on the production.
- b) In addition the production must make a significant contribution to one or more of the following Welsh specific criteria:
  - Exposure of as broad range of images of Wales as possible.
  - Exposure of the work of creative talent including but not limited to writers, directors and actors who are based in the region or informed by the region.
  - The telling of indigenous stories simultaneously in English and Welsh.
  - The exposure of the image of Wales to a wide international audience.
  - The development of the skills base necessary to sustain film and television productions in Wales.

- c) Projects will only be eligible for funding where they can demonstrate their potential to reach an audience both within Wales and elsewhere. Evidence of this potential will be specific to the project but is likely to include, for example the attachment of an experience sales agent in relation to film application or a broadcaster/publisher in the context of television/new media projects.
- d) Budget must be appropriate for the scale of the project; match funding be clearly evidenced and overall aid including the Wales Screen Fund in line with aid parameters.
- e) Applicants must be formally registered companies. There is no requirement for companies to be registered in Wales. Companies can be formally registered in any EU/EEA country or elsewhere.
- f) Production and management with experience commensurate to the level of budget.
- g) The Wales Screen Fund will not compete with other financiers who have made an offer to a potential applicant. In practice this means that the Wales Screen Fund will not enter into a competitive bidding situation with any other funder.
- h) Applications for retrospective funding are not eligible.

I hope that this provides clarity for Assembly Members.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Ken', with a long, sweeping horizontal stroke above it.

**Ken Skates AM/AC**

Ysgrifennydd y Cabinet dros yr Economi a'r Seilwaith  
Cabinet Secretary for Economy and Infrastructure