Kelvin Philip Guy Student Number 1704517
CAMF6004 Assessment 2



Milkwood Moving Poem Film Festival

Business Plan

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Summary

Milkwood Moving Poem Film Festival will provide the resources and the opportunity for filmmakers of poetic/moving poem film and poets to exhibit their work to poetry and film enthusiasts alike.
MMPFF will also provide the appropriate venues and technology to suit each piece of work.
Being one of CBFF Ltd film festivals will give 'Milkwood' an advantage over the competition because of the expertise and knowledge of the CBFF team.

It is mine and the ambition CBFF Ltd for MMPFF to become one of the leading poetry film/arts festivals here in the UK and possibly worldwide. I'm very confident that with the experience I have gained over the last nine years heading the Carmarthen Bay Film Festival and being involved within the film festival industry here in Wales this will be possible.

Interest in poetic/moving poem films has grown over the last couple of years with filmmakers and festival attendees. As the CEO of CBFF Ltd, I have seen for myself an increase in submissions in this sub-genre not only into Carmarthen Bay Film Festival but also within the film festival circuit.
I have also been approached many times by festival attendees wanting to know more about and where they can view this form of film making.
I am very confident that the demand for this form of film and the lack of competition, MMPFF will be very successful. The festival also has many other advantages over the competition, for example, its location in Laugharne and the association with one of the world's most famous poets, Dylan Thomas.

The financial risks in setting up MMPFF are very low if any at all, due to it being part of the hugely successful CBFF group of festivals. CBFF also has a track record of being a financial and self-sustaining successful company, and this, I believe, will reduce any further risk.
Because of all I have pointed out in the above and this plan, I am very confident that 'Milkwood' has a promising future.
Therefore I am confident that in the first year of trading MMPFF will have a turnover of £23,900 ,a total expenditure of £13,680 and a net profit of £9,462.

Business Details

Company Name:

CBFF Ltd. TA Milkwood Moving Poem Film Festival

Address:

22 Park Terrace, Burry Port, Carmarthenshire SA16 0BW

Contact Numbers:

029 2128 7156
07805771284

Legal Status:

Limited Company

This business will:

Provide an opportunity for filmmakers to exhibit short and feature films relating to all forms of poetry. It will also include readings and performances by leading national and international poets and writers. The festival will also help to and encourage collaboration between filmmakers and poets. Having both film screenings and performances by poets will encourage a more diverse audience. By having a more diverse programme will help to increase interest and ticket sales.

Key Personnel

Owner:

Kelvin Guy

Position and main responsibilities:

Festival Director overseeing the day- to- day running of the festival.

Experience and knowledge of our industry:

Founder and CEO of the BAFTA Cymru and IMDB qualifying Carmarthen Bay Film Festival, one of the founding directors of the Wales International Film Festival.
The director of the John Hefin Lifetime Achievement Award.
Freelance film festival consultant.
BAFTA Cymru judge.
Member of Film Hub Wales, BAFTA Cymru and the Royal Television Society.

My Vision/The Idea

I intend to build on the success of CBFF and my own experience and knowledge, by introducing a brand-new festival and cinematic experience here in west Wales. This will take the form of Milkwood Moving Poem Film Festival (MMPFF). Over the last two to three years I have noticed that submissions of poetic/moving poem films being submitted into Carmarthen Bay Film Festival have increased dramatically. Interest has also grown in this form of film with CBFF attendees, and the feedback that I have had from the filmmakers themselves has also been very positive.

As with most film festivals the whole event will revolve around the screening of submitted and invited films. There will also be the opportunity for the filmmakers to engage with the audience .
There would also be many different types of screening venues to suite each individual film.
For example, if the filmmaker wanted a more intimate feel and to be closer to the audience then the screening could take place in a pub or small restaurant.
The festival will also include readings and performances by leading national and international poets and writers. The festival will help to encourage collaboration between filmmakers and poets.



Example of audience engagement.
(Troll Bridge screening at CBFF 2019)

Business Goals



Photo by FVPS

1.Turnover

I would expect to see a turnover of between £15,000 to £20,000 and a profit of between £6,000 to £7,000 in the first year. This is achievable by building on the reputation and contacting previous submitters into CBFF, to also promote 'Milkwood' on poetic film making groups/pages on social media outlets.
I have the greatest confidence of securing the support of current sponsors of CBFF for this very exciting new project.

2. What the future holds

I have the strongest belief that in the next 3 to 5 years, 'Milkwood' will become one of the main destinations for all poetic filmmakers and poets. There is no doubt that the location of the festival will play a big part in this; however, I also think that the quality of films alongside the performances and the big names attending will also help. I also see the festival becoming BAFTA Cymru qualifying.
Again, I am confident that submissions of films will double if not triple each year, this will increase the number of attending filmmakers. With more submissions will come more variety of film being screened, which in turn will increase interest in the festival.

What we do...

Milkwood Moving Poem Film Festival (MMPFF).

1. Will provide an opportunity for filmmakers and poets to come together in a non-competitive environment, in order to discuss and explore each others' works.
2. Provide a safe, nurturing and non-judgemental environment for screening and performing different genres and forms of poetry.
3. Provide the right environment and venue, to enhance the experience for the audience and the filmmakers/performers.
4. Promote the works being exhibited/performed, and the locality, via the MMPFF website, social media outlets and CBFF Ltd websites and social media , in order to archive the maximum coverage.
5. MMPFF, with the assistances CBFF, will also provide the latest technology to enhance the cinematic experience of the festival attendees and filmmakers/performers.
6. The festival will also help to promote the first time filmmaker and performer in getting their work noticed, by bringing their work to a larger audience via live streaming on CBFF social media channels.
7. The festival will also give festival attendees the opportunity to view films and see performers from different cultures and from all corners of the world.
8. The festival will also help to boost the local economy by bringing in more visitors to the area.
9. The festival will also work with local businesses by encouraging festival attendees and exhibitors to use them. For example, local hotels, pubs, restaurants and shops.

USP's

- Linked with CBFF Ltd Festival
- Winning films will be screened at Carmarthen Bay Film Festival
- Committed to transparency
- Widely promoted
- A highly experienced team
- Films judged by industry judges
- Many screening venues
- Festival held in the historic Township of Laugharne
- A cash prize for the overall winner
- Set within the amazing Welsh coastline
- Laugharne has been used as a television and film locations
- Strong connection with Dylan Thomas
- Good transport links

Legal Requirements

The following are required for a safe and successful festival:

Festival Rules and Regulations

These are set by the festival and safeguard both the festival and the filmmakers .

Copyright

This is the sole responsibility of the filmmakers, they must make sure they have the right clearances for any additional footage, music, sound etc., before they submit their film.
The festival will not be held responsible for any infringements of copyright.
By submitting the filmmakers take full responsibility and agree to full terms and conditions of the festival.

Drone Law

Commercial drone operations in the U.K. require permission from the CAA. It is the responsibility of the filmmaker to make sure that they have the correct documentation before submitting their film. The festival will not be held responsible.

Public Liability

This is the responsibility of the venue which has been agreed with the festival prior to the event taking place.

Age Restriction

The reason for this is most of the films being submitted into the festival do not have a British Board of Film Classification. So for this reason a majority of festivals have a 16-plus only policy.

It is very important that all of the above is in place and implemented before the festival is opened for submissions and held.

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Marketing

Trends in our chosen market are:

Over the last 3 to 5 years I have seen the increase in poetic film being submitted into Carmarthen Bay Film Festival. Interest has grown in this form of film making and moving poem film festivals.

How we know this:

An increase in poetic film submissions at CBFF. Researching other film and literary festivals, social media, websites, trade magazines, newspapers and speaking to filmmakers.

Potential customer groups:

Filmmakers, film fans, literary fans and poets.

Research has shown that our customers want:

To screen their film, promote their work and to collaborate with like- minded people.

How we know this:

Through researching other poetic film festival websites and social media outlets.
Talking to poets and filmmakers.

Number of submissions and festival attendees expected:

Feature Film	Short Film	Ticket Sales
80 at £60 per submission	150 at £45 per submission	300 day passes at £15 200 4-day passes at £35
Potential income £4800	**Potential income £6750**	**Potential income £11500**

Total potential income in the first year £23050.00

Festival Competitors

After carrying out extensive research, there does not appear to be too much competition here in the UK for MMPFF. The majority of poetic/poem film festivals are based outside of the UK.
Below are some examples.

Art Visuals & Poetry Film Festival
Location: Vienna, Austria

Ciné Poème –
Festival de courts métrages
Location: Bezons, France

International Poetry Film Festival
Location: Athens, Greece

Liberated Words Poetry Film Festival
Location: Bristol, UK

Oslo poesifilm
Location: Oslo, Norway

VISIBLE VERSE Videopoetry Festival
Location: Vancouver, Canada

I'd would regard the Liberated Words Poetry Film Festival, which is held in Bristol, as a possible competitor.
I believe that having a festival in Laugharne has many advantages over the competition, especially because of the towns' association with Dylan Thomas.
MMPFF can offer so much more because of my experience in running Carmarthen Bay Film Festival over the last 9 years. Because of this , a lot of the hard work has already been done, for example setting up a submissions platform, website, knowing how to programme films, knowing how market the festival and having the right connections within the industry.
With MMPFF being a CBFF Ltd festival, filmmakers and poets know it is a brand they can trust.
Unlike a lot of new film festivals, MMPFF will not disappear over night with their money.

Managing Market Risks

Strengths

1. Planning
2. CBFF Top 100 festivals out of 8,00 on FilmFreeway
3. BAFTA Cymru qualifying festival
4. BAFA Member
5. Over 9 years experience
6. Experience, knowledge, trustworthy
7. IMDB qualifying, Film Hub Wales Member

Opportunities

1. Partner with county and town councils
2. Sponsorship
3. Buy out smaller festivals
4. Bring more film tourists into the region
5. Partner with like-minded organisation
6. Partner with educational institutions
7. Boost local economy

Aspirations

1. Establish MMPFF as leading film/arts festivals
2. MMPFF to become BAFTA Cymru qualifying
3. Carmarthenshire and Laugharne to become the number 1 destinations for filmmakers and poets
4. MMPFF to be broadcast worldwide

Results

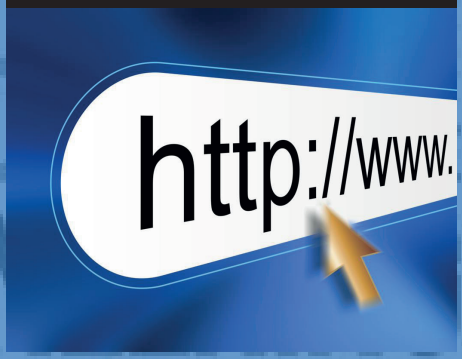
1. More people visit the region
2. Higher film submissions
3. Higher turnover
4. Collaboration between filmmakers and poets
5. Awareness of poetic film grows

How to overcome risks if any occur

One of the main risks I can see would be the possible cancellation of the screening venue and not being able to find a new one in time for the festival.
I would overcome this by holding the festival online via streaming sites like YouTube and Vimeo, the festival FaceBook page and website. You would need to buy additional equipment for streaming. The cost of this could be offset by the money you would have spent hiring the venue.
Even though the festival would be moving online you would still be able to sell e- tickets for the screenings and Q and A's, by password protecting the MMPFF YouTube and Vimeo channels.
You would also be able to stream performances by poets as well.

Promotion and Advertising

Website



Editorial



WHAT'S ON

FREE FILM SCREENINGS AT CARMARTHEN BAY FILM FESTIVAL

The BAFTA Cymru qualifying Carmarthen Bay Film Festival is back for its 9th year, and for its 2nd time at Y Ffwrnes Theatre, Llanelli.

Once again, the festival will be featuring the best of international and UK independent film. This year's programme will include the feature film, 'Mr Jones', directed by Academy Award Nominee Agnieszka Holland, starring James Norton (Little Women), Vanessa Kirby (The Crown), Peter Sarsgaard, Joseph Mawle, Kenneth Cranham and CBFF very own patron Julian Lewis Jones. This year's festival will once again have something for everyone, drama, comedy, animation, experimental, documentary and so much more. Over the years CBFF has gone from strength to strength, attracting submissions from BAFTA, Emmy and Academy Award nominated and winning filmmakers. The CBFF team have a vision to make film accessible for all, for this reason all film screenings during the 4-day festival will have free admissions. All we ask is that you register via the festival's Facebook page for your free tickets.

RIGHT
All film screenings will have free admissions

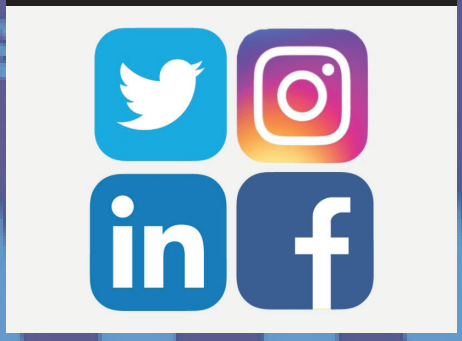
For more information find us online at www.carmarthenbayfilmfestival.co.uk or facebook.com/CarmarthenBayFilmFestival.

50 AROUND TOWN MAGAZINES

Trade Magazines



Social Media



Radio



National Newspapers



Promotional Video



Posters



Finance

MMPFF will be part of the CBFF Ltd group of festivals, therefore it will be underwritten by them.
This means that there will be no, or a very low financial risk, starting up MMPFF.
However, I have included a financial forecast which I'm confident of achieving in the first year.

Milkwood Financial Forecast

	Start-up 0		1		2		3		4		5		6		TOTAL	
	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual
INCOME																
Film Submissions	1,607	0	1,475	0	2,178	0	2,097	0	2,227	0	1,153	0	813	0	11,550	0
Ticket Sales	0	0	1,500	0	1,000	0	2,500	0	2,500	0	2,100	0	1,900	0	11,500	0
	0	0	0	0	0	0	0	0	0	0	0	0		0	0	0
Other (sponorship)	0	0	0	0	0	0	0	0	850	0	0	0	0	0	850	0
TOTAL £	1,607	0	2,217	0	3,178	0	4,597	0	5,577	0	3,253	0	2,713	0	23,900	0
EXPENDITURE																
Accountant	0	0	0	0	132	0	0	0	0	0	0	0	0	0	132	0
Website Monthly Cost	12	0	12	0	12	0	12	0	12	0	12	0	12	0	84	0
Telephone & Broadband		0		0		0	42	0	0	0	0	0	0	0	42	0
Printing, post & stationery	50	0	0	0	190	0	16	0	56	0	40	0	129	0	481	0
Advertising & promotion	30	0		0		0	0	0	420	0	24	0		0	474	0
Venue(Theatre)	0	0	0	0	0	0	0	0		0	0	0	2,500	0	2,500	0
Professional fees	500	0		0		0	0	0	0	0	500	0	1,000	0	2,000	0
Membership Fees	0	0	150	0	0	0	0	0	0	0		0		0	150	0
Award Plaques	0	0	0	0	0	0	0	0		0	0	0	318	0	318	0
Equipment	0	0	2,300	0	80	0	0	0	0	0	300	0	0	0	2,680	0
Website Maintance	40	0	0	0	28	0	0	0	72	0	0	0	0	0	140	0
Online Storage	0	0	0	0	0	0	0	0	80	0	0	0	0	0	80	0
Filmmakers Reception		0	0	0		0	0	0	0	0	0	0	257	0	257	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Owner's wages/salary	0	0	0	0	0	0	0	0	0	0	0	0	4,000	0	4,000	0
Owner's National Insurance	0	0	0	0	0	0	0	0	0	0	0	0		0	0	0
Loan repayments (incl. interest)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Stock	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Consumables	0	0	20	0	40	0	0	0	81	0	76	0	125	0	342	0
Other (please specify)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL £	632	0	2,482	0	482	0	70	0	721	0	952	0	8,341	0	13,680	0
Income less expenditure	975	0	-265	0	2,696	0	4,527	0	4,856	0	2,301	0	-5,628	0	10,220	0
Opening bank balance	0	0	975	0	710	0	3,406	0	7,933	0	12,789	0	15,090	0	15,090	0
Closing bank balance	975	0	710	0	3,406	0	7,933	0	12,789	0	15,090	0	**9,462**	**0**	**9,462**	**0**

Film Festival
Carmarthen Bay Film Festival