

Mr Burton

Made in Wales Support Sheet



Film Details: <https://filmhubwales.org/en/films/mr-burton/>

Release Date: Friday 4 April 2025

Certificate: 12A

Bookings: Dave Woodward, Jade Films dave@jadefilms.co.uk

Distributor: [Icon Film Distribution](#)

Accessibility: Descriptive subtitles and audio description

Content warnings: Infrequent strong language, discrimination

Content

- **Film's official website:** mrburtonfilm.co.uk
- **Facebook:** [IconFilmUK](#) (film)

Google Drive links: If unable to access, please cut/paste the link into your browser to load.

- **Instagram:** severnscreen (production company) iconfilm (distributor) FfilmCymruWales (funder) harry_lawtey (cast) aneurin.b (cast) edtalfan (producer) cymrugreadigol (funder) bbccymruwales (funder)
- **X:** severnscreen (production company) iconfilm (distributor) FfilmCymruWales (funder) aneurinBarnard (cast) Steffan_Rhodri (cast) edtalfan (producer) lingdilog (producer)
- **Hashtag:** #MrBurton
- **Stills:** Contact Icon Film Distribution
- **Trailer:** [Youtube](#)
- **Tag us in your images** @filmhubwales @Madeinwales_ so we can share your screenings!

Audiences

Below are some of the types of audiences we expect to appeal to:

- Independent film lovers
- People interested in Richard Burton and classic cinema
- People interested in Welsh culture and history
- People interested in biopics
- People interested in drama and personal stories
- People interested in LGBTQIA+ stories
- Those interested in stories about class and access to the arts

Key Words

If running social media advertising, consider using the following key words/phrases to attract diverse audiences that might be interested in the film:

- Welsh Cinema
- Welsh / Wales
- Welsh Culture
- Welsh History
- British Cinema
- Drama film
- Biopic
- Narrative
- Richard Burton
- LGBTQIA+
- Working Class
- Arts

Welsh Connections:

- **Director:** Marc Evans
- **Producers:** Ed Talfan, Hannah Thomas (Severn Screen)
- **Cast:** Aimee-Ffion Edwards, Aneurin Barnard, Steffan Rhodri
- **Filming Locations:** Port Talbot, Afan Valley, Pontrhydyfen
- **Funding:** Financed by BBC Cymru Wales and the Ffilm Cymru Wales Feature Film Production Fund via the National Lottery (delegated via Arts Council of Wales) and Creative Wales.

Event Ideas

- **Q&As** - Contact Icon Film for talent availability. Failing this, screen our 10m behind the scenes video in cinema to add a little extra to your screening.
- **Post screening discussions** - Look at the themes within the film around working class experiences, access to the arts, chosen families, and Welsh culture and talk to miners institutes and unions to partner up. Could a schools partnership with Into Film help bring Mr Burton to young audiences in your area?
- **Pay what you feel models** - Increase access for lower-income audiences by offering PWYF or sliding scale ticketing. This could potentially be led in partnership with social clubs, local groups, who might not have visited your space before. Build audiences for the long-term and nurture a love for cinema.
- **Creative workshops** - Run sessions that respond to the film through poetry or art and work with local artists to explore themes from the film. How about an accessible workshop for lower-income communities, or acting/drama sessions with young people?

Wider Programming

- Curate a season or programme recommendations of other Welsh biopics such as [Set Fire to the Stars](#) and [Tosh](#) or UK / international titles. Check out Time's [25 Best Biopics of All Time](#) and the BFI's [10 great autobiographical films](#)
- Pair with short Welsh films such as [Blue Kenny](#)
- Pair with titles starring Richard Burton, such as [Where Eagles Dare](#), [Look Back in Anger](#), [Cleopatra](#) and [Who's Afraid of Virginia Woolf?](#)
- Pair with other themed inspirational school stories such as [Dangerous Minds](#), [Hard Miles](#) or [Lunana: A Yak in the Classroom](#). IMDB also have a list of top [30 films](#) with similar themes around learning.

Assets Available

We have the following assets:

- Video interviews (10m) - behind the scenes interviews with the cast including Aimee-Ffion Edwards, Aneurin Barnard, Steffan Rhodri, Toby Jones and Daniel Evans (DCP, MP4 available on request)
- Full length uncut audio podcast (45m) of a discussion between director Marc Evans, and producers Hannah Thomas and Ed Talfan
- Social media clips for promotion with social copy
- Article by Joshua Jones for Buzz Magazine: [Mr Burton and Accessibility to the Arts in Wales](#) (live now)

Email films@filmhubwales.org to access downloadable assets.

Please contact Icon Film Distribution to enquire about images.

News and Reviews

- [Mr Burton - The Upcoming](#)
- [‘His genius is elusive’: Harry Lawtey and Toby Jones on bringing Richard Burton back to the screen - The Guardian](#)

- [Harry Lawtey on playing Richard Burton: 'He didn't think acting was very manly' - The Independent](#)
- ['A beloved figure': Welsh village ready for tourists as Richard Burton biopic opens - The Guardian](#)
- [Stars of Richard Burton biopic attend Aberavon movie screening - ITV X](#)
- [Is Toby Jones the Hardest-Working Man in Show Business? - The Hollywood Reporter](#)
- [Mr Burton: Film shines light on Richard Burton's Welsh roots - BBC](#)
- ['Mr Burton': First Look At Harry Lawtey As Screen Icon Richard Burton - Deadline](#)
- [Harry Lawtey Becomes Richard Burton In Biopic Mr. Burton – Exclusive Trailer - Empire](#)
- [The real life story of the teacher from Port Talbot played by Toby Jones in new film Mr Burton - Wales Online](#)
- [Harry Lawtey: 'I became mildly obsessed with Richard Burton' - Radio Times](#)

Helpful Resources

- [Example press release template and contact information for Welsh Press](#)
- [Dismantling Structural Inequality in Your Cinema](#)
- [Working Class Inclusion How to Welcome Working Class People to your Cinema](#)
- [BFI FAN Socio Economic Barriers Resource](#)
- [BFI FAN Access Directory](#)
- [Inclusive Cinema](#)
- [ICO Green Cinema Toolkit](#)
- [Getting Better Data](#) – Get Creative with Audience Surveys
- [A Simple Guide To: Digital Marketing](#)
- [Example press release template](#) and contact information for Welsh press
- [A Simple Guide To: Augmenting Film Screenings](#)
- [Facebook and Instagram Ads](#): With a budget of £10 - £30 you can tailor your ads on socials:
 - Custom audiences – allows you to target existing customers or leads,
 - Location – allows you to target by location (city, state, country),
 - Gender – allows you to target by gender,
 - Interests – allows you to target by interest (such as fitness, entrepreneurship, fashion, literature)

If you would like further advice, please contact films@filmhubwales.org