



BFI MEASURES OF SUCCESS

How well did we do?



April 2012 – March 2017

BFI STRATEGIC PRIORITIES
FILM FOREVER 2012–2017

**Expanding
education
& learning
opportunities**

**Boosting audience
choice across
the UK**

**Supporting the
future success
of British film**

**Unlocking film
heritage for
everyone in the
UK to enjoy**

BY 2017 THE BFI AIMED TO HAVE...

Ensured that a new education offer (for 5–19 year olds) is available to every school and that 25% of all young people across the UK are actively engaged in making, watching and understanding a wide range of film

2012–13



3,880
FILM CLUBS
5%
OF YOUNG PEOPLE
ACTIVELY ENGAGED

The Into Film education scheme available to all schools in the UK with 9,300 individual schools with a film club (35% penetration)

2016–17



11,423*
FILM CLUBS
20%
OF YOUNG PEOPLE
ACTIVELY ENGAGED

*Some schools have more than 1 Film Club; & there are Film Clubs in non-school environments e.g. in Youth Offending Units

The 5–19 Programme delivered a range of other activities – CPD; Filmmaking; and other Educational resources

BY 2017 THE BFI AIMED TO HAVE...

Increased the size and geographic reach of audiences viewing British independent and specialised film through BFI interventions

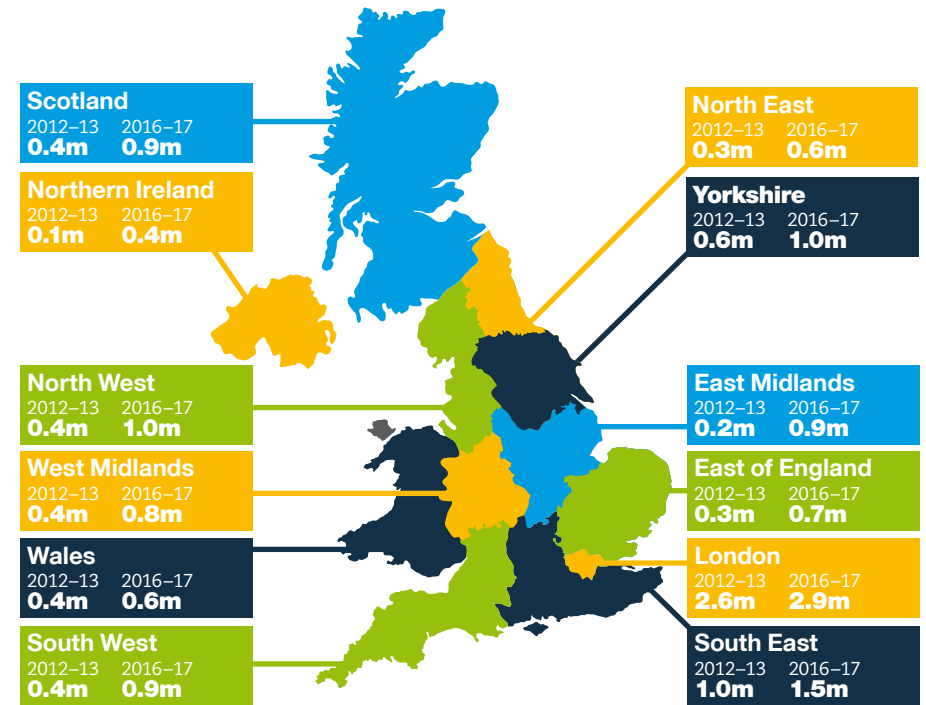
Audiences to activities
(non-digital) supported
by the BFI has grown 66%

7.3m (2012–13) → **12.2m** (2016–17)

Proportion of audiences
from outside London
and the South East

51.2% (2012–13) → **63.7%** (2016–17)

Every region/nation saw an increase in beneficiaries



Geographic spread of audiences viewing British independent and specialised film through BFI interventions (NON-DIGITAL)

2012–13: Audience take-up
2016–17: Audience take-up

BY 2017 THE BFI AIMED TO HAVE...

Funded a range of British films and British talent which will have won major domestic and international awards

A selection of BFI funded film wins and nominations

Academy Awards (Oscars)

45 Years
Brooklyn
Mr Turner
The Invisible Woman
The Lobster
Philomena

BAFTA

Boogaloo and Graham
Brooklyn
I, Daniel Blake
Philomena
Pride

45 Years

'71

A Syrian Love Story

American Honey

Mr Turner

Shell

The Invisible Woman

The Lobster

The Selfish Giant

The Survivalist

Under the Skin

For Those in Peril

Cannes

American Honey
Catch Me Daddy
For Those in Peril
I, Daniel Blake
Jimmy's Hall
Last Days on Mars
Mr Turner
The Lobster
The Selfish Giant

Golden Globes

Brooklyn
Philomena
Pride
The Lobster

Berlin

Night Will Fall
45 Years
'71
Calvary
20,000 Days on Earth
God's Own Country
Who's Gonna Love Me Now

Venice

Bypass
Philomena
The Goob
Under the Skin
Lean on Pete

Sundance

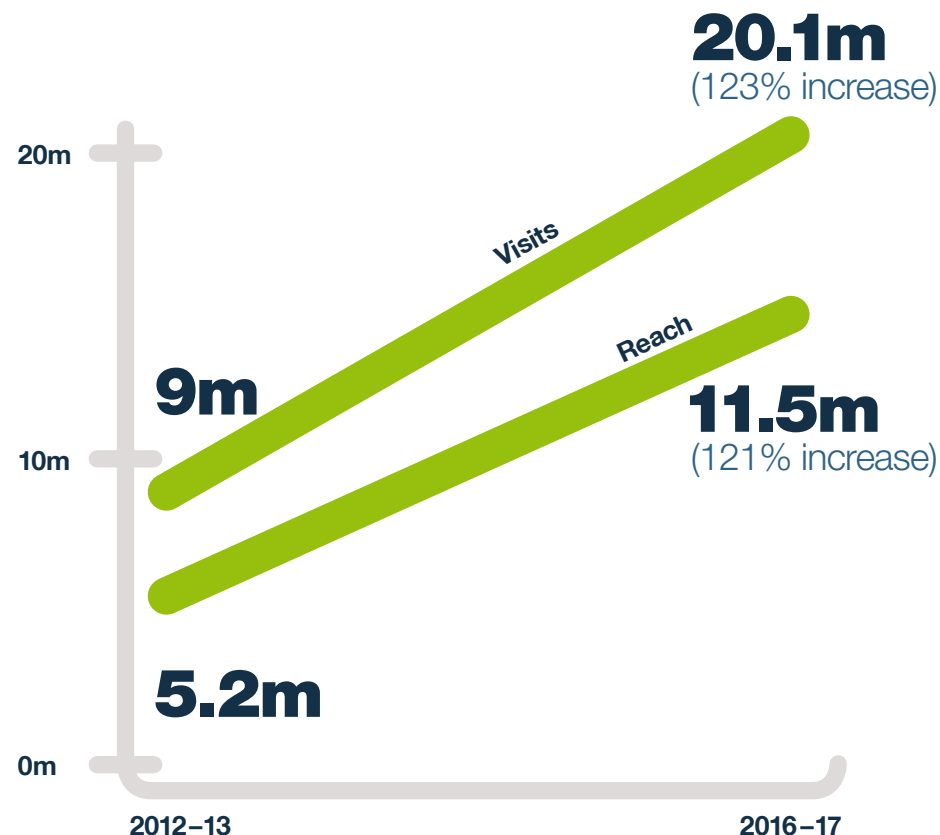
20,000 Days on Earth
Dark Horse
Slow West
How to Change the World
The Lovers and the Despot
The Stuart Hall Project

Toronto

Philomena
Seven Psychopaths
Beast
High Rise
Dark River
Free Fire

BY 2017 THE BFI AIMED TO HAVE...

Increased by 25% the number of visits and reach to BFI content digitally



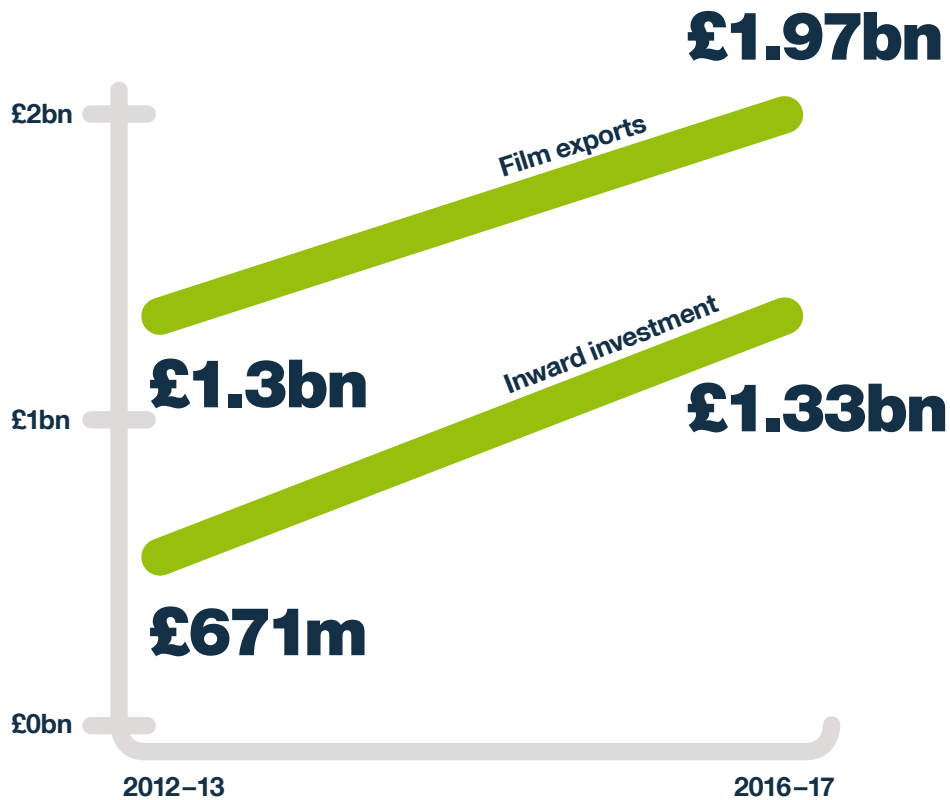
In addition, BFI funded films have received numerous festival invitations. Some films may have won more than one award.

Visits – number of page views;
Reach – number of unique users

Visits and reach refer to BFI cultural information/activity not to operational matters such as funding application forms; in addition, Britain on Film: Facebook – 24.1m Video Views; Twitter – 1.2m Video Views 1.2m; and Television – 1.8m Audiences

BY 2017 THE BFI AIMED TO HAVE...

Contributed to an increase in the total level of inward investment and film exports by generating new business from emerging target markets



%Film Exports:

Share by territory since 2014 – Europe + 227%;
North America +0.25%; Asia +220%

Inward Investment:

96% coming from U.S. (consistent – 95% in 2012;
98% in 2014)

International Support

Funding to and strategic oversight of BFC with US focus;

Export initiatives: Film Export Fund; UK Film Centres;
GREAT8; festival selector screenings (with British Council),
delegations to China;

Co-production treaties with China and Brazil; delegations
to and from Germany, China, France, Brazil;

Policy and advocacy with Government (Brexit, DSM,
state aid etc.);

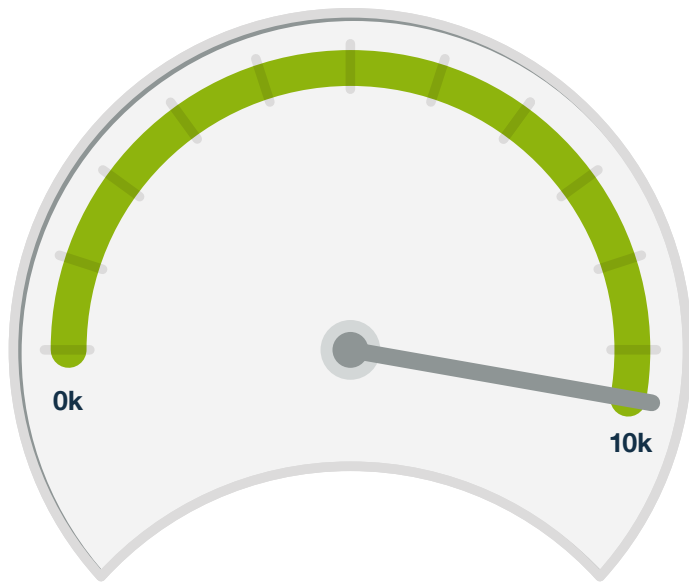
Cultural exchange: major project with China,
and in 2017, India

Performance of Inward Investment and Exports subject to external factors – exchange rates,
availability of tax reliefs etc.

Activity supported by Film London/BFC and Creative England

BY 2017 THE BFI AIMED TO HAVE...

Digitised and made available to the public
10,000 significant heritage titles



10,506
TITLES DIGITISED

7,627
TITLES AVAILABLE
ON BFI PLAYER

All titles will be available – The Board approved a strategy on the release of titles to fit with the BFI's Cultural Programme, so to maximise impact.

BY 2017 THE BFI AIMED TO HAVE...

Increased the diversity of audience
viewing British independent and specialised
film through BFI interventions

Action	Progress
Interns Fund for BFI Film Academy Alumni	DELIVERED
DIVERSITY STANDARDS assessment for BFI Film Fund	DELIVERED
Adaptation of DIVERSITY STANDARDS assessment for all BFI Lottery funds and all BFI activities	DELIVERED
Working towards achieving a consensus on action by the film sector on diversity UK wide	IN PROGRESS
Specific and targeted research on diversity to commence	DELIVERED
Increase the diversity of BFI audiences	IN PROGRESS (Evidence of some movement but priority for BFI2022)
Supported an increase in the diversity of talent	IN PROGRESS (Evidence of some programmes delivering but priority for BFI2022)

BY 2017 THE BFI AIMED TO HAVE...

Increased year-on-year total amount
of charitable income to the BFI

2012-13

£3.6m
(£2.5m cash)



2013-14

£3.6m
(£2.2m cash)



2014-15

£3.7m
(£2.6m cash)



2015-16

£5.3m
(£3.8m cash)



2016-17

£6.1m
(£4.6m cash including
one-off legacy of £1.1m)



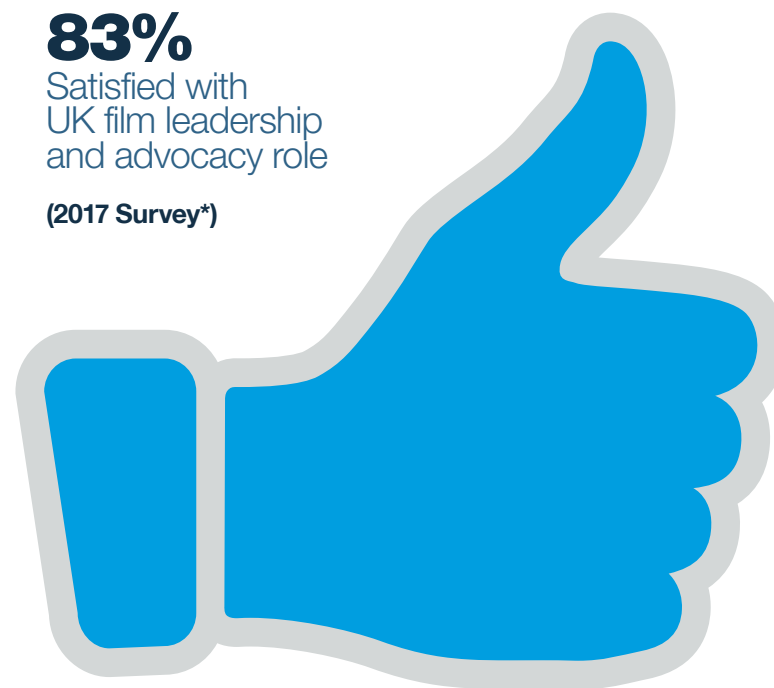
BY 2017 THE BFI AIMED TO HAVE...

Ensured that 80% of key partners consider the BFI as
either very effective or effective as the lead body for film
and its advisory role to Government

83%

Satisfied with
UK film leadership
and advocacy role

(2017 Survey*)



* Using Net Positive Score (NPS) technique; final figure may be revised once any further responses are received.

PERFORMANCE AGAINST TARGETS

NOT DELIVERED

PARTIALLY DELIVERED

FULLY DELIVERED



1A New education offer available to every school

1B 25% of all young people are actively engaged in making, watching and understanding a wide range of film

2 Increased by 25% number of visits and reach to BFI content digitally

3 Increased the size and geographic reach of BFI audiences

4 To have funded a range of films and talent winning major awards

5 Contributed to increasing the total level of inward investment and film exports from emerging target markets

6 To have digitised and made available 10,000 significant heritage titles

7 Diversity and inclusion priorities

8 Increase charitable income to the BFI

9 Ensured that 80% of key partners consider the BFI as effective as the lead body for film

