



BFI MEASURES OF SUCCESS

How well are we doing?

BFI STRATEGIC PLAN FILM FOREVER 2012-2017

The BFI's five year plan for UK film is set out in Film Forever.

The plan covers all BFI activity and is centred around three strategic priorities. This booklet explains the targets we set ourselves to deliver by 2017 and our progress to date in achieving them.

The BFI's strategic priorities are:

- **Expanding education and learning and boosting audience choice across the UK**
- **Supporting the future success of British film by investing in film development, production talent and skills**
- **Unlocking film heritage for everyone in the UK to enjoy by investing in preservation, digitisation, interpretation and access**

We also aim to:

- **Make a difference through partnerships, leadership and advocacy**
- **Support our activities with fundraising and philanthropy**

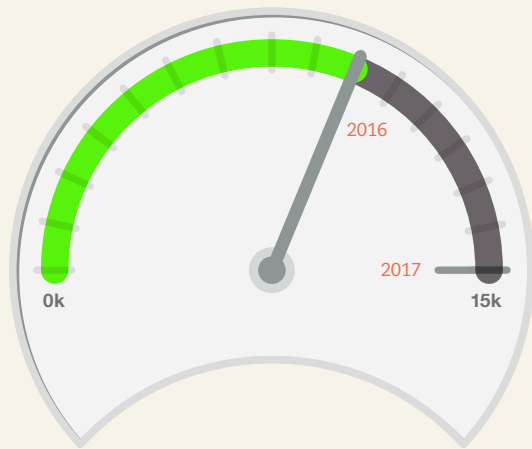
Film Forever published
(October 2012)

By 2017 the BFI aims to have:

- **Ensured that a new education offer is available to every school in the UK and 25% of all young people are actively engaged**
- **Increased the size, diversity and geographic spread of BFI audiences for film**
- **Funded a range of British films and talent which will have won major domestic and international awards**
- **Supported an increase in the diversity of talent**
- **Helped increase the total level of inward investments and exports**
- **Increased by 25% the number of visits and reach to BFI content digitally**
- **Digitised and made available 10,000 significant heritage titles**
- **Increased, year-on-year, the total amount of charitable income to the BFI**
- **Ensured that 80% of key partners consider the BFI as either very effective or effective**

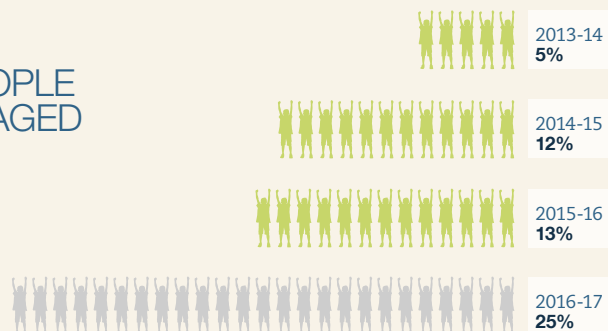
BY 2017 THE BFI AIMS TO HAVE...

Ensured that the new education offer is available to every school across the UK and that 25% of all young people are actively engaged (in the BFI 5-19 education scheme)

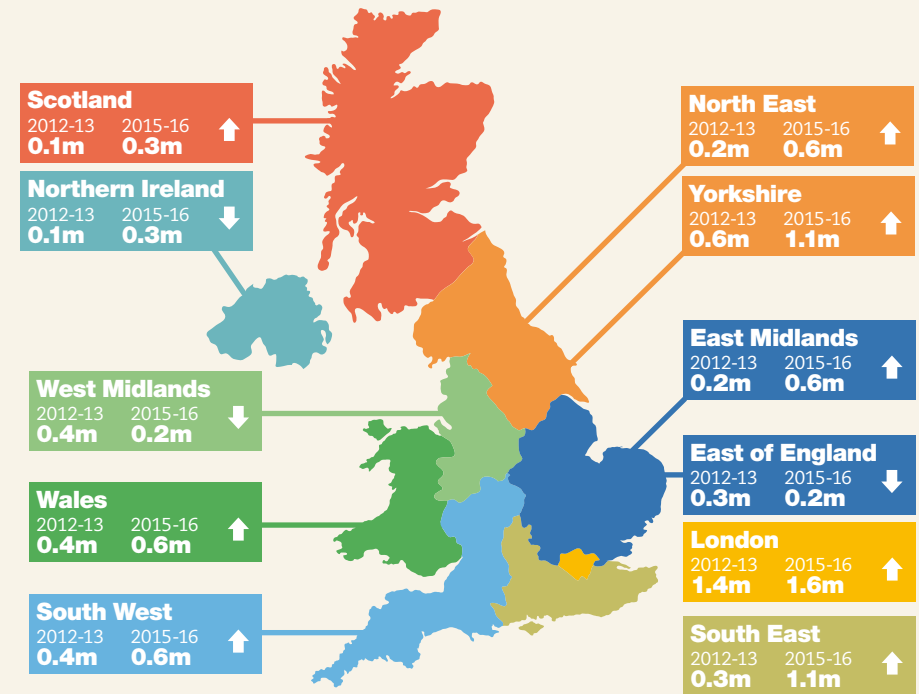


9,042
ACTIVE FILM CLUBS

13%
OF YOUNG PEOPLE ACTIVELY ENGAGED



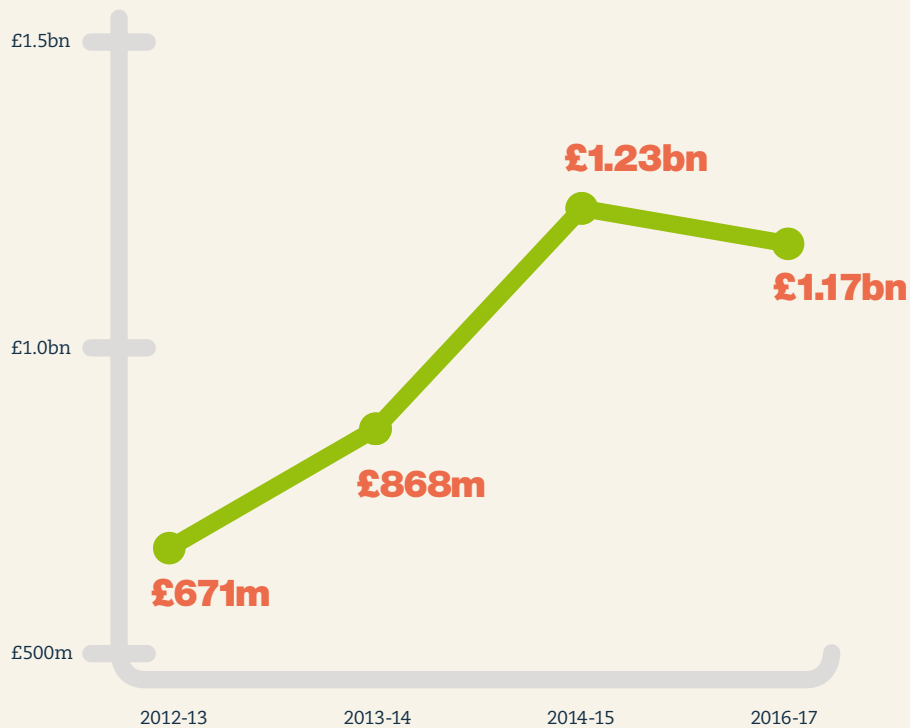
To have increased the geographic spread of Audiences viewing British independent and specialised film through BFI interventions (in venue and publishing)



BY 2017 THE BFI AIMS TO HAVE...

To have helped increase the total level of inward investment by generating new business from emerging target markets

Inward Investment



Large increase from non-US 'tier 1' priority territories:
Brazil and China: 2012 – under £100k; 2015 – £1.9m

To have helped increase the total level of exports, by generating new business from emerging target markets

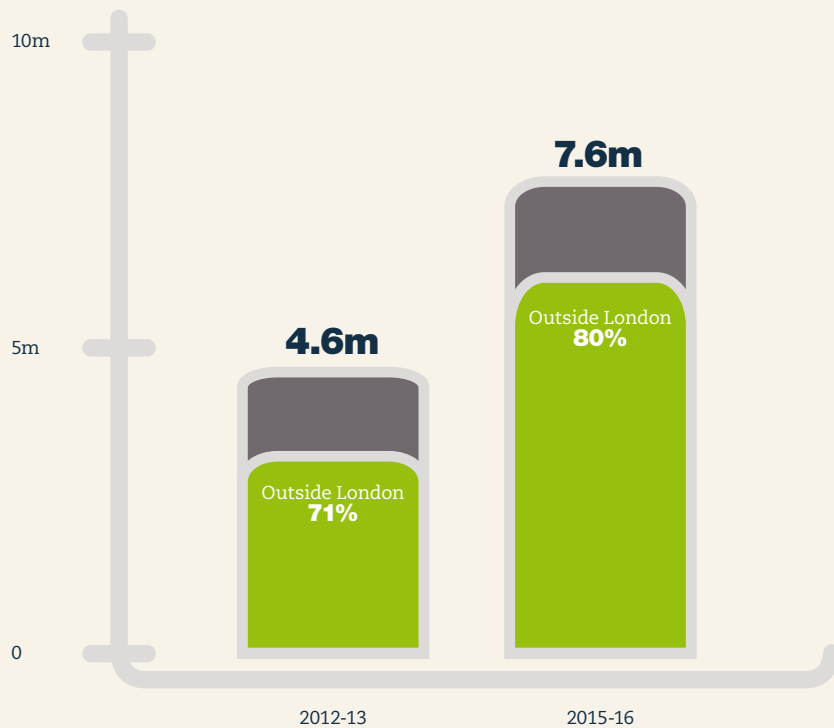
Exports



Increase in exports to N. America £797m in 2014 (£639m 2012);
Decline in exports to Europe £542m in 2014 (£601m in 2012)
and Asia £60m in 2014 (£77m in 2012)

BY 2017 THE BFI AIMS TO HAVE...

To have increased the size and geographic reach of Audiences viewing British independent and specialised film through BFI interventions

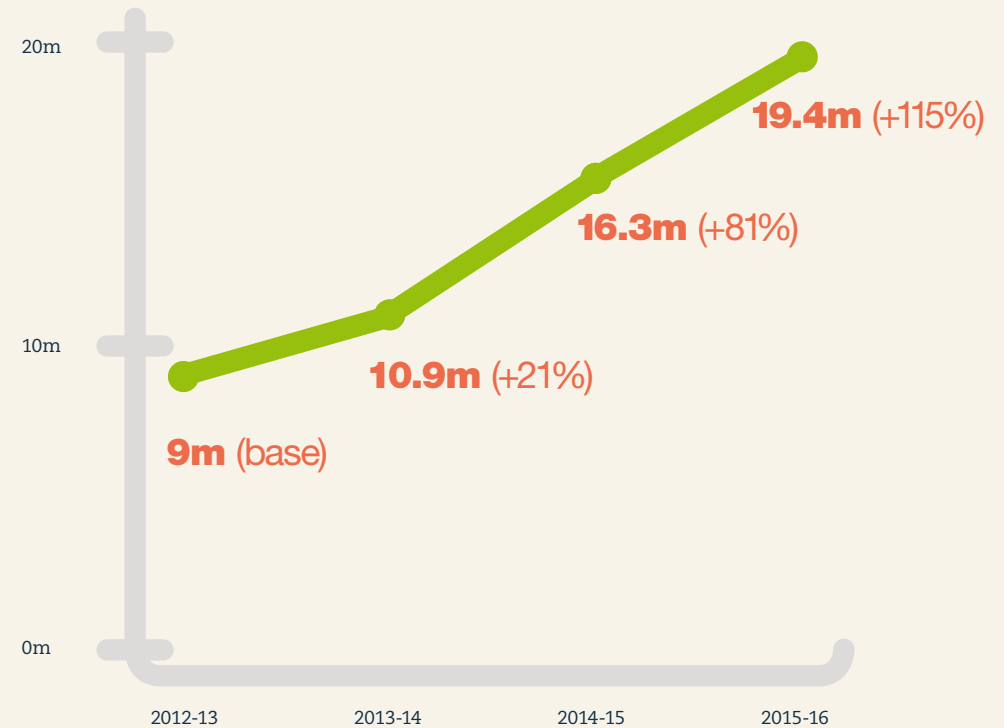


Audiences to activities supported by the BFI has grown 65% in-venue and publishing: 4.6 million (2012/13) to 7.6 million (2015/16)

Proportion of audiences from outside London 80% in 2015-16 (71% in 2012-13)

To have increased by 25% the number of visits and reach to BFI content digitally

Number of visits to BFI content (digitally)



bfi.org.uk – 15.9m views (+25%)

BFI Player – 3.4m views (+95%)

BFI Youtube – 7.3m streams (+103%)

Into Film – 3.4m estimates reach by educational resources

BY 2017 THE BFI AIMS TO HAVE...

Funded a range of British films and talent which have won domestic and international awards (includes festival invitations, nominations and winners)

NOMINATIONS & AWARDS

Academy Awards 4 nominations

Brooklyn
(Best Picture; Writing)

45 Years / Charlotte Rampling
(Actress in a Leading Role)

Brooklyn / Saoirse Ronan
(Actress in a Leading Role)

BAFTA 11 nominations and wins

(Winners are highlighted)

45 Years
(Outstanding British Film)

Brooklyn
(Outstanding British Film;
Best Screenplay;
Best Costume Design;
Best Make-up and Hair)

Brooklyn / Saoirse Ronan
(Best Actress)

Brooklyn / Julie Walters
(Best Supporting Actress)

The Lobster
(Outstanding British Film)

Second Coming
(Outstanding Debut by British
Writer, Director or Producer)

A Syrian Love Story
(Outstanding Debut by British
Writer, Director or Producer)

The Survivalist
(Outstanding Debut by British
Writer, Director or Producer)

Golden Globes 1 nomination

Brooklyn / Saoirse Ronan
(Best Performance by
an Actress in a Motion
Picture Drama)

BIFA nominations and wins

(Winners are highlighted)

The Lobster / Yorgos Lanthimos
(Best Director)

The Lobster / Colin Farrell
(Best Actor)

The Lobster / Olivia Colman
(Best Supporting Actress)

The Lobster / Ben Whishaw
(Best Supporting Actor)

The Lobster
(Best Screenplay)

The Lobster
(Best British Independent Film)

The Lobster
(Producer of the Year)

45 Years / Andrew Haigh
(Best Director)

45 Years / Charlotte Rampling
(Best Actress)

45 Years / Tom Courtenay
(Best Actor)

45 Years
(Producer of the Year)

45 Years
(Best Screenplay)

45 Years
(Best British Independent Film)

High Rise / Tom Hiddleston
(Best Actor)

High Rise / Sienna Miller
(Best Supporting Actress)

High Rise / Luke Evans
(Best Supporting Actor)

High Rise
(Best Screenplay)

Suffragette / Brendan Gleeson
(Best Supporting Actor)

Suffragette / Carey Mulligan
(Best Actress)

Suffragette / Anne Marie Duff
(Best Supporting Actress)

Suffragette /
Helena Bonham Carter
(Best Supporting Actress)

Brooklyn / Saoirse Ronan
(Best Actress)

Brooklyn / Julie Walters
(Best Supporting Actress)

Brooklyn / Domnhall Gleeson
(Best Supporting Actor)

Brooklyn / Fiona Weir
(Casting – Outstanding
Achievement in Craft)

Brooklyn
(Best Screenplay)

*Dark Horse: The Incredible
True Story of Dream Alliance*
(Best Documentary)

How to Change the World
(Best Documentary)

A Syrian Love Story
(Best Documentary)

Slow West
(The Douglas Hickox Award –
Debut Director)

The Survivalist
(The Douglas Hickox Award –
Debut Director)

The Survivalist / Mia Goth
(Most Promising Newcomer)

Sunset Song / Agyness Deyn
(Most Promising Newcomer)

The Violators
(Producer of the Year)

To have digitised and made available to the public
10,000 significant heritage titles



7,013
UFH TITLES
DIGITISED



4,728
UFH TITLES
AVAILABLE

BY 2017 THE BFI AIMS TO HAVE...

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

2012-13

£3.6m
(£2.5m cash)



2013-14

£2.8m
(£1.7m cash)



2014-15

£3.7m
(£2.6m cash)



2015-16

£4.6m
(£3.1m cash)



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



85%
RATED THE BFI'S LEADERSHIP
AND ADVOCACY ROLE AS VERY
EFFECTIVE OR EFFECTIVE

(Survey independently undertaken by DCMS for the Triennial Review 2014)

Next survey planned for 2016 as part of 2022 strategic plan consultation

BY 2017 THE BFI AIMS TO HAVE...

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

Action	Target	Progress
Interns Fund for BFI Film Academy Alumni	To be launched in September 2014	Launched September 2014
3 Ticks assessment for BFI Film Fund	To be launched in September 2014	Launched September 2014
Commitment to Diversity	To be launched	Launched February 2014 (BFI website)
Adaptation of the 3 Ticks assessment for all BFI Lottery funds and all BFI activities	By July 2015	Head of Lottery Diversity appointed Working Group established
Working towards achieving a consensus on action by the film sector on diversity UK wide	By September 2014	Diversity Standards introduced (May 2016)
Specific and targeted research on diversity to commence	By Autumn 2014	Diversity data captured for most BFI activities but generic research not yet commenced
Increase the diversity of BFI audiences	No target set	3 Diversity research projects underway
Supported an increase in the diversity of talent	No target set	Monitoring being undertaken

