

**BFI FOCUSES ON THE FUTURE WITH *FILM FOREVER*:
£500 MILLION INVESTED IN UK FILM OVER FIVE YEARS
*First new initiatives announced to support new plan***

Sheffield – Embargoed until 00.01am Wednesday 3rd October 2012 The BFI is investing almost **£500 million**¹ in UK film over the next five years to help drive industry growth, build audiences and a vibrant film culture and sow the seeds of the future in a bold new plan announced today. ***Film Forever: Supporting UK Film 2012-2017*** outlines the BFI's three key strategic priorities, funded by a combination of Grant in Aid, the BFI's earned income and National Lottery funding, as:

- **Education and audiences** - with an annual investment of **£44.2m**
- **British film and filmmaking** with an investment of **£32.3m** per year
- **Film heritage** with an investment of **£9.9m** per year

BFI Chair, Greg Dyke said: *'With film industry growth currently outstripping the economy as a whole, we want to invest to ensure continued success. A central part of Film Forever is to nurture business growth and cultural vibrancy across the whole of the UK, with a particular emphasis outside London. This is a real moment for film and a bold long term vision for the sector and I look forward to us from today turning all the discussion into action.'*

BFI CEO, Amanda Nevill said *'Film Forever is founded on a renewed commitment to the future – the future generation of audiences, the future generation of filmmakers and the opportunities presented by digital technologies. We are investing where we think we can most make a difference, where we see potential for creative excellence and where we can be the supportive catalyst for change, innovation, business growth and jobs.'*

Film Forever is a comprehensive five year plan from the BFI and headline announcements made today, including a range of new partnerships with **Accenture, Aardman, Samsung Smart TV, The Pinewood Group**, with its flagship studios in Buckinghamshire, and **BAFTA**, for:

Audiences:

¹ Includes 8% cost of delivery and £2 million contingency

- A real commitment to audiences outside of London with a new **UK Audience Network** including 8-10 regional hubs
- **Equipping 1000 community venues** across the UK
- Proactively working with **BIG Lottery Fund** on a joint proposal to build, educate and inspire audiences at community level across the UK.
- A new partnership with **Samsung for a Smart TV app** giving exclusive BFI content, including behind the scenes at the BFI London Film Festival. This will be the first of a series of initiatives towards a **BFIPlayer**.

Education:

- A new film education offer for every 5-19 year old in the UK, with the potential to reach 8.5 million young people, alongside the new **youth film Academy** network for 16-19 year olds with initial support from new partners **Pinewood Studios** and **BAFTA**

Supporting British Film:

- More money for the **production and development** of UK films, rising annually to £24 million by 2017, with new opportunities for filmmakers working in documentary and animation and a greater focus on development
- **A New Talent Network** to discover, grow and nurture new voices and stories all over the UK
- A remodelled P&A (Prints and Advertising) Fund – now the new **Distribution Fund** - responding to widespread changes within the sector
- A new **International Fund** including increased money for the British Film Commission
- The new **BFI Business Development Fund**, in partnership with Creative England, strengthens the commitment to industry growth in England by providing seed funding to new businesses
- A significant commitment to growing skills with a new **BFI Film Skills Fund**, working in partnership with **Creative Skillset and BIS²** alongside ensuring the UK's world leading film schools are supported with a one-off **£5 million in capital funding** by 2017

Film Heritage:

- Ambitious plans to **digitise 10 000 films – the BFI 10K** - over the next five years to bring our film heritage to new audiences, and a **public vote** on which those film should be

The plan is the result of 18 months of consultation with the UK and international film industry, cultural organisations, the public and Government, which started with Lord Smith's

² Department for Business, Innovation and Skills

independent Film Policy Review. The BFI's consultation, garnering almost 1000 official responses, has helped sharpen the BFI's thinking in the areas of skills and infrastructure, international strategy and diversity. The BFI is launching a UK wide road-show to start implementing the plan across the country, throughout November. The road shows are open to everyone to attend and will visit Glasgow, Derry/Londonderry, Salford, Birmingham, Gateshead, Nottingham, Bristol and Cardiff.

***Film Forever* is available to download via bfi.org.uk/filmforever**

#bfifuture

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NOTES TO EDITORS

FURTHER INFORMATION ON STRATEGIC PRIORITIES

Education and Audiences – strategic priority 1

Building audiences is an area of the plan that has been hugely welcomed and organisations across the UK are already galvanising to become part of this exciting new deal for audiences.

Film Forever aims to encourage a **lifelong relationship with film** by building audiences and inspiring the creative talent of the future through greater access to a broader choice of film.

Initiatives announced today include:

- A new **UK Audience Network** giving people outside of central London a richer, more diverse choice of cinema. As part of this network, eight to ten regional hubs across the length and breadth of the UK will be set up each involving coalition of local partners – such as independent cinemas and multiplexes, art galleries and film clubs to local radio and TV stations and regional film archives.
- The BFI is delighted to be working with **BIG Lottery Fund** on a joint proposal to build, educate and inspire audiences at community level across the UK. The Big Lottery Fund's expertise and track-record in bringing real improvements to communities and the lives of people most in need make them an ideal partner to help achieve this

Education and learning is recognised as key to future success and the BFI is committed to advocating the importance of film for all formal learning and embedding **film in the education of every 5-19 year old in the UK. This includes:**

- An extensive and exciting **club offer** available to every school across the UK, for young people to watch, learn about and make their own films, including support for teachers
- The BFI's **youth film Academy network**, with funding from **Department for Education (DfE)**, will bring unique learning opportunities such as events, master-classes with industry professionals and invaluable practical experience on film sets, to talented 16-19 year olds, regardless of their background or where they live. The BFI is pleased to announce that both **Pinewood Studios** and **BAFTA** are offering their facilities and expertise as the first partners on board in this pilot phase of the project.

The cultural funding role, currently held by **Creative England**, will pass to the BFI and be incorporated into this audience strategy, leaving Creative England free to focus on business and talent development, location services and the growth agenda for the English regions outside of London.

Filmmaking – strategic priority 2

The BFI has placed creative excellence, supporting bold new visions from emerging and established filmmaking voices, and growing and nurturing the filmmakers of the future at the heart of its strategy. Crucially, the BFI's commitment to development is recognised in the plan as key to the future success of UK filmmaking.

Production and development

- Increased funding for development and production by a minimum of £1 million a year for the next five years, an increase of 30% by 2017
- The BFI will target new and emerging filmmakers and ambitious producers from the nations and regions of the UK, through a **New Talent Network** to discover, grow and nurture new voices and stories. The Network will be delivered in partnership with Creative England, Creative Scotland, The Film Agency for Wales, Northern Ireland Screen, Film London and others.
- Business growth in the production sector will be supported by the **Vision Awards 2**, empowering production companies with the creative and financial autonomy to build their development slates and their businesses
- Budding writers and filmmakers will be nurtured through a number of targeted development programmes. **Aardman** is the first studio on board with a new **Animation**

lab that will support and guide writers and filmmakers in developing and packaging their concepts to make them ready to take to the market.

- Additionally the BFI Film Fund commits to supporting the UK's animation sector in 2013 by funding five high calibre **Animated Shorts** with budgets of up to **£100k** each
- A spotlight on documentary with new opportunities for **emerging documentary** filmmakers with new twice-yearly, expert-led panel pitching sessions in Sheffield and London

Distribution

- The new **Distribution Fund** involves '**Big Audience**', providing larger scale awards to support ambitious releases of new British films to reach a wide audience; '**Breakout**', for independent British and specialised cinema; '**New Models**', providing support to harness emerging digital platforms and cross-media activity to build audiences; and '**Sleepers**', flexible and agile support for films which take the market by surprise.

Strengthening UK businesses

- The BFI is implementing a series of initiatives to give British filmmakers an increased share of recouped Lottery money for investing in future projects
- A **joint venture pilot** will encourage **UK producers and distributors** to align their interests more closely and earlier in the process for their mutual benefit, and ultimately for the benefit of UK audiences

International

- The BFI has major ambitions for a new international programme and is spearheading a strengthened Strategic Leadership Group led by the BFI's new Head of International
- Offering specific support for inward investment and film exports and working closely with the BFC, the BFI will maintain and grow relationships with the **USA** and **Europe** whilst advancing relations with rapidly growing film sectors in countries such as **Brazil** and **China**.
- This will be bolstered in the global marketplace with a new **International Fund** and includes more funding for the British Film Commission

Skills

- The UK's is world renowned for its skills and talent, and the vibrancy of the film sector depends on continued investment in this area. The new **BFI Film Skills Fund**, working in partnership with **Creative Skillset and BIS³** will build on and grow this leading global position

³ Department for Business, Innovation and Skills

- The BFI is ensuring that the UK's world leading film schools are supported with a one-off **£5 million in capital funding** by 2017

Film Heritage –strategic priority 3

With the BFI National Archive's YouTube channel achieving almost 12 million views the BFI recognizes there is a huge appetite for enjoying film and TV screen heritage amongst the British public. This initiative is key in order to give filmmakers access to the archives and inspire the filmmakers of the future. **The BFI's new plans include:**

- A public vote for which titles should be included in the **BFI 10K** (the 10000 film titles set to be digitised over the next five years) means that the British public will be playing a part in their own film heritage
- The ambition is that eventually everyone in the UK has access to the whole canon of British cinema at the click of a button. Plans to **digitise 10,000** titles are just the start of a programme that will give audiences access to a much broader range of British cinematic history.
- A new partnership with **Accenture** will help us to explore new ways for audiences to engage digitally with film archives like never before, through a range of platforms and devices

Across the plan the BFI is committed to **research, diversity and sustainability**. The BFI today commits **£1.2 million** a year to support research in film and the film industry to ensure that Government, the industry, film organisations, teachers and learners all have the best information they need for their work. A particular priority will be to gain a better understanding of the nascent VoD market and the performance of independent British film internationally. In *Film Forever* the BFI commits to championing and promoting the world's first standard for sustainability in film, BS8909, to encourage the whole UK industry – and indeed those working overseas – to adopt working practices that will address sustainability issues.

About the BFI

The BFI is the lead body for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations

- Championing emerging and world class film makers in the UK
- Investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences

The BFI is now a Government arm's-length body and distributor of Lottery funds for film. The BFI serves a public role which covers the cultural, creative and economic aspects of film in the UK. It delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Founded in 1933, the BFI is a registered charity governed by Royal Charter.

The BFI Board of Governors is chaired by Greg Dyke.

