



**Press release April 11 2011**

## **BFI'S NEW £2m LOTTERY FILM FUND OFFERS LIFELINE FOR AUDIENCE DEVELOPMENT**

The BFI today announced a new transitional Lottery Film Fund to support organisations across the UK dedicated to delivering audience development activities for specialised and British film.

With a new film strategy and funding priorities planned to take effect in 2012, the £2million fund will provide transitional financial support for one year to enable organisations such as independent cinemas, film festivals, film clubs and societies, arts centres and regional archives to continue their vital work in delivering film to audiences.

At the same time, the fund is designed to give organisations stability and continuity during this year of transition to cope not only with challenging finances, but also with structural change in public funding across film.

The fund will go live in early May 2011 and give organisations one month in which to apply for the funding. Applicants will need to demonstrate that their funding for core activities has been significantly reduced or withdrawn for the financial year 2011-12, and as a result are unable to deliver to audiences.

Peter Buckingham, Head of Distribution and Exhibition (Lottery), BFI said *'It's critical that we ensure that audiences don't suffer as a result of this transition period and that we enable film organisations to survive, and indeed continue to thrive, for the long term growth and development of film in the UK.'*

**For full details and how to apply for funding please apply to [tfund@bfi.org.uk](mailto:tfund@bfi.org.uk)**

## **PRESS CONTACTS:**

**Judy Wells, Head of Press and PR, BFI**

Tel: 020 7957 8919 or email: [judy.wells@bfi.org.uk](mailto:judy.wells@bfi.org.uk)

**Nick Mason Pearson, Director of Press and Public Affairs, BFI**

Tel: 020 7957 8901 or email: [nick.pearson@bfi.org.uk](mailto:nick.pearson@bfi.org.uk)

## **Notes to Editors**

### **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