



## ***100's OF UNSEEN FILMS ABOUT LIFE IN SOUTH WEST ENGLAND REVEALED FOR THE FIRST TIME***

### ***BRITAIN ON FILM LAUNCHES ON BFI PLAYER***

BFI Player: <http://player.bfi.org.uk/britain-on-film>

Facebook [www.facebook.com/BritishFilmInstitute](http://www.facebook.com/BritishFilmInstitute)

Twitter @BFI #BritainOnFilm

#### **Embargoed until 12.30pm, Tuesday 7<sup>th</sup> July 2015**

The BFI today launches **Britain on Film**, a new project that reveals hidden histories and forgotten stories of people and places from the key film and TV archives of the UK, including South West Film and Television Archive (SWFTA). There is a wealth of material in the collection from South West England including the British Surfing Team riding the waves in Newquay to the early morning bathers diving of the pier in Plymouth Sound, from footage of Helston's famous Flora Festival to a fashionista introducing the latest 70s trends from London to Truro.

From today the archive goes digital on **BFI Player**, giving everybody in the UK free<sup>1</sup> access to 1,000's<sup>2</sup> of film and TV titles about where they live, grew up, went to school, their family, friends - or any subject of interest. By 2017, thanks to National Lottery-funding, and the support of the Esmée Fairbairn Foundation, 10,000 film and TV titles from 1895 to the present day will be digitised. The public can get involved with the project via Twitter and Facebook, with a campaign launching today that sees 60 films from all over the UK released over 60 days, and special screenings, events and partnerships across the UK. Also announced today is a newly-commissioned film from Penny Woolcock, using this archive material.

**Culture Minister Ed Vaizey** said *"Britain on Film is a fantastic initiative and I congratulate the BFI and the national and regional archives on the huge amount of work they have put into creating a truly remarkable project. I'm particularly delighted that Britain on Film will be reaching the British public in so many different ways this summer all over the UK, and encourage everyone to check it out online via the BFI Player."*

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<sup>1</sup> Over 90% of the film and TV content is free

<sup>2</sup> 2,500 film and TV titles will be available on 7<sup>th</sup> July 2015

Through the project, Britain on Film curators have found extraordinary footage of ordinary people from across the collections. This newly accessible film and TV presents a Britain that is vibrant, diverse and eccentric whilst shining a light on issues and situations that affect every generation.

*Highlights in the South West of England Film and Televisions archives include:*

- ***The British Surfing Team in Newquay (1978)***, pioneers of the Cornish surfing scene Nigel Semmens and Steve Daniel ride the waves and are interviewed about being the best of British in their chosen sport. \* *Both Nigel and Steve are available for interview*
- *Helston's famous Flora Festival features in **This England - Cornwall: Helston Furry Dance and Villages (1934)**, and **Born of the Sea (1949)**, a charming portrait of a small coastal community in Coverack.*
- ***Plymouth Flying Boats (1927)***, filmed by amateur photographer and local butcher, Claude Redvers Endicott, captures the fleets of seaplanes that flew in to land on Plymouth Sound.
- ***Seven o'clock Regulars Swimming Club (1929)***, early morning bathers dive off the pier and swim in Plymouth Sound.
- ***Primitive Potteries in Dorset (1915)***, a remarkable early tinted and toned colour film of Verwood potters at work.
- ***Dorchester Brewery centenary (1937)*** celebrates 100 years' of this much-loved brewing house in Dorset. The brewery produced a coronation beer in honour of HM King George VI, some of which still exists to this day.
- ***Alice in Plymouth Civic Centre Wonderland (1962)***, watch Alice explore the new modernist building to introduce Plymouth's latest administrative centre to the general public.
- *Footage of one of the very first horse-drawn barge trips along the **Grand Western Canal in Tiverton** that has been transporting passengers through the idyllic mid-Devon countryside since 1974.*
- ***Models showcase the latest fashion in Truro (1970)***, Truro is treated to models displaying the fashion of the age and a fashionista discusses the latest 1970s trends.

**Britain on Film press launch at The Treasury Bar in Plymouth on Friday 10<sup>th</sup> July from 4pm**

SWFTA will be hosting a local '**Britain on Film**' launch for press, invited guests and its Plymouth History Centre Project partners at the Treasury, Catherine Street, Royal Parade, Plymouth, Devon PL1 2AD on Friday 10th July 2015 from 4pm.

Please RSVP to [caroline.jones@bfi.org.uk](mailto:caroline.jones@bfi.org.uk)

Plymouth's Big Screen will be playing out Britain on Film and SWFTA's contribution earlier in the day including Sue Barker in 1976 and 1977 forming a prelude to the Wimbledon Men's semi-final.

This newly accessible film and TV footage presents a Britain that is vibrant, diverse and eccentric, whilst shining a light on issues and situations that affect every generation. Many of these films have never - or rarely - been seen and can now be searched for by specific UK locations through BFI Player's ground-breaking new **Film and TV Map of the UK**, which also enables people to share films with their family, friends and communities.

Through **Britain on Film** a moving and intimate portrait of the diversity of British life is revealed by professional and amateur footage of vanished landscapes, urban and rural communities, historic traditions and folklore, people at work, at play and British characters in all their unique glory. Newsreels, advertisements, home movies, forgotten TV shows, and films by government departments all offer surprising insights into British life in the 20<sup>th</sup> century.

**Robin Baker, Head Curator, BFI** said *'For 120 years cameras have captured almost every aspect of life in the UK on film, but too often these have been inaccessible to all but the most determined researchers. Now Britain on Film is transforming access to films from the UK's archives and making them available, no matter where you live'*

**Heather Stewart, Creative Director, BFI** adds *'The emotional power of film is huge and Britain on Film has the ability to touch everyone in the UK. It's vital that the UK's film and TV archives – Britain's national collection – can be enjoyed by everyone. Britain on Film changes the film and TV archive landscape forever. We have now created a way for the British public to discover and engage with their heritage like never before.*

*The unprecedented scale of this project is a testament to the collaborative effort and skills of the BFI National Archive and the regional and national archives of the UK.'*

**Stacey Anderson, Executive Archive Director, SWFTA** said *'SWFTA is delighted to be supporting Britain on Film and Unlocking Film Heritage Project through the provision of film from our collections. Films are made only in their time which gives them great authenticity and takes people straight back to that time. The UFH Project allows SWFTA to reach audiences on an unprecedented scale, allowing us to bring alive any given moment in time, and encouraging viewers to attach personal or shared emotions and thoughts to those*

*moments - in a sort of shared dialogue – through the discovery and dissemination of amazing film content. We're very excited to be part of that!*

Britain on Film is a result of the BFI National Archive and the UK's thirteen national and regional screen archives and rights holders joining forces to bring these films together with a major programme of curation and digitisation that started in 2012 and continues until the end of 2017.

## **UK WIDE ACTIVITY**

Britain on Film will be reaching the British public in many different ways this summer all over the UK:

- **The BFI Film Audience Network (FAN)** will be staging 85 screening events in 46 locations from Belfast to Canterbury and southern Wales to Inverness. Highlights in South West England include:

**Bristol & Bath – Made in Bristol and Bath: Our Towns** - Afrika Eye Film Festival will present two screenings of mixed shorts made in Bristol and Bath, by and about African heritage people living in the area – 13 to 15 November 2015.

Further UK-wide partnerships and activity includes:

- **Luna Cinema** and the BFI are launching a screening programme of feature films and bespoke Britain on Film packages in five stunning **National Trust** locations throughout the UK including Tyntesfield, Bristol from late August to October.
- Those arriving or departing the UK by air will be inspired by Britain as it once was with a new **BFI channel on British Airways in-flight entertainment**, launching this July and featuring Britain on Film footage.
- From August, **Caffè Nero** will have viewing pods in 10 coffee houses across the UK for customers to kick back and view the footage, as well as providing 'Britain on Film' branded coffee cups.

## **BRITAIN ON FILM AND EDUCATION**

- **Make Film - Greatest Generation** is a UK-wide filmmaking project organised by the education charity Into Film, BFI, BBC Learning and the British Council. The project invites children aged 7-11 to record interviews with members of the wartime generation and combine the footage with Britain on Film archive clips to create their own short documentaries. For information visit [www.intofilm.org](http://www.intofilm.org)
- From 14 July until 30 September **BFI Future Film** are calling for **Instagram** users to share their photos and videos that showcase the diversity of places and people in the *Britain on Film Instagram* competition #BritainOnInstgram around four themes; *Britain's got Flare* (LGBT Britain), *Arrivals* (celebrating Britain's migrant community), *Fiesta* (festivals and carnivals) and *Action Sports on Location*.

## **ABOUT BRITAIN ON FILM AND UNLOCKING FILM HERITAGE**

Britain on Film is one of the largest and most complex archival projects ever undertaken and is part of the BFI's Unlocking Film Heritage programme (2013-17). Unlocking film heritage for everyone in the UK to enjoy is a key strategic priority for the BFI and Britain on Film is the public launch of a vast programme of work, which has been ongoing for over three years. This work has included a sophisticated programme of data capture, cataloguing, copying to archival standards, meticulous preservation of original materials, thorough searching of archives across the country, new state of the art equipment and digital storage facilities and the transfer of films to the BFI's online video platform, BFI Player.

Unlocking Film Heritage and Britain on Film are thanks to £15million funding from the National Lottery and the additional support of the Esmée Fairbairn Foundation.

### **ENDS**

#### **Press contacts:**

**For more information, please contact Caroline Jones, Regional Press Officer, BFI**  
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**Film and TV titles and the Britain on Film Trailer can be viewed and downloaded via Panther - for access to please contact [Caroline.jones@bfi.org.uk](mailto:Caroline.jones@bfi.org.uk)**

**Images via – [www.image.net/britain on film](http://www.image.net/britain-on-film)**

**Regional press releases and press contacts can be found at [www.bfi.org.uk](http://www.bfi.org.uk)**

#### **Britain on Film online elsewhere**

- Britain On Film will be hosted on the BFI's YouTube channel, Facebook and Twitter so audiences can find and experience it in the easiest way possible
- BFI curators will be writing features highlighting important films and themes on the BFI website. Their expertise will add context and provide new ways in for the British public to find films that illuminate the places they know and love
- Join the conversation at **#BritainOnFilm**

**Britain on Film is a project from The BFI National Archive and the UK's Regional and National Film Archives**

#### **About the Regional and National Film Archives**

The English Regional Film Archives and other National Film Archives (listed below) hold significant collections of film and video material specifically relevant to their regions or hold dedicated collections such as Imperial War Museums, preserved in specialised storage facilities and made widely available for education, research, communities and the wider public.

East Anglian Film Archive

Imperial War Museums

London's Screen Archives

Media Archive for Central England at the University of Lincoln

North East Film Archive

North West Film Archive at Manchester Metropolitan University

Northern Ireland Screen Digital Film Archive

Scottish Screen Archive

Screen Archive South East

South West Film & Television Archive

National Screen and Sound Archive of Wales

Wessex Film and Sound Archive

Yorkshire Film Archive

## **NOTES TO EDITORS**

### **About the BFI**

The BFI is the lead organisation 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 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.

## **About the BFI National Archive**

The BFI National Archive was founded in 1935 and has grown to become the one of the largest and most important collections of film and television in the world with over 180,000 films and 750,000 television programmes. For over 80 years the BFI has been an international leader in film preservation and guardian of Britain's unparalleled film and TV heritage. The BFI is an innovator in presenting films to audiences in new and dynamic ways, from cinemas to film festivals, outdoor events to online video-on-demand. At the heart of all its activities is the BFI's central aim to ensure that everyone in the UK has access to the widest possible range of film and their own film heritage.

That heritage includes all time great British directors Alfred Hitchcock, David Lean and Powell and Pressburger; and the rich vein of documentary filmmaking, in which Britain led the world, including the lyrical work of Humphrey Jennings. The archive also boasts a significant collection of filmmakers' papers as well as extensive stills, posters and production and costume designs along with original scripts, press books and related ephemera.

Expert teams undertake the time-consuming and complex task of restoring films at the BFI John Paul Getty Jr Conservation Centre in Hertfordshire. The BFI's most precious film materials are kept in optimum conditions in the world-leading Master Film Store in Warwickshire.

## **About BFI Player**

BFI Player is a ground-breaking video on demand service which offers a uniquely diverse range of films, from the latest releases to the rarest silent cinema classics, giving UK audiences a rich and rewarding digital film experience. The Britain on Film collections are accessible through the BFI Player. [bfi.org.uk/Britain-on-film](http://bfi.org.uk/Britain-on-film)

## **About the BFI Film Audience Network**

The BFI Film Audience Network (FAN) is a ground-breaking initiative that gives audiences across the UK the opportunity to see a diverse range of films in a cinema setting. For filmmakers, getting films onto cinema screens is a highly competitive business, particularly for specialised films which includes archive, documentary, independent and foreign language films. The BFI FAN aims to change this.

- With £8.7 million of Lottery funding over four years (2013-2017) BFI has set up partnerships with nine lead organisations (Film Hubs) to work full-time with cinema exhibitors, film festivals, educators, film societies, community venues, film archives and other organisations in their regions or nations to boost audiences for film across the UK.
- The Film Hubs, which drive audience engagement locally, work together with the BFI at a UK-wide level to grow audiences for British independent and specialised film. They currently comprise: Broadway, Nottingham and Cambridge Film Trust; Chapter, Cardiff; HOME, Manchester; Film London; Queen's Film Theatre, Belfast; Regional Screen Scotland; the University of Brighton; Showroom Sheffield and National Media Museum, Bradford; and Watershed, Bristol. These organisations and their partners form the BFI FAN.
- The Film Hub for Central East (Cambridge Film Trust & Broadway Cinema, Nottingham) has secured funding as part of the BFI's Programming Development Fund to administer and coordinate more than 80 screening events across all UK Film Hubs including film from the regional archives to engage with a wider audience in a number of venues.



### **About the South West Film and Television Archive (SWFTA)**

SWFTA is the regional film archive for the South West of England. It covers an area from Gloucestershire to the Isles of Scilly and is responsible for the conservation, preservation and dissemination of the moving image heritage of this region. Established in 1993, it is the one of the largest regional film archives in the UK and holds the Westward Television and TSW-Television South West independent television collections, and a significant number of donated film collections, both amateur and professional.

### **About the Esmée Fairbairn Foundation**

Esmée Fairbairn Foundation aims to improve the quality of life for people and communities throughout the UK both now and in the future. We do this by funding the charitable work of organisations with the ideas and ability to achieve positive change. We are happy to be supporting Britain on Film – a significant, UK-wide film archive project, which will make titles from the BFI National Archive and national and regional screen archives available to the British public, offering a unique opportunity for insight and reflection on places, communities and histories throughout the UK.

The Foundation is one of the largest independent grant-makers in the UK. We make grants of £30 - £35 million annually towards a wide range of work within the arts, children and young people, the environment and social change. We also operate a £26 million Finance Fund which invests in organisations that aim to deliver both a financial return and a social benefit. [www.esmeefairbairn.org.uk](http://www.esmeefairbairn.org.uk)

