

BFI APPOINTS DEBORAH WILLIAMS AS DIVERSITY MANAGER

- *Joining the BFI Film Fund, Deborah will report directly to Film Fund Director, Ben Roberts*
- *Will support BFI-backed productions to achieve the most positive result through the Three Ticks diversity initiative*
- *Will support roll out of Three Ticks across all BFI funding activity*

LONDON – Monday 27 April 2015: The BFI today announces the appointment of Deborah Williams to the new role of Diversity Manager.

Deborah commences her role at the BFI on 1 June to help push forward the BFI's diversity agenda and augment the Three Ticks initiative across all BFI funding activities. Joining the BFI from Arts Council England (ACE) where she was Senior Officer, Policy and Research, Equality and Diversity, Deborah will sit within the BFI Film Fund team and report directly to Film Fund Director, Ben Roberts.

Developed by the BFI and backed by UK producers' association Pact, Three Ticks requires all recipients of BFI Lottery film production funding to demonstrate commitment to encouraging diverse representation across their workforces, creating opportunities for training and skills development and on-going career progression, and advancing the portrayal of under-represented stories and groups on screen. Deborah's responsibilities will include working with BFI Head of Production, Fiona Morham to support producers of BFI-backed productions – of which there are an average of 25-30 per year – to implement and embrace the Three Ticks guidelines, helping them to achieve the most positive result for their films.

Director of the BFI Film Fund, Ben Roberts said: "It's been incredibly encouraging to see the industry engage positively with the Three Ticks guidelines we introduced last year and I'm grateful to all the filmmaking teams we are working with, as well as to Pact, for the manner in which they've been embraced. Deborah's appointment is the most important next step for us in supporting the implementation of the guidelines and working with the industry on addressing perceived challenges to diversity, as well as supporting us here at the BFI as we strive to diversify the UK's filmmakers, the kind of stories told on film, and the audiences who enjoy them. Deborah has an inspiring approach to diversity which is constructive and enabling, and we are really delighted that she has agreed to work with us."

Deborah Williams said: "The BFI has set the tone and shown real leadership around diversity in the industry and it is a pleasure to be joining them at this pivotal moment. Developing the three ticks, working with partners and supporting the industry as it rethinks and reimagines the world around us on film is an opportunity that I relish and am greatly looking forward to embracing."

In addition to supporting BFI Film Fund awardees, Deborah will work with the BFI's partners and a broad range of companies and organisations from across the UK film sector to look at and address the opportunities, issues and barriers to diversity. She will also play a key role in the roll out of the Three Ticks guidelines across all BFI Lottery funding streams, and will consult with the BFI on its own activities.

At ACE Deborah's Equality and Diversity focused role involved equality analysis across all funding programmes, policies and programmes of work as well as devising and delivering in-house training to support colleagues in ensuring the organisation's compliance with the Public Sector Equality Duty (PSED) as well as working with colleagues and National Portfolio Organisations to embed the creative case for diversity across the arts sector. Prior to working inside Arts Council England Deborah worked as a consultant and producer across the arts, public and private sectors. As well as running an independent theatre production company Reality Productions which involved writing, producing and presenting shows in the UK and Europe, USA and Australia.

Since being introduced in September 2014, all of the feature film productions supported by the BFI, which include Andrea Arnold's AMERICAN HONEY starring Shia LaBeouf, Pete Travis's CITY

OF TINY LIGHTS starring Riz Ahmed and Andrew Steggall's debut feature DEPARTURE, have engaged with the Three Ticks guidelines and qualified under the scheme.

More information about the BFI's Three Ticks:

The Three Ticks initiative has been designed to address diversity in relation to ethnicity or national origins, disability, gender, sexual orientation, age and socio-economic status. All BFI Film Fund supported productions are required to demonstrate commitment to encouraging diverse representation across their workforces, creating opportunities for training and skills development and on-going career progression, and in advancing the portrayal of under-represented stories and groups on screen in order to be eligible for funding.

The BFI Film Fund is the largest public film fund in the UK, investing over £27m into film development, production, international sales and distribution, and supporting around 25-30 new film productions each year.

The Three Ticks assessment requires applicants to demonstrate commitment to diversity across three areas of their production, ranging from the make up of the workforce to the stories and characters on screen, with at least one tick needed in a minimum of two areas for a project to be eligible for BFI production funding:

1. **On-screen diversity:** diverse subject matter, at least one lead character positively reflecting diversity, at least 30% of supporting and background characters positively reflecting diversity;
2. **Off-screen diversity:** diverse key creatives (director, screenwriter, composer, cinematographer), at least two Heads of Department from diverse backgrounds, production crew and production company staff (both with a range of targets across different diverse groups);
3. **Creating opportunities and promoting social mobility:** paid internships and employment opportunities for new entrants from diverse backgrounds, training placements for people from diverse backgrounds, demonstrable opportunities for former trainees or interns to progress within their careers.

Projects are independently assessed against the Three Ticks criteria by the BFI's Certification Unit, which also administers the cultural test for film, video games, high-end television and

animation programmes. With a minimum of two ticks required to be eligible for support, film projects receiving three ticks will be promoted using a BFI diversity logo, profiled as good practice case studies, and their producers will be promoted on the BFI website.

The BFI is continuing to monitor, revise and hone the Three Ticks guidelines throughout the first year of implementation to ensure they are producing the most positive results possible, with the final guidelines anticipated for September 2015.

Download the BFI's Three Ticks guidelines here: www.bfi.org.uk/diversity

– Ends –

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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

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.



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