

## **BFI seeks delivery partner for major new £28m UK-wide film education strategy**

**LONDON – Thursday 30 August 2012:** The BFI today launches an open call for applications for a bold, new film education strategy to inspire a lifelong passion for film in young people aged 5-19 across the UK.

Research shows children who go to the cinema are three times more likely to be frequent cinema goers as adults, instilling a love of, and appetite for, a broad range of film. Expanding film education and learning opportunities is a key strategic aim for the BFI and is at the core of the organisation's Future Plan for UK film, which will be launched in full in October.

The BFI believes film education is one of the most important investments to be made in securing the future success of UK film, a view backed by research and positive responses to the organisation's recent public consultation on its future priorities. The BFI has therefore made a substantial commitment of £28 million of Lottery funding over four years (2013-17) to help revolutionise film education across the UK.

As the UK's lead organisation for film, the BFI aims to spearhead a step change in film education with a single, unified offer for watching, making and learning about film through an open-access, universal scheme. It is now looking for an organisation to help deliver these exciting and ambitious plans.

Amanda Nevill, Chief Executive of the BFI, comments:

*"My first trip to the cinema changed my life. Our ambition is that every child in the country has the opportunity to make the richness of film a central part of their lives. We're looking for an organisation that can help us bring flair, passion, innovation and excitement into the lives of children across the UK."*

The BFI's proposals will offer children and young people from 5 to 19 years old the opportunity to choose and watch a wide selection of films, provide opportunities to have a go at making their own films, and create a supportive club-like space to discuss and develop a love of film to ensure every one of the schools across the UK can access information and services to support film in the classroom. A world-leading online platform to actively engage and inspire young people, teachers, parents and learners at home will be developed and the scheme will work with cinemas to ensure communal film watching on the big screen is a central part of the overall education programme. The new approach will ensure a UK-wide reach by working with the BFI's strategic partners, Creative Scotland, Creative Skillset, Film Agency Wales and Northern Ireland Screen.

The BFI wants young people from all backgrounds, who are the next generation of audiences and filmmakers, to have the opportunity to learn about, enjoy and fully appreciate the widest possible range of film and ultimately develop a lifelong relationship with film. This strategy builds on the work of organisations such as FILMCLUB, Film Education, First Light and BFI Education that has proven educational engagement with film can build a range of life skills, open up thinking, expand horizons and improve educational attainment.

The BFI aims to make the application process as streamlined as possible and in stage one is seeking Expressions of Interest from experienced applicants who share our passion for the power of film to change lives. Applicants meeting the eligibility criteria and successful at stage one will be invited to submit a more detailed proposal at stage two. For more information, guidelines and application forms please visit the BFI website here: [www.bfi.org.uk/5-19-film-education](http://www.bfi.org.uk/5-19-film-education)

**The deadline for Stage One Applications is 12pm on 10 October 2012.**

*Ends.*

**Press Contacts:**

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

Tel: 020 7957 8919/ 07984 180501 or email: [judy.wells@bfi.org.uk](mailto:judy.wells@bfi.org.uk)

**Emma Hewitt, Press Officer (Corporate and Industry), BFI**

Tel: 020 7173 3256 or email: [emma.hewitt@bfi.org.uk](mailto:emma.hewitt@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
- Investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences