

UK Film Council
10 Little Portland Street
London W1W 7JG
Tel: +44 (0)20 7861 7861
Fax: +44 (0)20 7861 7862
Email: info@ukfilmcouncil.org.uk
Web: www.ukfilmcouncil.org.uk

Speak up for more National Lottery money for film
www.ukfilmcouncil.org.uk/aboutus/lotto2009/



SPEAK UP

MORE NATIONAL LOTTERY MONEY FOR FILM

Set up in 2000, the UK Film Council is the lead agency for film in the UK whose role it is to distribute Government and National Lottery funding to help stimulate a competitive, successful and vibrant British film industry and help audiences understand and enjoy as wide a choice of films as possible.

More films for all audiences

Initially Lottery money for film only went to support the production and distribution of new British movies, including some of the most distinctive films of the last ten years, such as *The Constant Gardener*, *Bend it like Beckham*, *28 Days Later*, *Gosford Park* and *Vera Drake*. More recently, some of the National Lottery money has also been used in other ways to benefit British audiences, including:

- equipping cinemas with specialist equipment for people with disabilities;
- rolling out new digital projectors which will allow hundreds of cinemas to offer a much wider choice of films than ever before;
- setting up film clubs so that people in rural communities can enjoy new films on the big screen without having to travel far;
- helping children and young people make their own films (9,000 children and young people have made more than 600 short films so far from every corner of the UK); and
- ensuring cinemas show more independent films, restored classics, documentaries and foreign language films.



Bride and Prejudice supported by the Lottery
(Cover: *Mrs Henderson Presents*, *First Light*,
The Constant Gardener, *The Proposition*)

Every year through a mixture of Government and National Lottery funding, money is invested into film production, skills and training, regional development, international development and export promotion, and film distribution. Each year film receives around 2% of the Lottery money which translates into £26 million per year. The remaining 98% is to be divided between the arts, sport and heritage and the new "Big Lottery Fund" for more general awards.



Lottery money has helped fund
The Constant Gardener, *28 Days Later*
and young filmmakers.

The Government is currently reviewing the way in which all the National Lottery good causes money is divided up. A central part of the review is to ask the public how you think Lottery money should be spent. Do you think film should go on benefiting from the Lottery good causes funding – should it get more, less, the same, or none at all?

WHY WE THINK THE PUBLIC GETS GOOD VALUE FROM THE LOTTERY MONEY THAT SUPPORTS FILM

Film is big business, and it's a global business. The Lottery money which has been invested in box office hits such as *Valiant*, *Bride and Prejudice* and *The Constant Gardener* has so far earned £410 million at cinema box offices around the world. So for every £1 of National Lottery money invested in film, £6 is taken at the box office which is used to reinvest back into film activity. That's a good return in anybody's language, but there is an even more important return that can't be measured in money.

Films help generate tourism

Film is based on the oldest art of all – simple story telling – and it's the most powerful way we have to tell stories about Britain today. Film has an impact on how we think about ourselves – and it certainly has an impact on how other people see us – one in five visitors to Britain now say British movies are part of the reason they wanted to come here.

But while film may be based on the oldest art-form, it is the latest technology which is both behind creating exciting new films and broadening the ways that people can see films. Having an understanding

of how digital media works and what it can do is going to be an ever more important part of every child's education if they are to be confident, capable citizens in the world tomorrow. So film is not just about entertainment and jobs, important though they are. It's about how we think of ourselves, how other people think of us, and how we can help the next generation face their future in a fast-moving global economy.

That's why the UK Film Council doesn't just work to ensure British films get made and that British studios and skills stay competitive. We think having access to a wide choice of films, enjoying them, understanding them, perhaps even making them, should be open to everyone in Britain. That is why we have been using part of our share of the National Lottery money to reach out to communities everywhere, including those that haven't got a multiplex nearby.

Here are some of the initiatives we've already started with that money – and remember film gets just 2% of all the National Lottery good cause money. That means we have been spending only one halfpenny for every £1 spent on Lottery tickets.

The cinema access fund has funded equipment in 78 cinemas to give people with hearing and sight disabilities a richer experience when they go to the movies. We've also supported a website –

www.yourlocalcinema.com – to help them make a trip to the cinema a less daunting experience. It's a start – but there's a lot more that we could do.

World-first digital screen network

Our digital screen network, the first in the world, is installing digital projectors in more than 200 cinemas across the country. It means cinemas can download and screen a huge variety of films, TV programmes and still images, all at the click of a mouse, without incurring the costs and complications of sending expensive reels of film backwards and forwards across the world (which is how movies have been distributed for the last hundred years). It's exciting – but there's a lot more we could do.

We have helped set up film clubs in remote and rural communities so that more people get a chance to see the latest movies, and the specialised films such as *The Motorcycle Diaries*, *Girl with a Pearl Earring*, *Downfall*, *House of Flying Daggers*, *Goodbye Lenin!* which they are unlikely ever to get a chance to see without travelling to a major city. It helps make people in those communities feel connected to more of the entertainment that most of us take for granted. It's making a big difference to scores of communities – but there's a lot more we could do.

Through our First Light scheme, largely funded with Lottery money, we have provided the finance and professional support to enable children and young people make more than 600 films in the last four years, ranging from animated shorts and documentaries to full-blown dramas with digital special effects. 9,000 young people have been involved. It's a great start. We know from teachers, parents, and the young people themselves what a powerful impact some of these projects have had, not just in developing their creativity, but also in building confidence and team working. But we've only reached 9,000 youngsters so far - there's a lot more we could do.

Supporting the workforce

Since the launch of the skills and training strategy, *A Bigger Future*, more than 6,600 individuals have benefited from the most extensive training and skills programme supported by public money. In partnership with Skillset, six "Screen Academies" have been established to act as centres of excellence in film in further and higher education offering vocational courses matched to industry needs.

Supporting diversity

The workforce of Britain's film industry does not represent the diverse society we now are. We are using Lottery money to help more filmmakers from different backgrounds and cultures get a foothold, and find a platform to tell their stories. It's a start, but there's a lot more we could do.



Lottery money supports exciting new British films such as *Stormbreaker*, *Girl with a Pearl Earring* and *Life 'N' Lyrics*.

Finally, the fact is that the Lottery has made a huge difference to British cinema in the last ten years – 115 feature films, 300 short films, a whole generation of new talent in front of the camera and behind it. 34 million British cinema-goers have seen a bit of their Lottery flutter come back to them on the screen, making this one of the good causes whose benefit really has been shared with all those who play the Lottery regularly. Of course it's not a replacement for Britain's commercial film businesses, nor should it be, but it's shown itself to be a vital addition, and as new technologies allow ordinary people to use film and moving images in new ways, it's going to be even more important. **We've made a big impact - but there's a lot more that could be done.**

WHY WE THINK THERE'S MORE TO BE DONE

The UK Film Council is developing initiatives to further strengthen Britain's film industry and, at the same time, develop film's role as a force for good in the national community. Our work will...

- Focus on making Britain a centre of the global film industry, with the skills, technology and infrastructure to be truly sustainable;
- Create a richer environment for film audiences with better access to cinemas, more choice of films, more access to valuable archives and educational resources, and more opportunities for young and old to become 'media literate';
- Emphasise film's power as a medium of communication which gives individuals and communities the chance to express themselves and to understand and respect others; and
- Increase the opportunities for exciting British film talent to make inspiring and successful films for all to enjoy.

We believe we have already demonstrated the benefits such a broad ranging approach can bring.

We need a continued blend of Government and Lottery funding if we are to deliver those benefits in full.

As well as expanding our existing programmes described previously, here are just a few of the initiatives we plan to achieve if film is allocated more funding from the Lottery ...

- A UK-wide network of school film clubs;
- A world-famous UK film festival;
- Better online access to the British Film Institute's archives, the greatest collection of films and film memorabilia in the world;
- More skills academies to develop new talent and further enhance the UK's excellent reputation for creativity and innovation to put us at the cutting edge of the movie business worldwide;
- The production, distribution and exhibition of distinctive films from a diverse range of sources, including avant-garde and experimental films; and

...for every £1 of National Lottery money invested in film, £6 is taken at the box office which is used to reinvest back into film activity...

HAVE YOUR SAY: MAKE THE CASE FOR MORE MONEY FOR FILM



The Government has made it clear that it will listen to public opinion before deciding how to divide the Lottery good causes money.

Time is short and we only have until 28 February to make the case that film should get a bigger share of National Lottery money.

So if you want to protect the money we currently receive or if you think we deserve a bigger share than the current halfpenny for every pound spent, please spare a few minutes of your time to fill in the online questionnaire.

Lottery money is funding films from award-winning filmmakers: *Touching the Void* (Kevin Macdonald) and *The Wind that Shakes the Barley* (Ken Loach)

Here's a quick guide:

Go to www.lottery2009.culture.gov.uk/

- **Set a username and password.** You just need to give your age bracket, place of residence and area of interest.
- **Skip to the Film section.** Just click 'next' at the bottom of the first page.
- **Have your say.** There are 2 questions with multiple choice answers and a space for comments if you wish to include any. The first is about what Lottery money has achieved in film already, and the second is about what Lottery money could be used for in the future. Details of past achievements and future plans are summarised below for your reference.
- **That's it.** There's no need to fill in any other section unless you want to. Just click 'skip to end' at the bottom of the Film page, then click on 'finish' at the bottom of the final page to exit and submit your form.