



**Embargoed until 11am Monday 14 May 2012**

**BFI UNVEILS FUTURE PLAN FOR FILM 2012-17**

**NEW HORIZONS FOR UK FILM**

**INCREASED INVESTMENT FOR 3 STRATEGIC PRIORITIES:  
EDUCATION & AUDIENCES, FILMMAKING, FILM HERITAGE**

**8.5 million children to have film education**

**1000 community centres to be equipped to show films digitally**

**Production and development funds for British films set to increase by 30% over next  
5 years**

**10,000 British films digitised**

A four week consultation opens today around the BFI's proposals outlined in its five-year Future Plan for Film 2012-17 New Horizons for UK Film. With Lottery funding for film increasing, the draft plan outlines how the BFI proposes to invest an expected total of £273m with an average yearly Lottery investment of £57m a year in film for the next five years. This equates to an average annual investment of £17m for Education and Audiences; £28.2m for supporting British film; £3m for Film Heritage and £1m for Research and Statistics, a £3m contingency and an 8% cost of delivery. The BFI has sets its sights on a new horizon for UK film with bold new proposals that will help the film industry outride the recession and give audiences across the country a better deal and more choice. Underpinning the BFI's vision is a renewed commitment to the future – future generations of audiences, future generations of filmmaking, new ideas and future opportunities the digital revolution can bring. A year on from becoming the UK's lead organisation for film, and in response to Lord Smith's independent Review of Film Policy<sup>1</sup> in January, the BFI has indentified its future strategic priorities:

**Education and Audiences - includes:**

- Ensuring every child in the UK aged 5-19 (a potential 8.5million in 23,000 schools) has film and filmmaking as part of their education.

---

<sup>1</sup> *A Future for British Film* – commissioned by the Dept for Culture, Media and Sport

- A UK-wide film academy to spot and nurture the talent of the future giving 16-19-year-olds, regardless of their background or where they live, a unique experience to work with and learn from film professionals.
- A UK wide network of virtual and physical film hubs, probably based at independent cinemas, with links to schools, film societies, film archives, rural and community cinemas.
- Digital equipment installed in up to 1,000 community centres, village halls and other non-theatrical locations across the UK.

**Supporting the future success of British film – includes:**

- Production and development funds for British films set to increase by 30% over 5 years.
- Launching new talent development centres across the UK for writers, directors and producers in association with our partners
- Helping the UK retain its competitive edge in the industry by equipping up to 5,000 a year of the UK's work force with new skills via a new film training scheme that includes next generation skills such as special effects and digital production.

**Film heritage – includes:**

- Working in partnership to unlock the UK's film heritage for everyone to enjoy by digitising 10,000 British film titles that will transform our understanding of British cinema.

**Greg Dyke, Chairman BFI** said *'We have set out a bold, long term vision for film that will genuinely make a difference to education, audiences and filmmakers and support the UK's growth agenda by boosting jobs and the economy and stimulating inward investment and export. I would like to thank Lord Smith for his thorough Film Policy Review which has spring-boarded the BFI's own Future Plan for Film.'*

**Amanda Nevill, Chief BFI said:** *'British creativity and talent is world class and our plan capitalises on that to help drive economic growth in the UK, support jobs and skills and incentivise new thinking and new ideas. But this plan is also about creating a new deal for audiences. This isn't just about the next five years; long term the BFI wants people to have a lifelong relationship with film, both the next generation of audiences and filmmakers.'*

The BFI wants to encourage as many voices as possible to contribute to the proposals and participate in this exciting new direction for British film as it launches a public

consultation today<sup>2</sup> via [www.bfi.org.uk/future](http://www.bfi.org.uk/future) and at a series of BFI hosted events throughout the UK (see Notes to Editors).

## **FURTHER INFORMATION ON STRATEGIC PRIORITIES**

### **Strategic priority 1**

#### **Expanding education opportunities and boosting audience choice across the UK**

Research shows that children who go to the cinema are three times more likely to be frequent cinema goers as adults, instilling a love of cinema going and an appetite for a broad range of film. The BFI's aim is for film to be a part of every young person's education in the UK, that young talent is nurtured and that those starting a career in film are supported. The BFI also wants to ensure that audiences have a greater choice of film available across multiple platforms.

#### **The proposals include:**

- Creating UK-wide network of virtual and physical film hubs based at independent cinemas and linking through to rural and community cinemas, schools, film societies and film archives.
- Financial support for cinemas across the UK to access a wider range of films to broaden audience choice out of London.
- New Prints and Advertising (P&A) fund to support broader choice of films across the UK in cinemas and online.
- New fund to support the UK's international film festivals.
- Initiatives to encourage more people to watch British film on digital platforms, including apps and VoD services.

### **Strategic priority 2**

#### **Supporting the future success of British film by investing in film development, production and skills**

The BFI is committed to backing new voices, new stories, new ideas and developing skills by increasing Lottery investment. The BFI aims to help enrich and diversify British film production and contribute to overall growth for the industry by:

- Increasing development emphasis on under-represented genres such as animation, comedy, documentary, family and international co-productions.

---

<sup>2</sup> Public online consultation open until midnight June 10<sup>th</sup> 2012

- Invest in new and diverse talent to help deliver a 20% increase in under-represented groups across the UK film sector.
- An international strategy in which the BFI brings together partners including The British Film Commission, BBC Worldwide, The British Council, Film Export UK and BAFTA to work collaboratively to ensure and strengthen our position in the global film market place.
- Restructuring of Lottery investment to reward success including investigating a joint venture.
- Maintaining, monitoring and reviewing the BFI producer equity corridor.

### **Strategic priority 3**

#### **Unlocking the UK's film heritage for everyone to enjoy**

The BFI's aim is that eventually everyone across the UK's will be able to access and enjoy the UK's remarkable collection of film and TV. Alongside many significant collections, the BFI holds one of the most important film and TV collections in the world – the BFI National Archive - and is committed to keeping this archive safe for future generations and digitising a significant proportion of content in order that screen heritage can be used for education and accessed in venues and on multiple platforms. The key proposals include:

- Giving everyone in the UK the opportunity to see their film heritage, and inspire the filmmakers of tomorrow by digitising 10,000 British film titles that will transform our understanding of British cinema and making them available to the public across different platforms.
- Setting up a UK Register of Film Heritage to identify all British works, signpost where materials can be found and where rights are held.
- New public/private sector partnerships to enable rights holders to digitise content
- New creative and entrepreneurial partnerships to ensure access on pay per view, subscription and multiple free platforms.

The BFI will be hosting a series of public consultation events on the proposals set out in *New Horizons for Film* across the UK at the following locations:

**Sheffield** - Wednesday 23 May, 13:30-16:00 Showroom, Cinema 2, 15 Paternoster Row, S1 2BX

**Bristol** - Thursday 24 May, 13:30-16:00 Watershed, Cinema 1, 1 Canons Road, Harbourside, BS1 5TX **Newcastle** - Friday 25 May, 13:00-15:30 Tyneside Cinema, The

Roxy, Pilgrim Street, NE1 6QG

**Cardiff** - Friday 25 May, 13:30-16:00 Chapter, Cinema 2, Market Road, Canton, CF5 1QE,

**Birmingham** - Monday 28 May, 13:30-16:00 mac, Cinema, Cannon Hill Park, B12 9QH,

**Glasgow** - Tuesday 29 May, 13:00-15:30, Glasgow Film Theatre, Cinema 2, 12 Rose Street, G3 6RB

**London** - Wednesday 30 May, 10:30-12:30, BFI Southbank, NFT3, Belvedere Road, SE1 8XT

**Manchester** - Thursday 31 May, 13:30-16:00 Cornerhouse, Annex, 70 Oxford Street, M1 5NH

**Belfast** - Friday 1 June, 13:00-15:30 Queen's Film Theatre, Cinema 1, 20 University Square, BT7 1PA

A consultation event aimed at the international film industry will be held at the **Cannes Film Festival** at the UK Film Centre on Monday 21<sup>st</sup> May at 11am -12.30pm.

#### **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)

#### **Notes to Editors**

##### **About the BFI**

The BFI's ambition is 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 filmmakers and audiences