

SUMMARY OF CREATIVE ENGLAND CONSULTATION FEBRUARY 2011

Creative England: A Consultation on Strategic Priorities for Film for 2011/12 is available to download from the Creative England website <http://www.creativeengland.co.uk>.

Creative England has identified three strategic priorities for its film activities in 2011/12, which plans to build on the work of the RSAs

Creative England's Film Strategy - Proposed Strategic Priorities 2011/12

In its first year, Creative England's film strategy will focus on three core priorities for film. These three core priorities have been identified because they address clear areas of market failure, they build on the existing work and achievements of the RSAs and they are consistent with the broad areas which the Government has committed to support at a UK-wide level through the BFI as the new lead strategic body.

It is recognised, of course, that the three identified priorities for the first year may need to change in subsequent years, depending on the outcome of the consultation on film policy to be led by the Government and the BFI later in 2011.

1. **Developing creative talent** - A strategy across England to develop new creative talent and distinctive voices, in conjunction with the BFI, Skillset, Film London and industry partners.
 - a) Create a ladder of progression for strong creative talent
 - b) Invest in films which provide opportunities for new creative talent to develop their voices and showcase their skills to a range of audiences
 - c) Nurture "cross over" opportunities between film and other parts of the creative industries & encourage new creative and entrepreneurial approaches to filmmaking
 - d) Working in partnership with Skillset and other agencies create a programme that incorporates the key elements:
 - A genuinely integrated, nationwide approach to talent development that provides equality of opportunity across all regions.
 - Opportunities tailored to individual need.
 - A clear map of entry and progression routes, which identifies the different gatekeepers and their roles.
 - Training and production opportunities which are co-ordinated with opportunities in the production sector.
 - Individuals provided with support and a protected environment to test their skills; failure is accepted as part of a learning curve.
2. **Nurturing film culture** - A network of cultural programmes delivered at a local level across England, in partnership with the BFI, Arts Council England and other partners, which supports innovative approaches to the exhibition and distribution of film, increases choice and grows audiences. This will include a focus on film heritage, film festivals and increased access to and exploitation of, film archive material.
 - e) In partnership with the BFI to broaden audiences throughout England for film and the moving image, in particular by working with local communities and other partners to ensure the vibrant film festival culture across the Regions is maintained and strengthened.
 - f) In partnership with the BFI and the Screen Heritage UK (SHUK) initiative to increase the accessibility of archive content for the public, and to ensure that cost-efficient ways are developed to preserve, digitise and make publicly accessible our rich moving image heritage throughout the English Regions.
 - g) To work in partnership with the Cinema Exhibitors Association UK Digital Funding Partnership (UKDFP), the Cross Art-form Venues (CAVs) and independent cinemas across the country to help to ensure that the country's independent film exhibition sector (including key cultural venues) is able to maximise the potential benefits of digital delivery.
3. **Helping to maximise inward investment** - A joined up approach to attracting film production and the provision of a nationwide service to support production in partnership with Film London (which will have an expanded remit taking over the Office Of the British Film Commissioner) and UK Trade and Investment (UKTI).

- h) In partnership with Film London and the BFI, deliver a single strategy for the national and international promotion of England as a film location, thus providing a clear and comprehensive offer throughout the country.
- i) Provide a comprehensive production liaison and locations service, managed by each Hub, aimed at production and companies in the UK and overseas, and thereby ensuring England remains an attractive and cost effective place to film.
- j) Manage relationships to ensure that local commitments to film- friendly partnerships are delivered effectively and provide value for money.

Working in partnership with Film London, Creative England will bring together the services currently offered by the individual RSAs. It will provide a coordinated and streamlined service which will ensure that the delivery of support, knowledge and expertise to productions shooting in England, outside London, continues seamlessly. Creative England's Inward Investment and Production Liaison departments will provide a unified national offer, whilst allowing each region to capitalise on its own assets.

In addition, we will:

Develop a marketing strategy to promote the work of Creative England's Inward Investment and Production Liaison departments to publicise its achievements and outputs to national partners. **To raise awareness of the national film and TV industry and its impact on the national economy and workforce.**

Implement an on-line "shop window", as part of Creative England's website, to promote England's locations around the world and to provide information and contact details for local offices. - **To improve access and understanding of the services and locations offered to national and international production.**

Implement a standardised and robust model for tracking productions and recording the value of filming for reporting purposes and benchmarking. **To show the impact on GVA and jobs created from production across England.**

Merge crew databases across each pan-region, as has been successfully proven by the Northern Exposure initiative in the north of England. **To improve the service to productions and support the development of the national supply chain.**

Explore options, where possible, to take the functions of previously established local authority run film offices into the relevant Hub to ensure parity of delivery; or to establish a formal working agreement to provide a collaborative approach. **To improve and unify the service offered across the whole of England.**

Partnership, with a wide range of organisations and companies from across the public and private sectors will be integral to Creative England's work. Similarly, Creative England will be committed to ensuring diversity and reach across all its programmes.

Creative England will focus on **stimulating innovation** across its priorities, responding to the opportunities presented by the digital age.

Effective and efficient delivery of the priorities will be key, thereby ensuring that overheads are minimised and maximising the value of Creative England's activities for the benefit of audiences and the film sector across all the English Regions.

Responses are now invited from the film industry, and can be made online until 31 March 2011 at <http://www.surveymonkey.com/s/creativeenglandfilmconsultation>.

Please read the questions – see below - and prepare your answers before starting the survey

1. **Name rank & Number**
2. **Please include a short statement about your organisation (if you represent one) and how it relates to Creative England's role and activities.**
3. **Do you agree that the strategic priorities are the right ones?**
4. **What comments do you have on the aims and objectives attached to each priority?**
5. **How can Creative England best build upon the work of the Regional Screen Agencies in supporting these priorities?**
6. **What are the key challenges, in addition to funding?**
7. **How can Creative England best ensure that these priorities are delivered in a way that meets the needs of all the English Regions?**
8. **Privacy or not**