

For immediate release

**COLLABORATIVE WORKING ACROSS THE NORTH PUTS NORTHERN FILMGOERS AND FILMMAKERS**

**FRONT AND CENTRE**

* **National Lottery Funding from the BFI has been secured to expand the role of the UK-wide BFI Film Audience Network meaning £730,000 invested in the North of England per year until 2022**
* **Brand new BFI NETWORK talent executives, based across the North will find and support filmmakers**

**Tuesday 30 January 2018:** As part of key changes to the UK-wide **BFI Film Audience Network** (**FAN**), the North of England is set to benefit from a share of over £4 million of National Lottery funding per year until 2022. Delivering on commitments outlined in its five year strategy, BFI2022, changes to FAN build on its success of ensuring the greatest choice of film is available for everyone.

In a brand-new partnership, HOME, Manchester, Showroom Cinema in Sheffield and Tyneside Cinema in Newcastle-upon-Tyne will work collectively to lead **Film Hub North**, improving access to independent film for audiences across the North, by supporting cinemas, venues, local film clubs and film festivals.

Additionally, in a fresh move, the National Lottery funding will see **talent executives** appointed to give support to new filmmaking talent in the North. This is in line with Film Hub North’s ambition to reflect the experiences and voices of the region, by ensuring all aspiring talent across Northern England can access support, as well as benefit from the full scope of funding and training opportunities available to develop careers across the screen industries.

Previously, Film Hub North’s remit extended from the North East to Yorkshire, whilst Film Hub North West Central delivered support for film exhibitors in Manchester and the Midlands. With these changes to the Hub boundaries, the North of England will now benefit from the combined expertise of those who have been instrumental in the successes of HOME, Manchester, the Showroom in Sheffield (original home of Film Hub North) and Tyneside Cinema in Newcastle upon Tyne.

The move also sees the appointment of Sally Folkard, based at HOME Manchester and Anna Kime based at Showroom Sheffield, sharing the Strategic Manager role, responsible for the strategic delivery of the Film Hub North aims in the North of England.

**Holli Keeble**, **Chief Executive of Tyneside Cinema**, said: “We are delighted to be part of the new collective leading Film Hub North alongside our partners in Manchester and Sheffield, developing audiences for independent film in a range of settings across our wider region. Tyneside Cinema is an important hub and resource for the region’s creative industries with a commitment to talent development. We know that by delivering a programme of rich and diverse content and fostering a spirit of openness in our approach, we attract local filmmaking talent, and we look forward to capitalising on that and proactively connecting with all those in our region with a passion for film. By locating the new talent executives in venues like ours, there is a huge opportunity to develop a network of spaces where creativity can truly flourish.”

With a share of over £4million of National Lottery funding per year until 2022, Film Hub North is now the largest geographic area within the BFI FAN and will be instrumental in encouraging greater engagement with independent and British film, with a particular focus on reaching 16-30 year olds.

**Dave Moutrey, Director & Chief Executive, HOME**, commented: “We are delighted to be working with flagship venues Tyneside Cinema and the Showroom Cinema as part of this exciting partnership. The North has always been a place that inspires audiences, and we’ve long been known as excellent collaborators – we understand the importance of working together and supporting each other. There is a lot of talent in the North, and I am excited to see how much this will benefit in even further giving these voices a vital platform.”

As part of its four-year development plan, Film Hub North will not only fund film clubs, film exhibition venues and independent cinemas, but also local film festivals. As well as backing innovative audience development activity, to support creative risk-taking in the region.

**Ian Wild, Chief Executive of Showroom Workstation**

“We are proud to be part of such a diverse network of venues, festivals and film clubs, from flagship independent cinemas, to rural film societies that form part of the cultural fabric of their communities. Challenging film programming and risk-taking are of vital importance to the Film Exhibition sector and it is essential that these are supported, developed and championed and that audiences have access to exciting film content, regardless of location.”

**Ben Roberts**, **Director of the BFI Film Fund**, said: “Central to BFI2022 is the cultivation of a richer diversity of those who are watching and making films in the UK. In BFI FAN we have a thriving network of audiences, curators and filmmakers, reaching across the whole of the UK and through all types of cultural spaces – from multiplexes through to film clubs – so by embedding a mission to develop film talent within it, we can offer an inspiring and inclusive environment where creativity can thrive. Thanks to all our partners who have worked tirelessly with us to build BFI FAN over the past five years, and welcome to our new partners; we are excited by the opportunity to connect more people across the UK with the infinite joy of film.”

**ENDS**

[**https://homemcr.org**](https://homemcr.org)

[**https://showroomworkstation.org.uk**](https://showroomworkstation.org.uk)

[**https://tynesidecinema.co.uk**](https://tynesidecinema.co.uk)

[**http://www.bfi.org.uk/supporting-uk-film/distribution-exhibition-funding/film-audience-network**](http://www.bfi.org.uk/supporting-uk-film/distribution-exhibition-funding/film-audience-network)

**Contact:** Nicky Harrison, Director of PR, CRYSTLSD | nicky@crystlsd.com

**For images**: [click here](https://www.dropbox.com/sh/29npfjwvaf7zsr9/AAAPZG8-dtRWw1LPgjZ-dNRHa?dl=0)

**Editors Notes**

**About Film Hub North (2012-2017)**

**Film Hub North** first launched as part of the BFI 2012-2017 plan to encourage people to build a long-lasting relationship with film in the region. Based out of the Showroom Cinema in Sheffield, Film Hub North supported a network of regional cinemas, cross arts venues, festivals and those working in the exhibition sector. In the same vein, Film Hub North West Central fulfilled the same role on the other side of the country and were based out of HOME, Manchester.

**Film Hub North (2018-2022)**

As part of the British Film Institute’s ongoing development of the UK’s film and screen landscape, 2018 see’s Film Hub North become a collaborative partnership, led collectively by Sheffield Showroom, Manchester’s HOME and Newcastle’s Tyneside Cinema. In addition to its ongoing member support and audience development objectives, Film Hub North now adds talent development to its remit; seeking out and nurturing filmmaking talent in the North of England.

**About Film Hub North (Lead Organisations)**

Since **HOME** opened in Manchester in 2015, visitors have reached 1.8 million.  HOME’s international film programme showcases the very best in contemporary and classic cinema, screening works by artists and filmmakers both established and new. It’s a programme of incredible breadth and diversity, and of regional, national and international significance. [homemcr.org](http://www.homemcr.org/)

**Showroom Cinema** is one of the largest independent cinemas in Europe showing an extensive range of specialized and independent film alongside an education and engagement programme. Opened in 1993, Showroom enjoys partnerships with both of Sheffield’s Universities and hosts a range of festivals throughout the year. It is an internationally significant cultural centre and a treasured independent cinema for the region.

[showroomworkstation.org.uk/cinema/](http://showroomworkstation.org.uk/cinema/)

**Tyneside Cinema** is the North East’s leading specialised cinema and digital arts venue and is located in the heart of Newcastle upon Tyne. Open since 1937 Tyneside Cinema is the last surviving news theatre still operating as a cinema today. It welcomes over 500,000 people every year and its Grade II-listed building has been lovingly restored to preserve and celebrate the grandeur of its original Art Deco design. The Tyneside offers a rich and diverse artistic programme of film, exhibitions and events across film, artist film and film heritage for audiences of all ages and from all walks of life and has a strong commitment to children and young people, delivering a significant and highly regarded learning and participation programme. [tynesidecinema.co.uk](http://www.tynesidecinema.co.uk/)

**About the Film Audience Network**

Established in 2012 to build wider and more diverse UK cinema audiences for British and international film, FAN achieved over **1,600,000**[[1]](#footnote-1) audience admissions from 2013-17, **40%**[[2]](#footnote-2)of which were new audiences.

**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 (see footnotes)
* 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 Josh Berger CBE.

CRYSTLSD is an arts, film and culture marketing agency working with clients in the sector to reach new audiences and develop brands, projects and campaigns. Clients and projects range from international artists and exhibitions, feature films, museums, heritage and performers in the UK and Europe. [www.crystlsd.com](http://www.crystlsd.com)

1. BFI Film Audience Network Final Evaluation, October 2017, by Morris Hargreaves McIntyre [↑](#footnote-ref-1)
2. BFI Film Audience Network Final Evaluation, October 2017, by Morris Hargreaves McIntyre [↑](#footnote-ref-2)