
The background to –

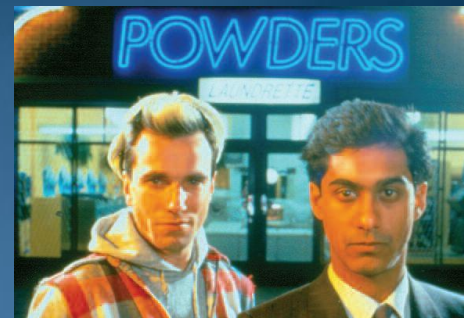
**Stories we tell ourselves - the cultural impact of UK film
1946-2006**

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UK Film Council
Cardiff, 19 July 2010

Overview

- Context – previous work on the economic and cultural value of film
- Why we decided to commission a study on the cultural impact of UK film
- The questions asked and what we hoped to get out of the project



Our first plan – to look at the *economic* value of film culture...

- In 2003-2005, we scoped the idea of a study of the “cultural value of UK film” to complement our previous studies into the economic value of film in the UK.
- How to place a monetary value on UK film culture, to assist government resource allocation decisions?
- We looked at a variety of economic survey methods and the wider valuation literature.
- We consulted with various experts on valuation methods (in the UK and overseas).

In the end we didn't feel confident enough in the economic valuation methods...

- How feasible is it, in principle, to place a monetary value on film culture?
- The economic methods had a number of practical challenges that would be difficult to address successfully (we felt).
- A good piece of research would probably be expensive – beyond our budget – because of the need to reach a representative sample of the population with a quite detailed and tricky questionnaire.

So we moved from thinking about economic value to the cultural *impact* of UK film...

- In 2007, the UK Film Council Board requested a study into the cultural value of UK film, to complement the economic impact studies that had helped persuade government to extend and reform UK film tax relief.
- In writing the brief, and bearing in mind the path described in the previous slides, we decided the best focus for the study would be the cultural *impact* of UK film.
- “Impact” is more qualitative than economic value (though it does not exclude metrics) and it makes no assumption about positivity or negativity, so we thought it a potentially more interesting question to ask.

The brief highlighted several dimensions of potential cultural impact...

- Contribution to understanding and appreciation of the UK's history, culture, diversity and values
- Knowledge and understanding of identity, community and the wider world
- Cultural impact of UK film over an extended period of time, including the part played by film in cultural change in the UK over the last century.
- “Culture” defined broadly, not only as artistic activity, but as “the way we live shared traditions, beliefs and practices.”

What we were looking for....

- A summation of what was already known about the cultural impact of UK film from a wide variety of sources.
- New thinking on the description and measurement of cultural impact.
- A report that would be accessible and interesting to policy makers.

The study team....

- Research carried out by Narval Media (Bertrand Moullier), Media Consulting Group Paris (Alain Modot and Sylvia Angrisani) and Professor Ian Christie (Birkbeck College, London)
- Research conducted during 2008
- Research jointly supervised by UK Film Council and British Film Institute.

Thank you

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A copy of the report can be found at:

http://www.ukfilmcouncil.org.uk/media/pdf/f/i/CIRreport_010709.pdf