



MEMORANDUM OF UNDERSTANDING - February 2006

UK FILM COUNCIL – BBC

Unlocking the power of partnership for Film and Broadcasting

1. Background

The BBC and the UK Film Council represent two of the biggest stakeholders in UK film. We have a shared objective to support film and filmmaking in the UK as articulated in the UK Film Council's *Our Second Three Year Plan (April 2004 to March 2007)* and the BBC's emerging five point film strategy and *Building Public Value*.

The UK Film Council's aim is to stimulate a competitive, successful and vibrant British film industry and culture, and to promote the widest possible enjoyment and understanding of cinema throughout the nations and regions of the UK. Its priorities are fourfold:

- More audience choice.
- Developing and supporting creativity.
- Encouraging public participation and increasing opportunities for learning.
- Promoting the UK in the wider world.

The BBC has a core public purpose defined as "stimulating creativity and cultural excellence", with three key elements: showcasing excellence, fostering creativity and nurturing talent, and promoting engagement and participation in cultural activity¹.

To meet this purpose, specifically for film, the BBC is currently devising a new Film Strategy to guide its activities into the next charter, highlighted by a five point plan of activity²:

1. Increase BBC TV channel support for British films through launch of a new BBC channel strategy for film; including extra commitment to new talent on BBC Three,
2. Increase the proportion of acquisition spend directed to British film for feature films that could play on BBC ONE and TWO. The BBC will aim to invest up to an additional £50 million over the next charter period for this purpose;

¹ DCMS review of the BBC's Royal Charter (Green Paper) March 2005

² All financial commitments are contingent on the BBC receiving a favourable licence fee settlement

3. Help stimulate indigenous British feature film production through a minimum 50% increase to BBC Film's budget;
4. Continue to drive innovation and awareness of film across the BBC's media outlets;
5. With the BBC's partners, continue to support British talent training and development.³

The BBC and the UK Film Council have considered how they could work together more effectively by establishing a partnership to deliver these complementary objectives for the development of film and filmmaking across the UK. This Memorandum of Understanding outlines the scope of the proposed partnership, sets out the goals that both parties wish to achieve, and identifies some specific projects on which the parties will collaborate over the medium term.

2. Aims and principles of the partnership

Recognising shared objectives, the partnership between the BBC and the UK Film Council will be governed in particular by two high-level aims:

- To build enthusiasm and awareness for film, in all its diversity, across the UK, delivering enhanced public value to communities and to individuals as citizens and consumers; and
- To maximise the contribution that film can make to the UK's creative economy and culture.

Creating a robust partnership between our two organisations, for the greater benefit of the film industry and audiences across the UK will assist both parties to deliver to our purposes and objectives. The eight principles underpinning this partnership are:

- To embed audience awareness throughout film development and production
- To share resources and expertise where appropriate
- To utilise existing networks to mutual advantage and benefit
- To seek to work together in an environment of trust and transparency
- To seek integration of related activities where appropriate
- To share knowledge and ideas in order to develop new programmes, initiatives and activities
- To capitalise on the status, experience and credibility of both organisations
- To help develop digital services to the benefit of all UK citizens

3. Duration

The partnership is intended to be ongoing, though with specific timetables in relation to individual projects. The partnership as a whole will be reviewed on a biennial basis to ensure that both parties are satisfied with the partnership and that our shared objectives are being met.

³ When appropriate, the BBC will share its formal film strategy with the UKFC and industry in 2006

4. Scope of the partnership

This Memorandum of Understanding refers to film across all relevant BBC services including:

- BBC TV
- BBC Radio
- BBCi

And, across all UK Film Council funding and policy priorities, including the:

- Production and Development funds
- Distribution and Exhibition Department funds
- British Film Institute (*bfi*)
- UK Film Council/Skillset Film Skills Strategy

Hence, this protocol *inter alia* refers to film:

- Acquisition
- Production⁴
- Transmission/scheduling
- Distribution and promotion

Within this broad scope, the parties will seek ways of collaborating wherever appropriate to deliver greater value, and in particular, the UK Film Council will focus its efforts in raising industry awareness of audience needs. Without prejudice to this generality, we wish to collaborate across a wide range of projects and to that end we have identified the following projects as priorities for collaboration⁵:

- The Digital Screen Network
- UK Film Skills strategy in partnership with Skillset Sector Skills Council
- The Film Network
- Charter for Media Literacy
- Equalities Charter for Film
- Creative Archive Licence Group in partnership with the *bfi*
- First Light and related community access initiatives

⁴ This partnership MOU between the BBC and the UKFC does not cover the BBC's or the UKFC's editorial or financial management

⁵ *KPIs to be agreed for each

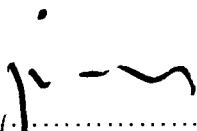
5. Roles and responsibilities

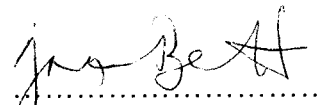
The partnership is sponsored by Alan Yentob and Jana Bennett at the BBC and John Woodward at the UK Film Council. Together, they are responsible for the development and oversight of the partnership.

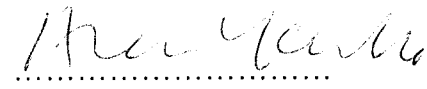
6. Heads of agreement

Both the UK Film Council and the BBC acknowledge that this Memorandum and its schedules comprise heads of agreement which are non-binding in all respects. Individual projects will where appropriate be carried out under mutually agreed signed contractual terms which will set out the aims and structure of each project, the BBC and UK Film Council's respective obligations and liabilities and the circumstances in which a project may be terminated and any applicable redress.

Signed by


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John Woodward
Chief Executive
UK Film Council


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Jana Bennett
Director, Television
BBC


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Alan Yentob
Director, DEC
BBC

22 February 2006