

Championing the creative media industries in the South West

South
West
Screen



Image from *A Time Traveller's Guide to Bristol*, funded by South West Screen under the UK Film Council's DFAF programme
© Barnaby Menage from *Micro-film and World of ArthurCox*

Click [here](#) to go to the *A Time Traveller's Guide to Bristol* website



Foreword from Caroline Norbury

Chief Executive Officer

The last year has seen the creative media sector come under increasing pressure – along with the rest of the economy – as the recession has continued to bite.

This means the sector has had to be more flexible than ever in identifying and exploiting new opportunities. Luckily, that's what creative companies are good at, and, despite the uncertain climate, South West Screen has been privileged to be involved with a number of exciting new developments in 2009/10.

Our 'iFeatures' microbudget filmmaking initiative has energised the local filmmaking community and drawn in talent from across the country, attracting 550 submissions and, through its ever-evolving website, acquiring a life beyond the film projects selected for development.

2009 saw us join forces with UK Trade and Investment to lead a delegation of 20 companies from across the UK to attend the Annecy Animation Festival. We also teamed up with Singapore's Media Development Authority to launch 'Content Across Continents', the first in a planned series of 'digital twinning' projects between Bristol and Singapore.

We have been active in our efforts to reach new audiences. Archive film was given a new lease of life by the UK Film Council's Digital Film Archive Fund, under which £175,000 of Lottery funding was allocated to 15 projects demonstrating innovative ways of bringing archive footage alive for modern audiences. March 2010 saw us catch up with the projects' progress at a truly inspirational event at Dartington Hall, and we were delighted to see the launch of Somerset County Council's Rural Heritage project. For modern film releases, we were excited to be chosen to lead the groundbreaking new Wiltshire and Test Valley rural cinema pilot scheme, 'White Horse Pictures', which will use cutting edge digital technology to bring the latest releases to community audiences.

The South West continues to attract film and television productions to film at our stunning locations. This year we welcomed feature films, *Tamara Drewe* and *Never Let Me Go*, whilst the BBC drama, *Five Daughters*, was one of the first

productions to shoot at The Bottle Yard, our new, dedicated production facility in south Bristol. In the last year alone, through incoming productions we attracted £62 million into the South West in inward investment.

We are optimistic that by enabling local creative talent to access new opportunities and markets, our programmes will help keep our creative businesses at the leading edge of the high-tech, low carbon industries of the future. In turn, we aim to adapt and grow as an agency, offering future support across the entire creative industries sector.

The support of our key partners is vital in enabling us to do this, so as ever our thanks go to the UK Film Council, South West of England Regional Development Agency, Skillset and UK Trade & Investment.

I am also grateful to the team at South West Screen, both staff and Board members, for their unwavering dedication and hard work. I am delighted to welcome our new Chair, Kip Meek, whose fresh perspective, knowledge and experience will doubtless prove invaluable in the years ahead, whilst remaining indebted to our previous Chair Roger Loughton CBE, who has guided us with a sure hand for the past six years.

Finally, I would like to thank all the creative people and companies we continue to work with, whose drive, enthusiasm and ideas make our work both a pleasure and a privilege.

Caroline Norbury
Chief Executive Officer



Never Let Me Go, which filmed in Clevedon, North Somerset
© Twentieth Century Fox Film Corporation



Aardman Animations' Dave Sproton and Nick Park with Elizabeth Dawes and Sophie de Bodisco from UKTI at the SWS/UKTI UK Animation stand at the Anecny Film Market (MIFA)

Who we are

South West Screen is the agency that supports and develops the creative media industries in the South West of England.

One of the Regional Screen Agencies that comprise Screen England, we invest funds from four key partners – the UK Film Council, the South West of England Regional Development Agency, Skillset and UK Trade & Investment (UKTI) – to spot and create opportunities, share knowledge, develop audiences, invest in creative businesses and people, and promote our region as a home for the creative industries to flourish.

Formed in 2002, we are governed by an industry-led board, and our staff are drawn from all aspects of the creative media industries. Our team has a wealth of experience ranging from production to training and business development across the broadcast and digital media industries. We are well placed to comment on industry trends, campaign on the issues that matter and devise support programmes to help our constituents.

Our funders:

- UK Film Council
- South West Regional Development Agency
- Skillset
- UK Trade & Investment (UKTI)

What we do

Our objective is to support local talent, ideas and businesses to keep the creative industries at the forefront of competition on the national and international stage. We want to ensure that as many people as possible have access to a wide range of film, television and digital media content – watching, discussing, making and working in the world of on-screen entertainment.

We work with partners and cluster groups to provide information, training, funding and those vital connections. By investing in creative people and ideas, we aim to support this vibrant and important sector and put it at the centre of Britain's economic growth strategy.

In 2009/10 we invested £1.9 million of funding in supporting creative businesses, film screening ideas, training programmes, archive film projects, talent development programmes and international export initiatives

Click [here](#) to see a clip from *Mother of Many*, the short animation funded by South West Screen under the UK Film Council's 'Digital Shorts' programme, which won this year's BAFTA for best short animation.

Our investment rationale

Underpinning our mission to put our creative media industries centre stage, are our four key objectives.

Objective 1: Sector Development

To build creative people and businesses by backing innovation and supporting the development of a dynamic and sustainable creative media sector.

Objective 2: Influence Policy

To influence public policy and economic strategy securing the conditions that will allow the sector to grow and thrive.

Objective 3: Profile the Region

To promote, champion and heighten the profile of the creative media sector in the South West.

Objective 4: Increase Participation

To widen participation and connect people, ensuring that different communities can access and enjoy opportunities as producers, consumers or contributors.

To achieve these objectives we focus our efforts on:

- Advocacy and Sector Intelligence
- Sector Development
- Widening Participation

This report reflects our investments, achievements and activities in the financial year 2009/10 and provides a summary of our vision for the future development of the creative media industries in the South West.

The BBC drama, *Five Daughters*, was one of the first productions to shoot at our new, dedicated production facility in south Bristol, The Bottle Yard © BBC

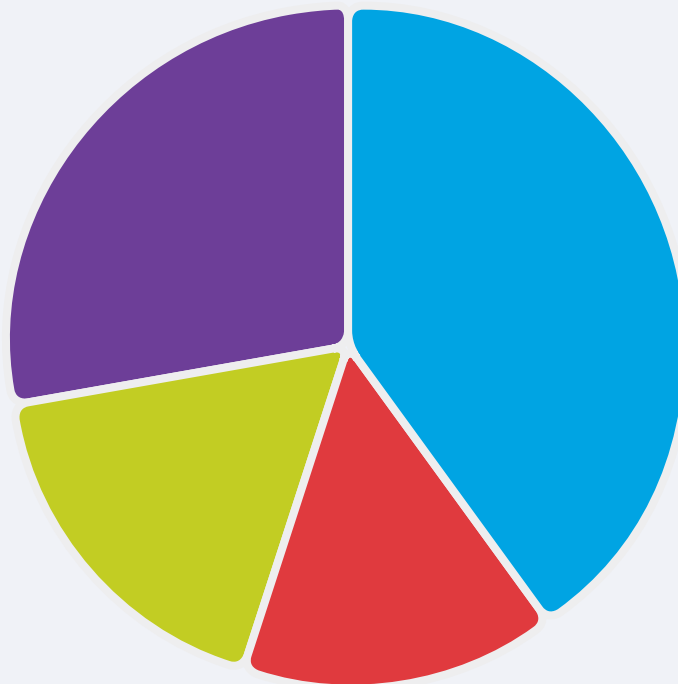
Split of Funds Against Objectives in 2009/10

Objective 1: **£857,573**

Objective 2: **£316,576**

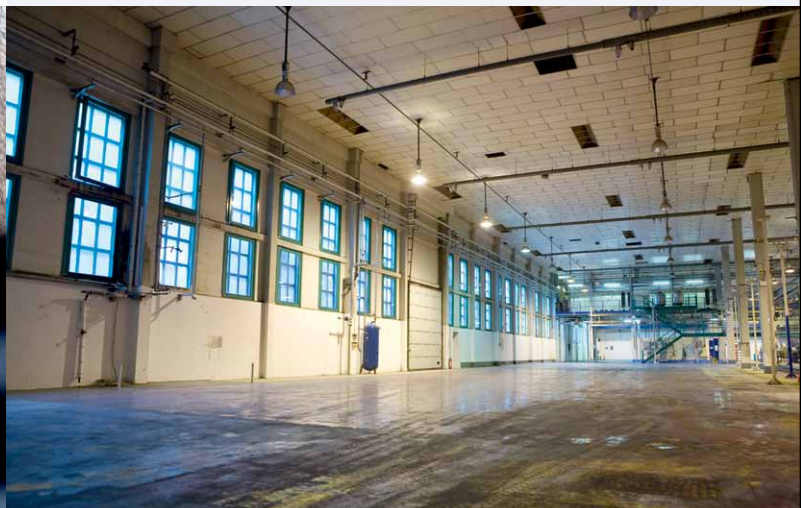
Objective 3: **£368,451**

Objective 4: **£587,257**



- Objective 1: Sector Development
- Objective 2: Influence Policy
- Objective 3: Profile the Region
- Objective 4: Increase Participation

The Bottle Yard, interior



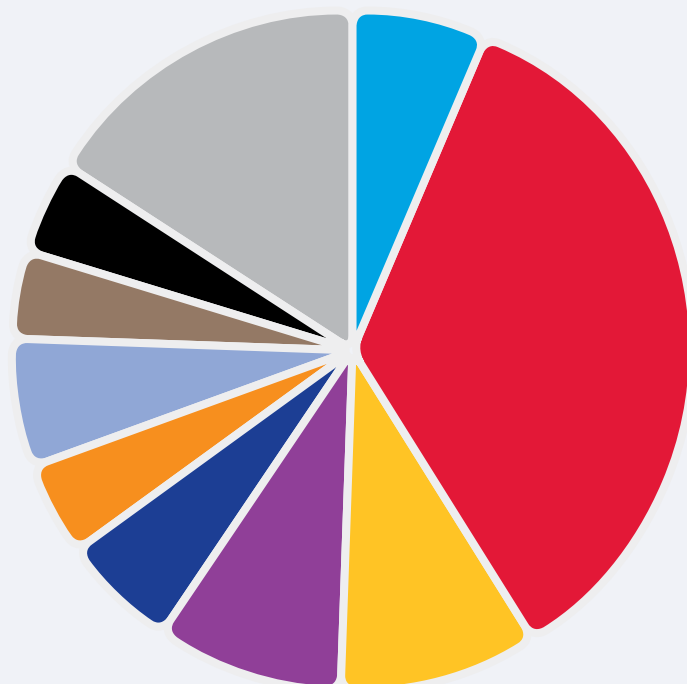
Our investments in 2009/10



Archive	£417,117
Education	£90,417
Exhibition	£265,838
Location Services & Inward Investment	£259,379
Business Development	£390,387
Production & Talent Development	£279,976
Skills Training	£151,593
Other Project Costs	£115,440

Total **£1,970,147**

Investments split across the region



Bath and North East Somerset	£38,400
Bristol	*£199,405
Plymouth	£55,000
Rest of Devon	£50,700
Cornwall	£32,870
Dorset	£25,500
Gloucestershire	£34,400
Somerset	£25,000
Wiltshire	£24,776
Regionwide	£91,300

Total **£577,351**

* includes £100,000 annual grant to Watershed media centre.

2009/10 A year of development

The year in numbers

Our Impact in 2009/10:

We made awards worth **£816,000** and direct investments of **£833,000**

We leveraged over **£4 million** of match funding resulting from our investment

We leveraged inward investment of **£62 million** into the region

We registered **1618** filming days

We registered **360** film enquiries

We created/safeguarded over **150** jobs

Over **125** companies benefited from our financial support

Over **2,000** companies and freelancers benefited from our services

We kept **3,600** people informed through our e-bulletin

We reached **68,000** people through our website



The twelve iFeatures teams selected from 550 entries with Executive Producer, Chris Moll, and Development Executive, Shefali Malhoutra

Highlights of the year



iFeatures set new standards in microbudget filmmaking – each of the three commissioned features will be made on a budget of £300,000

Investing in Industry

South West Screen set a new benchmark in microbudget feature film production in October 2009 with the launch of the iFeatures filmmaking initiative. With support from partners BBC Films, Bristol City Council, Skillset and NESTA, iFeatures took 12 teams through an intensive programme of training and development, from which a final three will receive a budget of £300,000 to make their feature films in Bristol during 2010/2011. For more information on the iFeatures scheme and films, click [here](#).

Following six months of negotiations, South West Screen was commissioned by Bristol City Council and the South West RDA to develop and market The Bottle Yard former bottling factory as the South West's biggest dedicated drama production site and location. The BBC moved in during the autumn to film *Five Daughters* and the site is currently under consideration by other production companies for TV and film drama.

www.thebottleyard.com

South West Screen also secured funding for the future with the signing of the contract to deliver the Creative Industries iNet, a £3.2m programme for innovation, which will run over three years from autumn 2010.

Below: *Flying Blind*, one of the final six iFeatures films © Andrzej Wojciechowski

Right: Mark Leaver and Jonathan Jackson from South West Screen with Dr Christopher Chia from Singapore's Media Development Authority and the winners from the Content Across Continents competition

Going Global

In June 2009, and as part of its remit as an accredited partner administering UK Trade & Investment (UKTI) funding for UK film, TV and digital media companies exhibiting abroad, South West Screen led the UK delegation to the Annecy Animation Festival and Market in France. 20 companies from across the UK representing top British animation talent received funding to attend and exhibit their innovative projects and ideas to the global marketplace.

SWS and UKTI teamed up again in January to take 10 companies to the Realscreen Summit in the States, the most important non-fiction film and television industry event of the year.

In December, in the first of a series of planned partnership projects between Singapore and the South West of England, South West Screen launched 'Content Across Continents', seeking multi-platform content ideas for broadcast.

Through our ongoing work with UKTI and with new partners, the Singapore Media Development Authority, we have supported 43 companies in total in the last year to further their international trade ambitions.





The DFAF-funded North Devon Movie Bus, a collaboration between Vintage Mobile Cinema, the Museum of North Devon & Barnstaple, the North Devon Theatres Trust, the Bill Douglas Centre of Exeter University, the North Devon Festival, and the South West Film and TV Archive (SWFTA)



Mark Thompson, Director General of the BBC, with Bristol City Council's LibDem Leader, Barbara Janke, and Chief Executive, Jan Ormondroyd, at the signing of the Bristol-BBC-Anchor Partnership in October 2009

Film Heritage

A total of fifteen innovative projects received Lottery funding in 2009/10 via South West Screen from the UK Film Council's Digital Film Archive Fund (DFAF), which was set up to increase public access to regional screen heritage. The grants were awarded to schemes which will ensure wider access to screen heritage through a variety of platforms. South West Screen held an event at Dartington Hall on 31st March 2010 to celebrate and share learning from all the DFAF projects in the region. The Dartington Hall Trust showed us how they are bringing to life archive footage of performance from the 1930s; Glastonbury's Liz Leysdon updated on her theatrical length documentary on the history of the legendary Somerset town; World of ArthurCox presented their fantastic project, 'A Time Traveller's Guide to Bristol'; and the brilliantly retro North Devon Movie Bus also made an appearance.

Operating in tandem with the DFAF programme, South West Screen received Government funding in 2009 to invest in the preservation of archive film footage under Screen Heritage UK (SHUK). Working with delivery partners, South West Film and Television Archive (SWFTA) and the Trilith and Dartington Trust, South West Screen will identify and catalogue the region's film archive, ensuring it is preserved for future generations.

Building Partnerships

In October, the BBC chose Bristol for its first ever city partnership, called the Anchor Partnership. South West Screen was one of the five signatories of BBC-Bristol-Anchor, an exciting new collaboration which will underpin a raft of new collaborative initiatives, including the microbudget scheme, iFeatures, which is being supported by BBC Films and Bristol City Council.

Community Engagement

In March 2010, South West Screen was successful in winning the bid to lead a consortium to deliver a touring digital cinema programme to 36 venues in Wiltshire and the Test Valley. Funded by the UK Film Council, the rural cinema pilot scheme – named White Horse Pictures – will bring the latest film releases to communities currently under-served by cinema. www.whitehorsepictures.co.uk

Going Green

In April 2009, South West Screen adopted the new Green Filmmaking Guidelines, adapted from a study produced by Andrew Buchanan and Larry Engel. The Guidelines were launched at a screening of *The Boat That Rocked* in Bristol, which was attended by producer, Hilary Bevan-Jones, who then attended a green-themed Q&A, hosted by SWS board member, Rebecca O'Brien

Awards made

List of Lottery Awards 2009/10

ORGANISATION NAME	PROJECT TITLE	GRANT AMOUNT £
Animated Exeter	Young+Animated PLUS, National Competitions,	20,000
ArthurCox Limited	Careers Day South West Education Forum	30,000
Arts Council England, South West	A Time Traveller's Guide Phase II	2,000
At-Bristol	The Village Screen (Glastonbury Festival Big Screen)	2,000
Awen Productions CIC	Animate It! Drop-in animation workshops	10,000
Azook CIC	The Tre Project (Tre = Cornish word for Home)	10,000
Big Squid Ltd	Home of Innovation: the Holman Years	5,000
Birds Eye View	Clifton Village – The Animated Series	1,000
Bridport Arts Centre	Birds Eye View: South West	1,000
Bristol Cultural Development Partnership	From Page To Screen An Adaptation Film Festival 2nd Year	4,905
Bristol Latino Film Festival	BAC 100 – 100 years of Aviation in the West of England	5,000
Bristol Music Foundation	5th Bristol Latino Film Festival	4,200
Bristol Natural History Consortium	Teenage Rampage	2,000
Bristol Silents	Open air screenings at the Bristol Festival of Nature	7,000
Bristol's Museums, Galleries and Archives	Slapstick Silent Comedy Festival and Tour 2010	6,000
Chagport Filmmaking Group	Bristol With A Crowd	3,500
Coombeshead Community Arts Theatre Trust	The Shared Legends project	2,000
Cornwall Film Festival	View From Here (VFH)	5,000
Create Studios	Cornwall Film Festival: European Focus	5,700
Dorset Film Touring – Moviola	Four by Four Mobile Digital Arts Studio production and exhibition tour	8,500
East Devon Area of Outstanding Natural Beauty	Developing a sustainable business model for Moviola	8,000
Encounters Festivals Ltd	Back to the Future	20,000
Exeter Phoenix	Encounters Short Film Festival: Talent Development and Discovery	3,600
ICCI and University of Plymouth	Two Short Nights: Young Peoples' Media Mash Up	5,000
Ignition Films	IDA 360	2,000
Ignition Films	Turning	2,500
Independent Cinema Office	iFeatures script development	2,000
JUMPcuts	National Film Exhibitor Training 2010	6,000
Likely Story Ltd	Film Academy	2,500
Mosaic Films	iFeatures script development	15,000
Named Person	Britain Recut (South West)	2,000
Named Person	3 Doves	5,000
Named Person	Chumpy Nuts	2,000
Named Person	Script development	5,000
Named Person	Corruption	2,000
Named Person	Feature Film development/script editing	2,500
Named Person	iFeatures script development	2,500
Named Person	iFeatures script development	2,500
Named Person	iFeatures script development	2,500
Named Person	iFeatures script development	2,500
Named Person	iFeatures script development	2,500
Named Person	iFeatures script development	2,500
Named Person	iFeatures script development	2,500
Named Person	iFeatures script development	2,500
Named Person	Holst	3,000
Purbeck Film Charitable Trust	Purbeck Film Festival	5,000
Roaring Girl Productions	Resistance	1,076
Salisbury Arts Centre	ShootOut: The Weekend Film Challenge	21,500
South West Film and Television Archive	Website development	30,000
South West Film and Television Archive	Faces and Places of the South West from the 1960s to the 1980s	2,000
Splice Productions Ltd	SUS Multimedia	1,700
St Just and District Trust Plen Project	Plen-an-Gwary Film Project	5,500
Strata Collective	Soundlines	8,000
Strode College	Glastonbury: A Cultural Legacy	20,000
The Dartington Hall Trust	Between The Moor and The Sea	5,000
The Dartington Hall Trust	Digital Film Archive Fund Show and Tell Day	
The Film Business Academy at	The Film Business Academy/South West Screen	
Sir John Cass Business School, City University	Producer Cohort training programme	10,000
The Little Theatre Cinema	From Out of the Shadows	1,500
The Roses Theatre	Home Is Where The Heart Is	8,000
Third Man Films Ltd	iFeatures script development	2,500
Three Villages Youth Project	Newlyn, Looking In – Looking Out film project	3,870
Tigerlily Films Ltd	iFeatures script development	2,500
University of Plymouth	IDA 360	12,000
Watershed Media Centre	Reimagining the Moving Image for a Multiplatform Digital Environment	100,000

Financial summary

This financial data is an extract from South West Screen's financial statements and includes the Income and Expenditure Account and the Balance Sheet which have been audited by Bishop Fleming and filed at Companies House. The full financial statements should be consulted for a full understanding of the results of South West Screen's activities and of its financial affairs. A copy can be obtained from: Director of Finance and Operations, South West Screen, St. Bartholomews Court, Lewins Mead, Bristol, BS1 5BT.

SOUTH WEST SCREEN COMPANY LIMITED BY GUARANTEE BALANCE SHEET

YEAR ENDED 31 MARCH 2010

	2010	2009
	£	£
FIXED ASSETS		
Tangible assets	17,345	22,190
Investment	1	1
	<u>17,346</u>	<u>22,191</u>
CURRENT ASSETS		
Debtors	807,553	423,347
Cash at bank and in hand	603,021	651,285
	<u>1,410,574</u>	<u>1,074,632</u>
CREDITORS:		
Amounts falling due within one year	980,442	649,343
NET CURRENT ASSETS	430,132	425,289
TOTAL ASSETS LESS CURRENT LIABILITIES	<u>447,478</u>	<u>447,480</u>
RESERVES		
Income and expenditure account	447,478	447,480
MEMBERS' FUNDS	<u>447,478</u>	<u>447,480</u>

Reserves

The Directors have reviewed the company's needs for reserves and have set aside or designated £244,860 to specific project funds to enable investment in projects to be undertaken at short notice and to safeguard the company's service commitment in the event of delays, contractual risks or grant reduction.

The company is entirely dependent on securing funding from year to year which is inevitably subject to fluctuation. Therefore the Directors consider it prudent that there should be unrestricted general reserves which are sufficient:

- to avoid the necessity of realising fixed assets held for the company's use;
- to cover three month's operating costs.

SOUTH WEST SCREEN COMPANY LIMITED BY GUARANTEE INCOME AND EXPENDITURE ACCOUNT

YEAR ENDED 31 MARCH 2010

	2010	2009
	£	£
INCOME	2,008,523	2,262,378
Direct expenses	1,543,005	1,542,912
GROSS SURPLUS	<u>465,518</u>	<u>719,466</u>
Operating expenses	469,442	770,471
OPERATING SURPLUS	<u>(3,924)</u>	<u>(51,005)</u>
Interest receivable	4,964	31,065
SURPLUS ON ORDINARY ACTIVITIES BEFORE TAXATION	<u>(1,040)</u>	<u>(19,940)</u>
Tax on surplus on ordinary activities	1,042	6,524
RETAINED SURPLUS FOR THE FINANCIAL YEAR	<u>(2)</u>	<u>(26,464)</u>
RETAINED SURPLUS BROUGHT FORWARD	447,480	473,944
RETAINED SURPLUS CARRIED FORWARD	<u>447,478</u>	<u>447,480</u>

Unrestricted general funds currently meet that level. The Directors also consider it prudent to have a separate capital replacement reserve of £10,000 to meet unforeseen capital expenditure that cannot be met from annual funding.

The level of reserves is monitored and reviewed by the Directors four times a year.

UNRESTRICTED FUNDS	2010	2009
	£	£
General Fund	192,618	192,618
Project Development Fund	244,860	244,862
Capital Replacement Fund	10,000	10,000
	<u>447,478</u>	<u>447,480</u>



Statement from Kip Meek

Chair of the Board

This is my first statement as Chairman of South West Screen. I hope I can be an effective successor to Roger Laughton – Roger has been a very dedicated and energetic chairman since South West Screen was set up in 2002 and I would like to thank him for his commitment and contribution.

I take on this role during a challenging period. Our two main funders, the Regional Development Agency and the UK Film Council are both being wound up. Despite this, the indications are that the regional screen agencies are seen as performing a very useful function. Nevertheless we are entering a period when forensic scrutiny of public is both inevitable and appropriate. I believe South West Screen can be a worthy recipient of what will be very scarce resources, but we will need to be disciplined and selective about what we take on.

In this context, the past year provides me with reassurance. The agency is working well with the community in the South West. It has become a key partner in Bristol's Anchor Agreement with the BBC – the first of any such city partnership in the UK. It has also strengthened its links with the city's Council, engaging them as a partner on iFeatures, a feature film initiative that, we hope, will put Bristol on the filmmaking map. The agency has also been active internationally, collaborating with the Singapore government on a digital twinning programme, Multiplatform Content Across Continents.

South West Screen has also continued to demonstrate its commitment to promoting access to on-screen entertainment for audiences and providing support for the region's many creative businesses. Both objectives received a boost in the last year as a South West Screen-led consortium won the commission to introduce the UK Film Council's Rural Touring Cinema project in Wiltshire. South West Screen was also selected as the lead delivery partner for the roll-out of the new Creative Industry Network for Innovation support programme (iNets).

It is a privilege to join an organisation which is working hard to help the region overcome the difficulties the recession has brought. I look forward to working with my new colleagues over the coming years and thank Caroline Norbury, her team and my new fellow Board members for their hard work so far.

Kip Meek

Chair of the Board



Logo for White Horse Pictures, the UK Film Council-funded rural cinema pilot scheme, due to roll out in Wiltshire and the Test Valley in 2010



To keep up to date with developments across the South West's creative media industries, visit our website and subscribe to our e-bulletin to have weekly news delivered direct to your inbox.

South West Screen
St Bartholomews Court,
Lewins Mead, Bristol, BS1 5BT
Tel: +44 (0)117 952 9977
Email: info@swscreen.co.uk

www.swscreen.co.uk

Thanks:

We are indebted to our hard working team of staff, and our Board of industry experts for their continued guidance and expertise.

For full biographies of all our current staff and board members, please see our website www.swscreen.co.uk

Thanks to our primary funders for their continued support: the UK Film Council, the South West of England Regional Development Agency and Skillset, UK Trade & Investment (UKTI)

Partnership working and networks are integral to our mode of working and to the future success of our creative media industries. We work with a range of partners across the region and beyond and thank them all for their support this year – you know who you are.

Above: *Tamara Drewe* © Ruby Films, one of the productions assisted by South West Screen's locations department

Designed by Qube Design Associates Ltd: www.qubedesign.com

