

# NEW DIRECTIONS

CREATIVE BRIEF

MAY 2021



## **NEW DIRECTIONS – CREATIVE BRIEF**

New Directions is a programme supporting archive film events and repertory feature screenings which retrace and re-examine the historic steps that have brought the UK to its current political and cultural crossroads.

Taking place from **July-November 2021**, New Directions will support film screenings that explore pivotal moments of modern history where the people of the UK have sought to break with the past, change direction or embark on new journeys. New Directions will support ambitious collaborations between exhibitors and archives that showcase screen heritage material and invite audiences to reconsider contemporary issues through archive film.

## **WHAT IS NEW DIRECTIONS?**

New Directions is the next instalment of Changing Times: a multi-year programme of screen heritage events exploring a century of social change as documented by the UK's public film and television archives.

Changing Times provides members of the BFI Film Audience Network (FAN) with funding to explore film history for new stories and to reframe established narratives through experimental events. These screenings make archive film more relevant and accessible to contemporary audiences; using hidden, forgotten or dormant images of the past to illuminate the here and now.

First launched in January 2020, New Directions was paused in March 2020 due to Covid-19. At that time, the UK was already at a complex crossroads moment, both politically and culturally as it negotiated a new geo-political position in the world.

The intervening months have only amplified these complexities, whilst also bringing about unexpected changes to daily life and reigniting long-standing debates about the UK both in the past and the present.

The Covid-19 pandemic has changed the country's collective understanding of many aspects of everyday life - from the nature of work, travel and education, to our sense of individual freedom and community solidarity. Amidst these changes, resources like the National Health Service have gained even greater significance in the public consciousness as we work to protect and preserve the essential parts of our social fabric. Archive film has chronicled our evolving attitudes to working, domestic and public life for over a century, and can now play an important role in helping us understand the changes facing us.

At the same time, the rise of the Black Lives Matter movement in 2020 has highlighted ongoing racial injustices globally and in the UK. Britain's colonial legacy is once again in the spotlight and these conversations can be given vital historical context through the archive.

And the UK has now left the European Union - a significant shift that will have a profound impact on our country's and communities' sense of direction, identity and place in the world. The UK's archive collections offer various avenues to reflect on the UK's relationship with Europe and our sense of national and local identity.

All of these changes will shape national life for years to come. As we envision what a "new normal" might look like, New Directions presents an opportunity to take stock, reflect on such pivotal moments and consider the future using images and insights from the past.

## WHAT ARE WE LOOKING FOR?

New Directions will support events that make archive film come alive in unique and unexpected ways for contemporary audiences. Our preference is to support in-person events, but funding will be available for hybrid programmes combining in-person and online activity where this is appropriate.

Supported projects should aim to develop new audiences for screen heritage material and to find stories within the archive that are unfamiliar, under-appreciated or of particular importance to people today. Projects should be committed to authentically engaging with the various communities represented on screen, delivering accessible and inclusive events, and developing a new generation of archive film fans aged 16-30.



## GET INSPIRED

Film history and the material in the UK's public film and television archives provides a wealth of programming options in response to the theme of New Directions. Exhibitors are encouraged to explore their own curatorial interests and to develop archive events that speak to their audiences and communities.

Some example topics that might inspire your New Directions project are provided on the following pages. These cover moments of historic change that have impacted the UK at a national, regional and local level.

Also included are some suggestions for recommended viewing to kick-start your project research. These are drawn from the numerous collections of archive film available to watch online for free via BFI Player.

- The **UK's geopolitical journey** from the end of the Empire to its changing relationship with Europe.

*Recommended research: [Commonwealth Tales](#), [Never Mind the Ballots](#), [the European Union](#).*

- The human stories behind **major domestic projects** such as the welfare state and the founding of the NHS.

*Recommended research: [Spotlight on Key Workers](#), [NHS on Film](#), [Public Information Films](#).*

- Stories of immigration and the **UK's diverse communities**.

*Recommended research: [Before Windrush](#), [Black Britain on Film](#), [Chinese Britain on Film](#), [Jewish Britain on Film](#), [South Asian Britain on Film](#).*

- Changes in **regional and national identity**, town planning and public infrastructure.

*Recommended research: [Garden Cities & New Towns](#), [Out of the Rubble](#), [Train to the Future](#).*

- The rise of **social justice, rights and equality movements** - from organising labour to the campaign for LGBT rights and beyond.

*Recommended research: [LGBT Britain](#), [Suffragettes on Film](#).*

Archive films on an array of relevant subjects can be found by exploring [BFI Player's free collections](#) further - try searching through various locations, topics and keywords to dive deeper into the archive and find the films that interest you.

If you want to source material that features your part of the UK, [get in touch](#) with your local national or regional film archive. Their expert curators will be able to advise what material is available and how you might use local interest films to develop a New Directions project.

A curated list of UK feature films that respond to the New Directions theme will be released shortly to support exhibitors who are exploring film history as part of their project.

## HOW TO GET INVOLVED

The Engagement Fund will support exhibitors to forge collaborations with the UK's Regional and National Film Archives, and to develop repertory film programmes inspired by the theme of New Directions.

There are two levels of support available through the Engagement Fund, depending on the scope of the planned project.

**1. Support for one-off events and venue-based projects.** *Apply for up to £10k.*

**2. Support for national or large-scale touring commissions involving multiple venues.** *Apply for up to £15k.*

For more information on the funding available, please download the [Engagement Fund Guidelines](#).

And for advice on developing archive film projects and examples of work previously supported through Changing Times, take a look at our [Screen Heritage Best Practice Guide \[pdf\]](#).

## CONTACT

*New Directions* is managed by Film Hub North on behalf of FAN. Get in touch with Screen Heritage Producer Andy Robson to express your interest in taking part, talk about the programme, discuss your ideas and raise any queries.

**Andy Robson, Screen Heritage Producer**  
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## REGIONAL AND NATIONAL FILM ARCHIVES

Get in touch with your local archive:

- [BFI National Archive](#)
- [The Box](#)
- [East Anglian Film Archive](#)
- [London's Screen Archives](#)
- [Media Archive for Central England](#)
- [The National Library of Scotland Moving Image Archive](#)
- [The National Screen and Sound Archive of Wales](#)
- [North East Film Archive](#)
- [North West Film Archive](#)
- [Northern Ireland Screen](#)
- [Screen Archive South East](#)
- [Wessex Film and Sound Archive](#)
- [Yorkshire Film Archive](#)

Images: Margate Film Festival (Daisy West), Sea/Film - Shifting Sands, *Britain Joins the EEC* (1973).