



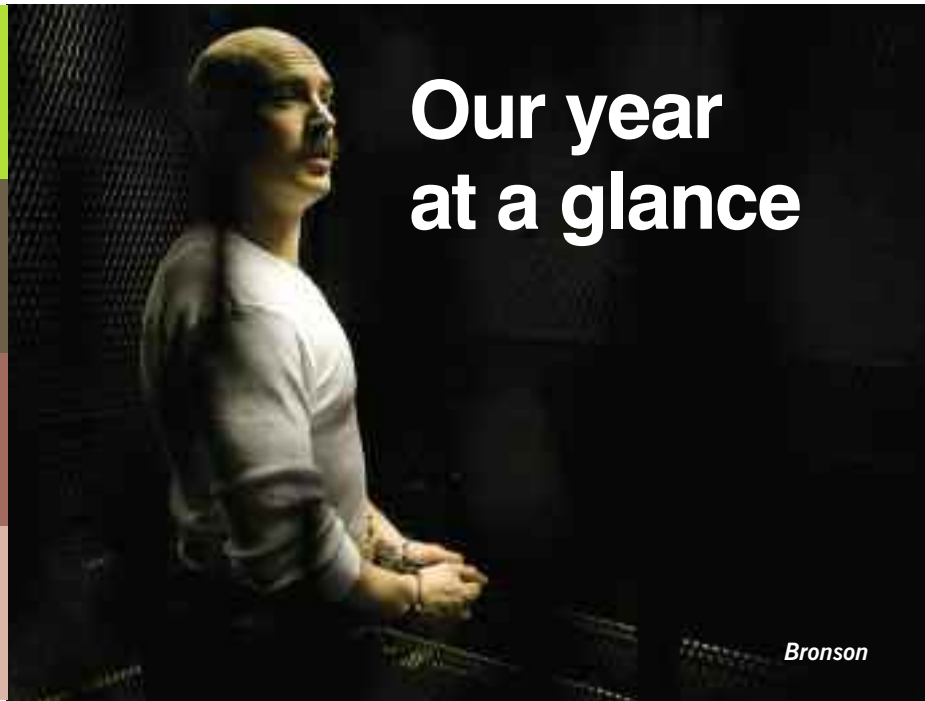
Placing media at the heart of the creative economy



Local Talent | Global Reach
Review 2008/09



Our year at a glance



Bronson



Big Things

April 2008

Presentation on media industry to media teachers and students, Broadway Cinema, Nottingham

Launch of East Midlands Cultural Olympiad, Loughborough University

Presentation to delegation of Chinese investors, Nottingham

Shooting: **A Boatload of Wild Irishmen**, Lincolnshire (Bright Spark Studios)

May

Careers fair, University of Lincoln

Shooting: **The Damned United** (Left Bank Pictures), Derbyshire

Cannes International Film Festival:

World premiere of **Better Things**

Lunch reception hosted by EM Media and Minister for the East Midlands, Phil Hope MP

Market screenings of **Hush**, **A Complete History of My Sexual Failures**, **Summer**

Networking event for exhibitors, sales agents and distributors

Warp X expert panel on filmmaking and distribution

June

Shooting: **Bunny & the Bull** (Warp X), Nottinghamshire; **Spinning Down The Derwent** (Maypole Productions), Derbyshire

Edinburgh International Film Festival:

World premieres of **Summer**, **Mum & Dad**, **Crack Willow**

UK premieres of **A Complete History of My Sexual Failures**, **Better Things**, **Donkey Punch**

East Midlands in Edinburgh reception to showcase regional talent

Warp X expert panel on filmmaking and distribution

July

DAFTA awards for young filmmakers, Derbyshire (Chesterfield Cineworld)

EM Media and BAFTA present, **In Conversation with Paddy Considine**, Broadway Cinema, Nottingham

August

Set visit to **Bunny & the Bull** for French journalists, Nottingham

Screening of **Big Things** at Broadway Cinema, Nottingham

Cast and crew screening of EM Media's DV Shorts, Broadway Cinema, Nottingham

September

EM Media's Talent Network: Producer Forum event, Leicester

Shooting: **2D4** (Warp X), Derbyshire; **A Boy Called Dad** (Made Up North Productions), Nottinghamshire

October

QUAD launch, Derby

Preview screening of **Summer** plus Q&A with writer **Hugh Ellis** at QUAD, Derby

Film Distributors Association Cinema Days event, Leicester

Shooting: **Dig Your Own Grave** (Bang!), Nottinghamshire

Mayhem Horror Film Festival, Nottingham:

Hush screening and reception with director **Mark Tonderai**

Mum & Dad screening and reception with director **Steven Sheil**

The Times BFI London Film Festival:

Better Things screening and reception

World premiere of **Bronson** plus reception

Rome Film Festival:

European premiere of **Summer** (Alice in the City selection)



Goth Cruise



Bunny & the Bull

November

Press screenings of **Goth Cruise** at Broadway Cinema, Nottingham and Phoenix, Leicester

Regional premiere of **Goth Cruise** at Broadway Cinema, Nottingham plus reception and Q&A with director **Jeanie Finlay**

EM Media's Talent Network: Producer Forum event, Nottingham

India/UK film co-production treaty workshops, Goa and Chennai, India

Sheffield International Documentary Festival screening of **Goth Cruise** and networking events

Encounters Short Film Festival, Bristol

Career fair, University of Lincoln

Shooting: **Pelican Blood** (Ecosse Films), Nottinghamshire; **Skeletons** (Forward Films), Derbyshire; **The Unloved** (Revolution Films), Nottinghamshire

December

East Midlands Gala screening of **Summer**, Broadway Cinema, Nottingham and Q&A with **Robert Carlyle**, **Hugh Ellis** and **Kenny Glennaan**

January 2009

BAFTA visit the region

EM Media's Talent Network: Producer Forum event, Leicester

Launch event for the East Midlands pilot of **Film: 21st Century Literacy** National Education Strategy, QUAD, Derby

Joint Westminster eForum & Westminster Media Forum keynote seminar: Digital Britain, London



Paddy Considine

February

BAFTA Awards Ceremony, London

EM Media's Talent Network: Media Junction event, Derby

Shooting: **Harry Potter 7** (Warner Bros), Nottinghamshire; **Cast Offs** (Eleven Film Ltd for Channel 4), Nottinghamshire



Summer

March

Writers' Day, De Montfort University, Leicester (part of EM Media Talent Network series)

East Midlands Gala screening of **Bronson** at Broadway Cinema, Nottingham plus reception and Q&A with **Nicolas Winding Refn** and **Rupert Preston**



She, A Chinese

Welcome • Lisa Opie • Chair of the board, EM Media

The East Midlands is a region rich in creative talent and EM Media has helped to build that talent into a dynamic and vibrant creative community whose content has global impact. We have developed, advised, praised, re-directed and supported many talented people in the East Midlands as they strive to make the films, games, TV and interactive content that they want to make. By recognising and nurturing these individuals and companies EM Media has helped them grow and from so many small beginnings we have helped build success.



I am delighted to join EM Media as its new Chair at an exciting and challenging time in the company's development and look forward to working with the team to continue to build the creative economy in the East Midlands.

Foreword • Debbie Williams • Chief Executive, EM Media

Set against the prevailing and challenging economic climate, 2008/09 was an impressive year of achievement for the region's film and digital content sector and the theme of our review, Local Talent | Global Reach, captures the impact of the quality content 'Made in the East Midlands', available to audiences and consumers worldwide.



EM Media's £1.4m investment in the region's film and digital content sector leveraged a substantial £8.1m in partnership finance. Six of our eight feature film investments were by first time directors and you can read about the journey taken by one of these directors Samantha Morton, perhaps best known as an outstanding British acting talent, on page six.

Since 2006, on average, over 20% of all UK domestic feature films were filmed, or produced, in the East Midlands. This year we saw a 6% increase in shooting days, generating 898 jobs for skilled crew and £16m in inward investment; clear endorsements of the strength and depth of the region's technical and creative talent.

As EM Media's investment portfolio continues to grow so does the global reach of the content produced. Pages 20 and 21 graphically illustrate the new markets and territories we have opened up in the year.

EM Media supports innovation not only in content production and development but also in audience and market development. Twenty cinemas working in partnership for the benefit of audiences across the East Midlands is nationally, if not internationally, significant and the part played by the consortium of venues, Phoenix, Broadway and QUAD (PBQ) alongside EM Media in revolutionising the opportunities for audiences is worthy of the spotlight in this review. Read about PBQ on pages 17 to 19.

Industry and sector growth is cyclical. This review captures the inspiring combination of successful 'completions' (the EMMI £6m Investment Fund) and the excitement of 'new beginnings', for talent and projects in their early growth stages, poised to make their mark in the global marketplace.

EM Media approaches the end of 2009 having secured further finance from the East Midlands Development Agency to continue investing in the region's talent. The new year will bring further change and key challenges. We are confident in the resilience of the film and digital content sector and are ready to play our part in ensuring that local stories with universal appeal continue to achieve global reach in years to come.

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Film

Local Talent | Global Reach

EM Media's aims:

Talent Development

Identifying and supporting the ambitions of the region's talent pool

Audiences and Markets

Developing the range of markets, audiences and opportunities for consumption of digital product and encouraging engagement with media as a tool for learning

Business

Utilising key business functions and practices to shape our business and to inform and invest in film and media businesses

76 investments in film projects with budgets totalling **£8.1m**

Eight films co-financed, **six** by first time directors

£16m inward investment

East Midlands' films seen in over 35 countries worldwide

18% of UK domestic features were filmed or produced in the East Midlands

898 crew jobs created

1,035 training days created

Samantha Morton comes home |



Molly Windsor - *The Unloved*

*In November 2008 EM Media co-financed the ground-breaking directorial debut of OSCAR® and Golden Globe® nominated actress Samantha Morton. Putting her acting career on hold, she returned to her home city of Nottingham to direct *The Unloved*, a powerful single drama for Channel 4 that gave an intimate child's eye view of life in a children's home. Broadcast as part of Channel 4's *Forgotten Children* season, *The Unloved* was well received by audiences and critics alike. The "hauntingly beautiful" film is now being screened to cinema audiences at film festivals across the world.*

The origins

Samantha explains the lifespan of the project and how it came to be, *"When I was 16 years old and attending The Television Workshop in Nottingham, Ian Smith, who runs the workshop asked our drama group if we had anything we felt passionate about and wanted to turn into a piece of theatre. I stuck my hand up and said that I wanted to make a play about my situation and where I lived (in a residential children's home). So we quickly started to devise a play.*

We started to create characters loosely based on the people I had encountered in children's homes.

I got totally carried away and started bossing everyone around immediately! I wrote a song, started writing and directing scenes and we performed the play over a couple of nights. It was like a very different but early version of the film."

The Unloved

Local Talent | Global Reach



Lauren Socha - *The Unloved*



The finance

EM Media invested £250,000 of European Regional Development Fund finance into production of *The Unloved*.

Casting

The production cast an ensemble of fantastic acting talent from Nottingham, including actors from *The Television Workshop* (supported by EM Media), where Samantha trained in the 1980s and of which she is patron. Molly Windsor and Lauren Socha took lead roles in *The Unloved* alongside acclaimed actors; Robert Carlyle (*Summer*), Susan Lynch (*Elizabeth: The Golden Age*) and Craig Parkinson (*Control*).

Lauren Socha and Michael Socha both previously worked with Robert Carlyle in the EM Media co-financed feature film *Summer*.

The shoot: November – December 2008

The film shot entirely in Nottingham and again Samantha explains why that was so important to the story, “Originally I felt it had to be Nottingham but then I started spending time in other cities like Newcastle, Glasgow and around London and I realised that this child’s story could belong to any city and even in America. But it came back to making a film about the world you know and every location (apart from Crop Row) in *The Unloved* is based on a personal memory. I knew every road, bus stop and shopping centre... had sat on that bank. It was all from my childhood.”

Kate Ogborn, who produced *The Unloved* for Revolution Films, worked with EM Media’s Location Services team on sourcing and securing filming agreements for the locations used. Kate describes Nottingham as “an incredibly cinematic city, and a much underused one. Nottingham is a great city to work in, there’s a lot of talent and the story of *The Unloved* had always belonged to Nottingham.”

Broadcast / Sunday 17 May

The Unloved screened as part of Channel 4’s *Britain’s Forgotten Children* season and averaged 2.3m viewers and a 9.4% share of the available audience. This was the highest audience of any of the programmes in the season.



Update:

The Unloved received its North American Premiere at Toronto International Film Festival in September 2009. Samantha Morton joined other film and TV professionals to back a campaign entitled *Help Give Them A Voice* to help recruit social workers which launched in early September. See EM Media’s website for more details on subsequent sales and release plans for *The Unloved*: www.em-media.org.uk

Critics’ reactions:



“It wasn’t just its purity of motive that made it an admirable piece of television but the solid assurance of Morton’s direction and a remarkable central performance from Molly Windsor as Lucy.”

Tom Sutcliffe



“*The Unloved* was riveting.”

Michael Deacon



“Molly Windsor gave an outstandingly mature, natural performance.”

Andrew Billen



“Everything about *The Unloved* added to this power: Morton’s input, Tony Grisoni’s script, some hauntingly beautiful filming, the realness of the characters (they aren’t merely good or bad, but have all the complexities and contradictions of real people), and some amazing performances.”

Sam Wollaston

Ecosse Films change direction | *Pelican Blood*

Ecosse Films is one of the country's best known production companies, having produced large scale and universally successful period dramas such as Brideshead Revisited and Mrs Brown. In 2008 the company took a new direction and made their 'passion project' Pelican Blood, the story of Nikko, a funny but left-of-centre young man who following a disastrous break up with his girlfriend, Stevie, throws all his energy into his hobby: birdwatching.



Pelican Blood

The origins

Ecosse successfully applied to EM Media for production finance and the film shot at locations across the East Midlands in late 2008. *Pelican Blood* is due for international release in 2010.

Robert Bernstein, the film's producer, explains how the project came to fruition, "We came across Cris Freddi's powerful, visceral novel right at the point when Ecosse was looking to broaden the range of films we were making. We saw right away the potential for a transgressive, cool, and unique film. Plus it was a million miles away from anything we'd attempted in the past, which was appealing. Financing though was tricky for such a singular concept and such difficult material. EM Media absolutely saw the potential of the script and the creative elements we'd attached. What worried some excited EM Media: they knew the film we wanted to make would be powerful, but also funny, hip, and in the end life-affirming. So they got on board and stayed on board, and this really did make all the difference in terms of getting the film made."

Pelican Blood filmed for four weeks in the East Midlands and one in London. Karl Golden, director of *Pelican Blood* comments on the shoot, "The rural locations in the East Midlands were a real gift to the production because of the huge diversity available - from the Peak District to Nottinghamshire to the extraordinary Rutland Water in Leicestershire."

Fact:

EM Media invested £250,000 of European Regional Development Fund finance in the production of Pelican Blood.

A welcome return to the East Midlands

Pelican Blood is the third EM Media co-financed film to feature actor Harry Treadaway. In *Control*, Harry played Joy Division drummer Stephen Morris alongside Sam Riley's famed Ian Curtis. *Control* won the 2007 Michael Powell Award for Best British Feature Film, an accolade awarded in 2006 to feature film *Brothers of the Head* in which Harry starred alongside sibling Luke as the titular brothers.

Six degrees of The Television Workshop

Control featured Workshop Patron Samantha Morton as Deborah Curtis. Morton cast Robert Carlyle and Workshop members Michael and Lauren Socha in *The Unloved*. Michael and sister Lauren featured in *Summer* in 2008 alongside Robert Carlyle. *Control* also starred ex-workshop member Toby Kebbell who starred with Paddy Considine in *Dead Man's Shoes* (2005). Considine co-wrote *Dead Man's Shoes* with Shane Meadows who cast *This Is England* with actors from *The Television Workshop*.



Harry Treadaway and Debbie Williams at the Edinburgh International Film Festival 2009

From shorts to feature to world premiere | *A Boy Called Dad*

In 2008 EM Media co-financed the production of A Boy Called Dad, the first feature from Derbyshire production company Made Up North Productions. An emotionally stirring coming of age drama about fatherhood, A Boy Called Dad marked the acting debut of Kyle Ward and the feature film debut of director Brian Percival. The film delighted audiences when it received its world premiere at the 2009 Edinburgh International Film Festival.

The origins

In 2002 *About a Girl*, director Brian Percival's first short film, written by his partner Julie Rutterford, won a BAFTA. Buoyed by this success the pair were keen to develop a feature film idea exploring the issues surrounding teenage pregnancy. Brian and Julie wanted to tackle the issues from the father's perspective rather than the more commonly explored mother's point of view, and create a film with integrity, which was honest and truthful.

Brian and Julie were looking for a suitable production company to work with and were recommended by a film industry contact to approach Made Up North Productions, based in Derbyshire. Producers Mike Knowles and Stacey Murray subsequently got on board and continued to develop the project with Brian and Julie, along with financial support from EM Media.

"A Boy Called Dad is a moving yet funny story that touches anyone who has ever been a child or a parent! Brian is an incredibly visual director and it is a wonderful experience to work with such talented crews and such wonderful locations. The support of EM Media over the last two years in developing this project and financing it has been invaluable." Mike Knowles

On location

The five week shoot aimed to film as close to its Nottingham production base as possible and location manager Richard Knight describes the hunt for one particular scene where the main lead Robbie arrives at the entrance to a ferry terminal:

"There are no large ferry ports in the East Midlands and the nearest suitable option was Hull." Richard commented *"As Hull isn't in the East Midlands and it's a long way to travel for just one scene, the hunt was on to find a suitable location in the Nottingham area."*

"My colleague Vicky Chapman noted the incredible similarity between the Hull terminal and the entrance to the Boots PLC site in Nottingham. If anything the location looked even more cinematic than the real thing! Vicky contacted the Boots press office, explained the rather unusual enquiry and after a brief site visit, and support from EM Media's Location Services, we were given the go-ahead to film."

"All credit must go to Boots for kindly allowing us to film - it is exactly this sort of friendly, positive reception from local businesses and local people which makes filming in Nottingham such a pleasure."

Facts:

EM Media invested £7,000 of Lottery finance in development, £250,000 of European Regional Development Fund finance in production, and £10,000 of Lottery finance to support the placement of four trainees on the production.



Kyle Ward as Robbie in *A Boy Called Dad*



Boots PLC aka Holyhead ferry terminal



Update:

A Boy Called Dad received its world premiere at the Edinburgh International Film Festival in 2009 and newcomer Kyle Ward received a Skillset Trailblazer Award for his performance.

Ian Hart as Joe, Robbies' dad in *A Boy Called Dad*

Successful partnerships make ambitions reality | *Crying With Laughter* and *Skeletons*

Crying With Laughter

During 2007, EM Media organised a Familiarisation Trip to showcase the region's facilities, locations and film producing talent to national and international film producers. The trip included a networking evening in Nottingham, which brought together visiting producers and regional producers.

It was at this event that Glasgow's Synchronicity Films (Justin Molotnikov and Claire Mundell) and Nottingham's Wellington Films (Rachel Robey and Alastair Clark) first met. They started a conversation on low budget production that continued over a number of months and eventually led to the co-production of *Crying With Laughter*, a directorial debut for Justin Molotnikov, which would receive its world premiere at the Edinburgh International Film Festival 2009.

Crying With Laughter is the fourth feature film produced by Wellington Films. Their previous feature film *Better Things* premiered to great acclaim during the 2008 Cannes Film Festival and is still making waves on the international festival circuit.



Left to right: Alastair Clark, Claire Mundell, Rachel Robey and Justin Molotnikov

Keep up with the next stages of the *Crying With Laughter* journey at: www.cryingwithlaughter.co.uk and via Facebook and Twitter

Facts:

EM Media invested £145,000 of European Regional Development Fund finance and £15,000 of Lottery finance in the production of *Crying With Laughter*, £9,578 of Lottery finance to support the placements of five regional trainees on the production and £1,886 of Lottery finance for marketing and festival support and promotion.



Crying With Laughter

Back in 2006/07 EM Media and Scottish Screen co-financed *Dog Altogether*, the BAFTA winning short film from Paddy Considine. The two agencies partnered again in 2007/08, co-financing *Summer*, the acclaimed feature film from Kenny Glenaan. EM Media and Scottish Screen continued their collaboration in 2008/09 providing development and production finance for two very different feature films, one furthered the international journey of Nottingham production company Wellington Films, while the other enabled a Derbyshire filmmaker to make his first feature.

Skeletons

Written and directed by Derbyshire filmmaker Nick Whitfield, ***Skeletons*** is a surrealist comedy about two travelling salesmen in the business of cleaning skeletons out of people's closets. Co-financed by EM Media and Scottish Screen, the production filmed in late 2008 and marked the feature film debut of its director.

The origins

Nick successfully applied to EM Media's DV Shorts scheme in 2006/07 to develop and direct a project called ***Rebecca***. His completed film was both creative and assured, highlighting Nick as a new writing and directing talent. The film went on to impress audiences and critics alike on the global festival circuit.

EM Media's involvement in Nick's development continued as production company Forward Films received investment from EM Media to develop Nick's debut feature idea. After many script iterations and numerous meetings ***Skeletons*** secured finance from EM Media and Scottish Screen to go into production.

Skeletons was filmed in Nick's home county of Derbyshire and featured his ***Rebecca*** stars Ed Gaughan and Andrew Buckley alongside Jason Issacs (Lucius Malfoy in the ***Harry Potter*** films).

In profile | Nick Whitfield

What was your experience and work prior to EM Media's DV Shorts scheme?

I've got 15 to 20 years experience of working as an actor and writer, mainly in the theatre. I've had several screenplay commissions but nothing was made, however I did write and direct a self-financed short film.

What did you learn from your involvement in the DV Shorts scheme?

It was very good for me at the stage I was at and helped to progress my career; being at the Edinburgh Film Festival certainly put me on people's radars. Like any scheme, the benefits are dictated by what you make of the opportunity. It's no guarantee of anything, but it is a chance for filmmakers to show what they can do.

What advice would you give to filmmakers who have completed a handful of shorts and want to move into features?

Develop a script then rewrite, rewrite, rewrite. Good screenplays seem to be in short supply. Work with a good, creative producer, someone who is passionate about your work and will be a good sounding board and make sure you're telling the story you want to tell, because you're going to have to live with it for a long time.

Read more about EM Media's DV Shorts scheme and the talent progression of its participants on page 15.



Update:

Skeletons is currently in post production

Skeletons

Facts:

*EM Media invested £20,000 of Lottery finance in the development of *Skeletons*, £160,000 of European Regional Development Fund finance in the production of *Skeletons* and £9,661 of Lottery finance to support the placements of five regional trainees on the production.*

Local Talent | Global Reach

An international journey to the end of the room | *Bunny & the Bull*

Back in 2007 EM Media became a partner in the first development slate of Warp X, an initiative designed to re-tox British Cinema by producing distinctive, quality, low budget, commercially and internationally successful British feature films. The first two films, A Complete History of My Sexual Failures and Donkey Punch, are now available on DVD following worldwide theatrical releases in 2008. Hush was released at cinemas in March 2009 and the remaining three films, All Tomorrow's Parties, Bunny & the Bull and She, A Chinese, premiered at film festivals in 2009.

Here we take a look at the latest film scheduled for release; the feature film debut from the director of cult comedy The Mighty Boosh.



Studio space at The University of Nottingham during its transformation

Bunny & the Bull

An odd-couple road movie that plays out entirely in one man's head...

Stephen Turnbull hasn't been outside in months. Living by a painfully restrictive routine, he refuses to interact with the world or think about the past. When a sudden infestation of mice forces him to change his ways, he finds his mind hurtling back to the disastrous trek around Europe he undertook with his friend Bunny, a womanising, gambling-addicted booze-hound. Unable to stem the flood of memories, Stephen's flat becomes the springboard for an extraordinary odyssey through landscapes made up of snapshots and souvenirs, from the industrial wastelands of Poland to the bull fields of Andalusia. A story of love, disillusionment, stuffed bears and globalised seafood, ***Bunny & the Bull*** is an offbeat and heartfelt journey to the end of the room.

Director Paul King explains, "I went interrailing after I'd directed the second season of *The Mighty Boosh*, and had a brilliant time. I wasn't entirely sure anyone had done an interrailing movie before; it seemed it could be a good setting for a buddy movie."

Facts:

*Pioneering digital film studio Warp X is an initiative of UK Film Council, Film 4, EM Media, Screen Yorkshire and Optimum Releasing. EM Media invested £73,812 of European Regional Development Fund finance in the production of *Bunny & the Bull* and £15,000 of Lottery finance to support the placements of five regional trainees on the production.*



Edward Hogg (Stephen) and Simon Farnaby (Bunny)

On location

So where should a movie based on interrailing be filmed? Paris? Milan? Actually, Nottingham! The studio spaces at The University of Nottingham's Kings Meadow Campus provided the location for the entire **Bunny & the Bull** shoot. Over 35 sets were built depicting Stephen's memories of the fateful journey he embarked on with Bunny.

At the former site of Carlton Studios, The University of Nottingham has retained two sound stages and offices. This space is a vital part of the region's filmmaking offer and the studios have been utilised by several films in recent years, including two financed by EM Media (**Control** and **Pelican Blood**).

Bringing Europe to Nottingham

"We thought that trying to make an effects film for a million pounds seemed like an impossible feat," commented Mary Burke, the film's producer. "We had props and builds for 35-40 sets and were building and shooting five full-scale models while sourcing the millions of detailed props for Stephen's flat."

"Luckily Paul's imagination and his keen understanding of in-camera effects, coupled with a willingness to work hard, meant his magical realist world could become a reality. Everyone worked around the clock for most of the shoot. It was an insane challenge in hindsight, but worth it."

Jane Levick from Nottingham worked as Art Director on **Bunny & the Bull**. Here she explains what it was like realising the vision, "This was a really unusual shoot to work on, the film is very fantasy based and reflecting this in the sets really made use of my theatre background, which I don't get a lot of opportunities to incorporate into a 'typical' low budget film production. We had to be really resourceful due to budget constraints which meant we had to delve into our creativity. It was a fantastic experience, you don't often get to work on a film like Bunny."



Update:

The world premiere of **Bunny & the Bull** took place during the 2009 Toronto International Film Festival. The film has been selected for The Times BFI 53rd London Film Festival and is nominated for The Sutherland Trophy which is awarded to the director of the most original and imaginative first feature screened during the festival.

Trailblazing filmmaking initiatives |

EM Media's activities during 2008/09 helped to educate, train and progress the region's talent; bringing filmmaking opportunities to school pupils, developing short film ideas, investing in short film production and helping to get new short films screened at cinemas and broadcast on TV.



Cine Hubs

In 2007/08, EM Media worked in partnership with Derbyshire County Council to create the pioneering Cine Hubs project, exploring how using film within the school curriculum enhances learning and contributes to the personal development of young people. In 2009 the Cine Hubs project was rolled out across the East Midlands as part of a national pilot scheme, which, if adopted, could form a national standard by which the success of film education is measured.

During June 2008 the UK Film Council launched a UK wide strategy for film education; **Film: 21st Century Literacy**.

Its vision: *to ensure that all young people in the UK have the opportunity to learn about film in all its richness and creative possibilities.*

As a result of the success of Cine Hubs Derbyshire, the East Midlands was one of four regions awarded seed funding to pilot a three year partnership that would deliver the **Film: 21st Century Literacy** aims. For six months, EM Media worked with the East Midlands Regional Partnership Gifted and Talented Group to plan and prepare the project. East Midlands Regional Partnership provided the crucial additional financial investment to ensure the project was fully realised. In January 2009 the Cine Hubs project was then rolled out across the East Midlands.

A total of 61 schools participated in the first year, with approximately 120 teachers in the East Midlands involved with the project and at least 1,000 children in East Midlands schools benefiting and learning through Cine Hubs.

"I was absolutely thrilled with the outcomes of Cine Hubs, particularly in terms of student motivation, the opportunity to access learning that was work related and the professional development opportunities for staff. The filmmaker was fantastic and the final product superb!"

Jacqui Ferris

The Dukeries College & Complex, Nottinghamshire

If the pilot continues to be successful Cine Hubs could have national significance. The experiences of schools in the East Midlands could inform the establishment of a national film education standard; a yard-stick by which to measure the success of film education in schools.

Watch this space!



A Cine Hub is a filmmaking group in a secondary school, where learning takes place within the school day. Each Hub has a professional filmmaker attached working in an advisory and training role, and each hub produces creative work which compliments the curriculum.

Cine Hubs, DV Shorts & Coming Up

DV Shorts

For seven years DV Shorts, EM Media's Digital Shorts filmmaking scheme, has been instrumental in discovering fresh thinking, innovative creators and developing the next wave of British filmmaking talent. The DV Shorts scheme has produced 46 short films which have been showcased and won awards at film festivals around the world. The scheme has also provided access to vital training and production support for more than 100 filmmakers.

EM Media received 79 applications for DV Shorts 2008/09 and the selected filmmakers are:

- Sasha Andrews** - Nottinghamshire, Writer/Director. Film: *Boat Dreams* (documentary).
- Sally-Anne Betts** - Leicestershire, Writer. Film: *No Lady*.

Peter Baynton - Lincolnshire, Writer/Director. Film: *Save Our Bacon* (animation).

Roger Hadfield - Derbyshire, Writer/Director. Film: *Butterfly*.

Deborah Haywood - Derbyshire, Writer/Director. Film: *Sis*.

Tony Kelly - Nottinghamshire, Writer/Director. Film: *10 Tigers*.

Richard Porter - Lincolnshire, Writer/Director. Film: *God of Animals*.

Dave Smith - Nottinghamshire, Writer/Director. Film: *In the Meadow*.

Andy Taylor Smith - Nottinghamshire, Writer/Director. Film: *This Chair Is Not Me* (documentary).

Facts:

DV Shorts is co-financed through the UK Film Council's New Cinema Fund (£40,000) and through EM Media with Lottery finance (£15,000) and EM Media Investment Finance (£35,000).

Update:

In 2008/09 EM Media provided additional financial support for festival attendance, festival submissions, marketing and publicity materials for films made during the DV Shorts scheme 2007/08.

Tender, Tandem and Wintering

Selected for support through the British Council, which provides print and travel grants for British Council recognised festivals. For more information see www.britfilms.com/about

The Taxidermist

June 2009: Won Best Film over 15 minutes at the Palm Springs International Film Festival.

Discover the international journey short films can take on pages 20 and 21.

Coming Up

Nottingham writer/director Sarmad Masud developed his project Adha Cup through EM Media's DV Shorts scheme in 2007/08, making it polished and ready for putting in front of commissioners. He was encouraged by EM Media to apply for the Channel 4/IWC scheme Coming Up and was successful in securing a commission.

Coming Up provides new film and television makers with experience of working alongside a professional crew and guarantees them a broadcast slot on Channel 4.

Update:

June 2009 - As seen on the big screen: Adha Cup received its world premiere at the Edinburgh International Film Festival.

August 2009 - As seen on TV: Adha Cup kicked off Channel 4's new season of Coming Up and was the channel's first Urdu full language film.

EM Media is delighted to continue working with Sarmad and his producer as they begin development of Sarmad's first feature film.



Adha Cup

Facts:

EM Media supported the development of Adha Cup with £3,400 of Lottery finance.

Nottingham and Leicester become film festival hotspots | **Oska Bright on the Road and Mayhem**

Film festivals provide opportunities for audiences to encounter new filmmaking talent, discover previously unseen work and be inspired by what they see. During 2008 EM Media invested in two distinctive film festivals.

Oska Bright on the Road

In June the Richard Attenborough Centre in Leicestershire hosted the award-winning **Oska Bright Film Festival**.

Oska Bright Film Festival is a Brighton-based international festival of short films made by people with learning disabilities. An offshoot of this work is **Oska Bright on the Road**, an initiative designed to showcase films to new audiences, screening films made by disabled filmmakers and offering attendees the opportunity to participate in masterclasses.

Fact:

EM Media invested £4,105 of Lottery finance.

Update:

The Oska Bright Film Festival will hopefully continue its relationship with the East Midlands over the coming years as the new Phoenix Square in Leicester plans for a Cinebility event in 2010, which will encompass Oska Bright on the Road.

Alan Alderson-Smith, Programme Director, Phoenix Square explains: "Our hope for Cinebility is for it to be a film festival for everyone - able and disabled alike - to enjoy, participate, and learn about the work created by disabled image-makers using film or digital media. The festival seeks to showcase the imagination of people with an experience of disability and celebrate their unique creativity."

Keep up to date with Oska Bright on the Road here: www.oskabright.co.uk

Bringing a bump in the night to East Midlands audiences

In 2008 Nottingham's Mayhem Horror Film Festival entered new territory when it received investment from EM Media to expand its reach and programme and explore sustainable business models to secure the long-term future of the festival.

Mayhem organisers Steven Sheil, Chris Cooke and Gareth Howell secured an unrivalled and truly macabre programme, which included one world premiere (*Salvage*), four previews of unreleased films (*Hush*, *The Disappeared*, *Bad Biology* and *Mum & Dad*) and a host of special guests, including Mark Gatiss from *The League of Gentleman*.

"Mayhem helped generate record audience figures for Broadway over the Halloween period. The café bar was transformed into a ghoulish den of iniquity and the three day event attracted more than 1,600 visitors to feature previews, shorts and special guest events, securing critical acclaim and high levels of regional and national publicity, helping to bring new audiences into the cinema and the region."

Steve Mapp

Chief Executive, Broadway Cinema

Fact:

EM Media invested £4,050 of Lottery finance.

Update:

In May 2009 Mayhem Horror Film Festival secured further EM Media investment, which enabled festival directors to attend Cannes International Film Festival to secure films for Mayhem 2009 and to increase awareness amongst the world's press.

Mayhem's programme for 2009 will include six feature film previews, special guests including director Mike Hodges (*Get Carter*, *Flash Gordon*), an exclusive TV panel event, a selection of cutting edge shorts and the now legendary Mayhem Halloween party.



Zombies at Mayhem Horror Film Festival

Keep your eyes on the Mayhem website for updates:

www.mayhemhorrorfest.co.uk



Revolutionising opportunities for audiences | PBQ Consortium

In 2007 EM Media announced that a regional consortium called PBQ, comprising Phoenix Arts in Leicester (now Phoenix Square), Broadway Cinema in Nottingham and QUAD in Derby, had been awarded contracts to deliver services aimed at revolutionising film opportunities for East Midlands audiences. The consortium was created as part of a bold move to ensure that cinema audiences, wherever they live in the East Midlands, are able to access and enjoy the very best in specialised film.

History

The three venues had a long established track record of programming independent film and producing innovative film education packages designed to offer informal practical and theoretical learning experiences. Each venue worked independently of the others, with activity centred on the urban centres of Leicester, Nottingham and Derby.

Change

Through the establishment of a consortium EM Media looked to explore ways that knowledge and expertise could be shared with other venues and film education practitioners across the region. That way it wouldn't just be audiences in the region's three major cities that would benefit; instead the effects would be felt across the whole of the East Midlands.

Effect

After two years of tireless work the PBQ Consortium now spearheads a vibrant regional network of 20 participating venues. The consortium works together with the venues to build audiences, programmes of activity and knowledge.

The consortium and the network are totally unique to the East Midlands; it is the first model of its kind anywhere in the UK.

Facts:

In 2008/09 - 205,000 admissions to PBQ programmed screenings and events. At least 20 venues were active within the PBQ network (see the map on the next page).

**‘We are no longer just cinemas;
we are a sophisticated and established partnership.’**



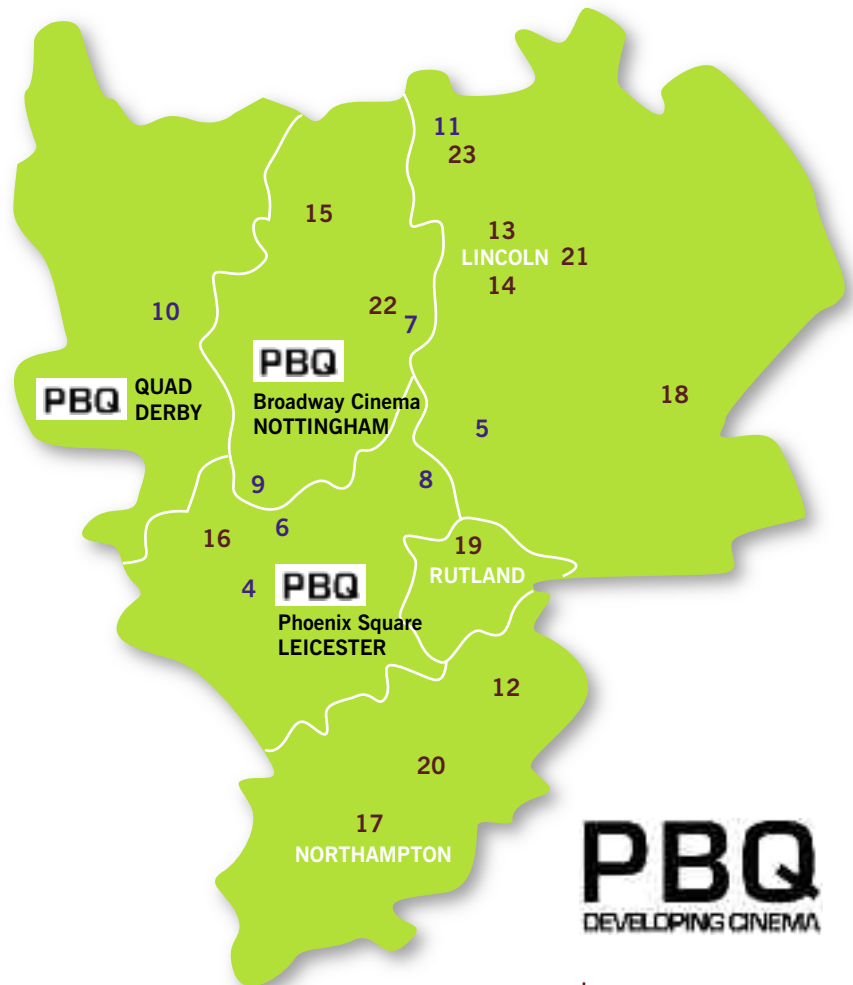
**A collaborative future
across the UK?**

*In May 2008 a report called **Crossing Boundaries: The role of cross-art-form and media venues in the age of 'clicks' not 'bricks'** was published. Commissioned by the UK Film Council, Arts Council England and the Arts and Humanities Research Council, **Crossing Boundaries** focused on six successful cross-art-form venues – one of which was Nottingham’s Broadway Cinema, a PBQ consortia member.*

The report sought to answer a number of questions, including the following:

Can a national network be established that enables the venues to work together on operational and strategic matters? This includes joint programming, knowledge sharing, ideas collision, and profiling/promotion.

Although work towards a potential national network is ongoing the work of PBQ in the East Midlands has clearly demonstrated the power of effective collaboration and partnership working at regional level. Audiences in the East Midlands are reaping the rewards and will continue to do so for years to come.



The Network | Commercial Independents

- 4 / Piccadilly Cinema, Leicester
- 5 / Reel Cinema, Grantham
- 6 / Reel Cinema, Loughborough
- 7 / Reel Cinema, Newark
- 8 / Regal Cinema, Melton Mowbray
- 9 / Galaxy Cinema, Long Eaton
- 10 / The Ritz Cinema, Belper
- 11 / The State Cinema, Gainsborough
- 12 / Oundle Cinema, Oundle

The Network | Local Authority Venues

- 13 / Lincoln Arts Centre, Lincoln
- 14 / Lincoln Drill Hall, Lincoln
- 15 / Bonington Theatre, Nottingham
- 16 / Century Theatre, Coalville
- 17 / Forum Cinema, Northampton
- 18 / South Holland Arts Centre, Spalding
- 19 / Stamford Arts Centre, Stamford
- 20 / The Castle, Wellingborough
- 21 / The Collection, Lincoln
- 22 / The Palace Theatre, Newark
- 23 / Trinity Arts Centre, Gainsborough



Digital East Midlands

The three PBQ venues have each been transformed through £38m worth of capital investment. The venues have all benefited from digital cinema screens through the UK Film Council's Digital Screen Network, and each boasts the very latest digital technology in production facilities, exhibition and business spaces. The collaboration of PBQ ensures the venues' enviable digital capabilities are used for the benefit of audiences across the region, mobilising a digital East Midlands for a Digital Britain.

Broadway Cinema in Nottingham was the first to unveil its new facility in October 2006. QUAD in Derby opened its doors in October 2008. Phoenix Square in Leicester, will open its doors to the public in November 2009.

A design for life – and work

The new £21m Phoenix Square is home to two cinema screens plus a screening room, a digital exhibition space and digital production facilities, and has close links with De Montfort University's world-class research in new media and the digital arts.

Phoenix Square will also house 37 new creative businesses, continuing the success of the Creative Business Depot, Leicester along with seven two-storey studio-office units and a public cafe/bar. A total of 63 homes, each one individually designed, will also be incorporated.

Andrew Jones, Managing Director of Phoenix Square, comments:

"In light of the recent Digital Britain report this building represents a great opportunity for Leicester, the region and the UK as a whole. We are working flat out in preparation for our opening in November. We are excited that Phoenix Square will give us the opportunity to grow our business and strengthen the PBQ Consortium."

A digital journey through time with QUAD and the BFI

The East Midlands deserves recognition as a region which provides access to and promotes the value of screen heritage. In September 2008, following an ambitious £11m capital build, QUAD became the city of Derby's prime new digital media venue. The new venue housed cutting edge digital facilities and services to create opportunities for entertainment, education and participation, and the new build further enhanced the East Midlands' thriving digital landscape.

But there was another jewel in this crown: QUAD also became the first venue outside of London to host a BFI Mediatheque. This digital jukebox of thousands of documentaries, TV newsreels, home movies, feature and short films and vintage TV programmes from the last century allows users to create their own unique journey through Britain's moving image heritage.

EM Media invested Lottery finance in *Heartlands*, a collection of film and TV titles all about Derby and the East Midlands to be shown in QUAD's Mediatheque. The *Heartlands* collection was made up of 97 titles with a total running time of 55 hours. Around 50% of the collection focused on Derby and Derbyshire, with all other counties in the East Midlands making up the other 50%. The *Heartlands* collection was curated by the Media Archive for Central England (MACE). MACE had to balance the *Heartlands* content between older material, recent familiar works, documentaries, drama, films and TV programmes. During QUAD's opening weekend in October 2008 the Mediatheque was used by over 3,000 people. Interest since then has not waned; over 500 people per month are continuing to use and enjoy the facility.

QUAD's Mediatheque and its bespoke *Heartlands* collection has proved such a success that it will be used as a model for future BFI collaborations, in support of new Mediatheques opening in other regions.

Fact:

EM Media invested £4,775 of Lottery finance through the UK Film Council in Heartlands.

Find out more about PBQ and get involved here: www.eastmidlandscinemaadvice.com

A Cock and Bull Story

A Complete History of My Sexual Failures

And When Did You Last See Your Father?

Better Things

Bronson

Control

Crack Willow

Daddy's Girl

Dead Man's Shoes

Donkey Punch

Hush

Lady Margaret

Mum & Dad

Over The Hill

She, A Chinese Summer

Summer

The Imaginary Girl

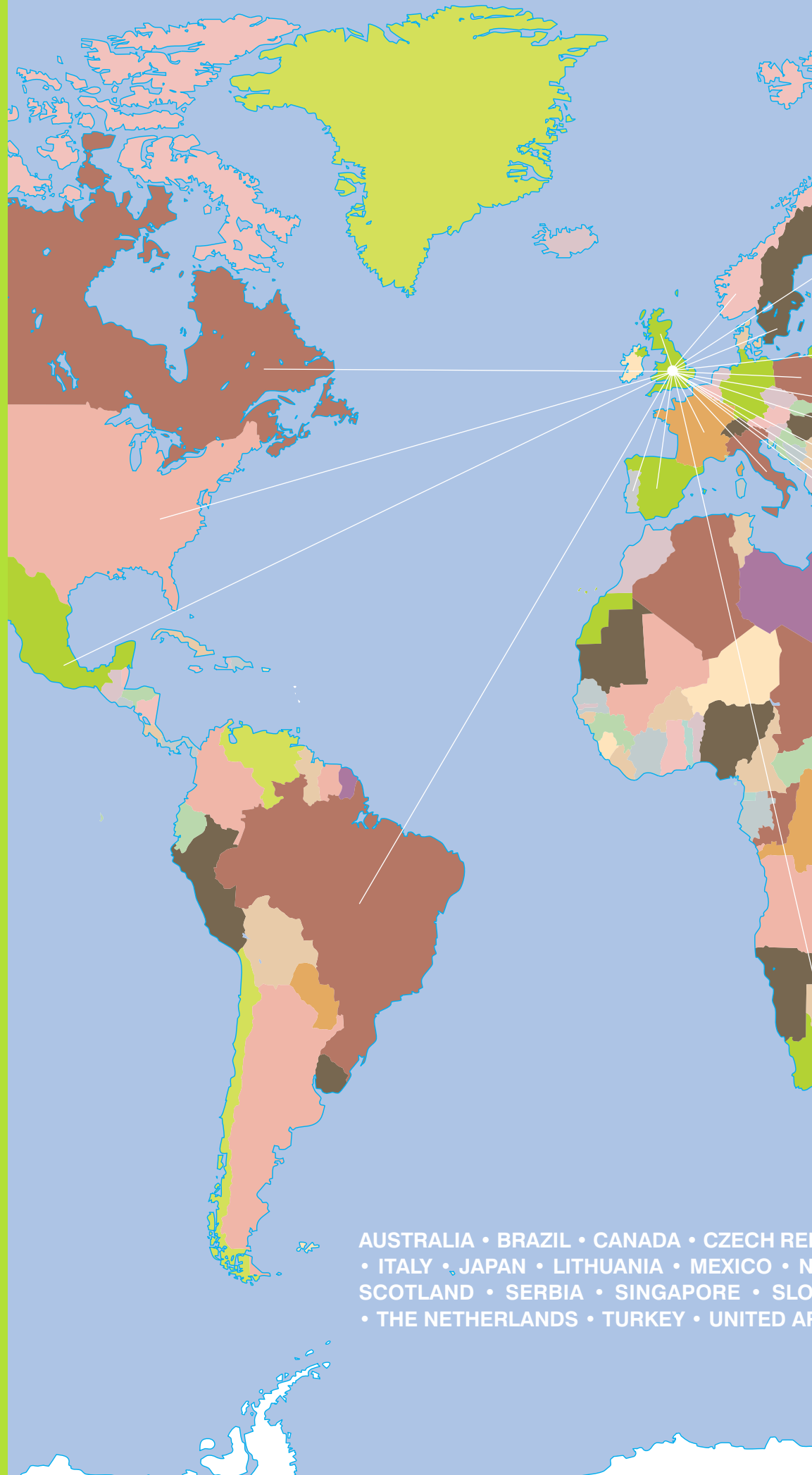
Girl

The Taxidermist

The Unloved

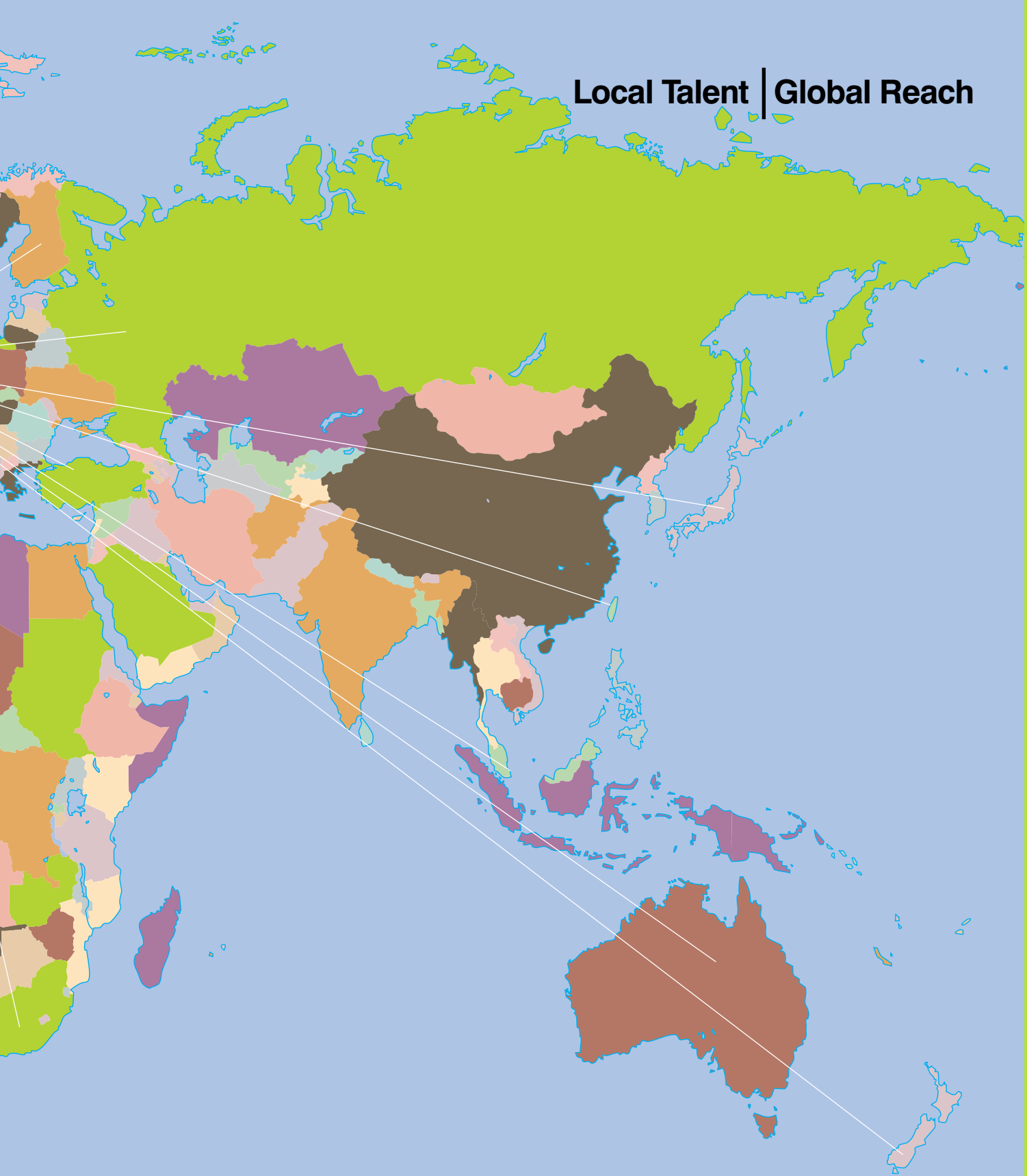
The Visitor

This Is England



AUSTRALIA • BRAZIL • CANADA • CZECH REPUBLIC
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SCOTLAND • SERBIA • SINGAPORE • SLOVAKIA
• THE NETHERLANDS • TURKEY • UNITED KINGDOM

Local Talent | Global Reach



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- NEW ZEALAND • NORTHERN IRELAND • NORWAY • POLAND • PORTUGAL • ROMANIA • RUSSIA •
- SVENIA • SOUTH AFRICA • SOUTH EAST ASIA • SOUTH KOREA • SPAIN • SWEDEN • TAIWAN
- ARAB EMIRATES • USA

For further details of markets and territories visit: www.em-media.org.uk

Games

Local Talent | Global Reach



EM Media's aims:

Talent Development

Identifying and supporting the ambitions of the region's talent pool

Audiences and Markets

Developing the range of markets, audiences and opportunities for consumption of digital product and encouraging engagement with media as a tool for learning

Business

Utilising key business functions and practices to shape our business and to inform and invest in film and media businesses

Four games *investments completed*

Three games *ready to launch*

East Midlands has **highest take-up of games console users**¹

New worlds and opportunities | *mixm8* and *Space Ark*

EM Media's investments have travelled the globe and in 2008/09 East Midlands' games developers prepared to take us to new and exciting virtual worlds. Nottingham-based interactive content developer Outso created an exciting online environment for music lovers and Derby-based Strawdog Studios produced a fun homage to the bright and bouncy arcade games of the 1980s.

Enter the realm of *mixm8*

Outso has been delivering high quality design and production services to some of the biggest players in the gaming and web industries since 2005. In November 2008 Outso began developing its own unique virtual world, *mixm8*. The crucial difference between *mixm8* and Outso's previous projects is this virtual world belongs wholly to Outso: the company retains all *mixm8* Intellectual Property (IP) rights.

What is *mixm8*?

mixm8 is a music-based virtual world aimed at the late-teen market. Artists and music companies enter *mixm8* to upload their own events and material that users can then access. Music lovers through their *mixm8* avatars (3D alter ego) interact and engage with the artists and music, which gives fans the opportunity to get closer to the artists they love.

EM Media's role

Outso secured investment from EM Media to support the development of a microsite. The microsite conveys how the world will look – providing a public showcase for *mixm8*'s many features – and also how it will generate revenue. An effective prototype can prove an essential first step for companies specialising in virtual worlds; by demonstrating the opportunities available within *mixm8* it is possible to attract investors as they are able to visualise and engage with the *mixm8* world.

This is just the first leg of an exciting journey for Outso. The *mixm8* site will continue to develop and evolve as Outso gear up for a full launch in 2010. So get on board and enjoy the ride...this is a journey we look forward to sharing with as many people as possible.



View *mixm8*'s progress at
www.mixm8.com

Fact:

EM Media invested £13,397 of European Regional Development Fund finance into the mixm8 microsite.

Space Ark has landed

Strawdog Studios, an independent game developer founded in 2003 and based in Derby, develops original games and contract/licensed games for a range of platforms including Xbox Live Arcade.

In 2008/09 Strawdog Studios prepared to launch *Space Ark* on Xbox Live Arcade (XBLA). *Space Ark* sees a team of space travelling animals, The Arkonauts, dispatched on a mission to repair damaged worlds. The game pays homage to the arcade games of the 1980s, providing 180 levels split across five different worlds, a total of 24 different characters to choose from, bonus levels and a host of 'power-ups'. *Space Ark* is aimed at established gaming enthusiasts along with pre-teen casual gamers.

Dan Marchant, Business Development Director at Strawdog Studios explains how EM Media's support has assisted the development of both the studio and *Space Ark*, "EM Media's investment in Strawdog Studios' *Geon:Emotions* back in 2007 enabled us to build a relationship with Microsoft and following this the investment in *Space Ark* enabled us to create and develop our IP for the game. We brought both of these things together when Strawdog Studios successfully pitched *Space Ark* to Microsoft as a potential XBLA title; fulfilling our ambitions of becoming a developer/publisher on the Xbox Live Arcade."

Fact: In 2007 EM Media invested £250,000 of European Regional Development Fund finance into the production of *Space Ark*.



TV and Interactive

Local Talent | Global Reach

EM Media's aims:

Talent Development

Identifying and supporting the ambitions of the region's talent pool

Audiences and Markets

Developing the range of markets, audiences and opportunities for consumption of digital product and encouraging engagement with media as a tool for learning

Business

Utilising key business functions and practices to shape our business and to inform and invest in film and media businesses

£20k invested in *Simple Lifeforms*

Four Talent Network events connecting 76 content creators

Worldwide expansion for AIMS Solutions

Cast Offs, new Channel 4 drama, shoots in region



Manifest

Giving creativity the support and space to succeed | Manifest

In 2005 EM Media awarded Nottingham-based interactive company AIMS Solutions a £10,000 loan to develop an online emergency incident simulator for the emergency planning markets. Resilience developed as a training device highlighting potential industrial incidents which could occur in factories and warehouses. With a further loan investment of £90,000 and the time and space needed to make vital changes, Resilience became Manifest and was launched into the international marketplace in 2008. Manifest is now a new online training and assessment system which uses rich computer generated graphics to highlight real workplace issues creating a highly interactive engaging experience that focuses on understanding, rather on the ability to remember facts.

The changes AIMS made to the product, broadening its reach and appeal were driven by pragmatic business reasoning. Those changes have led to the creation of a product that, in the words of AIMS' Managing Director Dr Bryan Denby, "is simpler and less costly than originally envisaged but with a much broader appeal to a wider range of businesses." Wider appeal means a wider market, and a greater opportunity to generate revenue. That makes good business sense.

AIMS has recently joined forces with Mersey Maritime, an organisation with strong links into the shipping and logistics industry, which has opened a whole new international market for Manifest – one which is much broader than the emergency planning markets originally envisaged for the product.

Bryan Denby added, "We believe that Manifest will form one of the central pillars of the development of AIMS Solutions over the next few years. The development carried out in the last few years would not have been possible without EM Media investment."



Find out more about AIMS Solutions / www.aims-solutions.co.uk / Find out more about Manifest / www.aims-solutions.co.uk/manifest

Landmark TV series comes to the region | Cast Offs

Cast Offs, an ambitious new Channel 4 drama series set for broadcast in autumn 2009, spent six weeks filming in Nottingham in 2008, a welcome return for TV dramas to the East Midlands. The production contributed significantly to the £16m inward investment generated for the East Midlands during 2008/09.

In mock-documentary fashion, **Cast Offs** follows six disabled characters parachuted onto a remote and desolate island for a year as they build their own homes, grow their own food, fall in love and fight to survive. Flashbacks gradually reveal the characters' back story in the year leading up to their marooning, offering an often darkly comedic insight into the lives of disabled people living in the UK today.

Cast Offs provided a welcome return to Nottingham for Thomas Turgoose, last here in 2006 filming the BAFTA-winning **This Is England** and also created employment for 11 regional crew in production roles across locations, art department and camera department.

EM Media's Location Services team supported the production before and during the shoot, providing crew CVs, liaising with local councils and authorities and finding locations; all to help ensure filming went as smoothly as possible.

"From the location owners to the police to all the local councils that I dealt with - nothing was a problem. As filming in London has become so entangled in red tape I feel that to come to the East Midlands is a 'no brainer' as far as location based productions are concerned. I look forward to making more and more productions in the area and with EM Media's help and support I am sure this will become a reality."

Nick Girvan, Location Manager, **Cast Offs**

Local Talent | Global Reach

Driving new revolution in game play | Spell Souls

In 2009, new social games company Simple Lifeforms launched Spell Souls. Its first social game for facebook. The Nottingham based company was formed by Alan O'Dea (ex Monumental Games) and Tadhg Kelly (ex BskyB) to develop and publish games that maximise the growing convergence between game players and social networkers.

Social networks are quickly becoming the perfect market environment to deliver new kinds of game experience, including such elements as co-operative play, social play-enablement, dating, finding new friends and challenging existing friends. O'Dea and Kelly believe that **this is as revolutionary a development for games as the introduction of 3D graphics was for games a decade ago.**

"460 million people everyday use the top six social networks and 12% of these are already playing games. Social gaming is going to be a significant and sustainable market sector in its own right and one that combines the commercial opportunities of online games (billing, business models and monetisation methods) with the growth opportunities and communication features of social networks (two-way communication, social and community)."

Alan O'Dea, Chief Executive Officer.

Fact:

EM Media invested £20,000 of European Regional Development Fund finance in Simple Lifeforms which enabled the development of *Spell Souls*.

Spell Souls is a free web-based game in which you battle against other players to become the most powerful Wizard, Sorcerer or Shaman of all. It is a humorous and competitive game aimed at a target audience of men and women between 16 and 35 years. So dust off your cloak, log-on and be part of a new social scene here: www.spellsouls.com



Providing routes to success | EM Media's Talent Network

In 2008 EM Media launched its Talent Network, designed through a series of events, to emphasise potential routes to success for our region's content creators, providing the all important access to industry specialists, understanding of new cross platform developments and opening up potential commissioning opportunities.

During the course of 2008/09 EM Media's Talent Network hosted the following events:

September 2008 - Leicester

The Cross Platform World - an overview of East Midlands cross-platform production, a snapshot of existing production activity, examples of regional work through case study speakers and the opportunity for participants to find out how to get on the BBC Approved Suppliers List.

November 2008 – Nottingham

Distributing Content Online - revealed the lessons learnt by the music industry on distribution models and how these can be adopted by other media sectors, the range of new options for releasing a film, the reasons for choosing them and how to make interactive projects pay.

January 2009 – Leicester

Accessing Funds: The Money is Out There - covered finance opportunities available to producers working across film, television and interactive sectors with discussion on the suitability of these investment sources for specific project or company needs.

February 2009 – Derby

The Business of Freelance - helped creative industry freelancers to develop personal priority and time management skills as well as being better informed to cost and negotiate improved rates.

EM Media Staff Team

Board of Directors

Barbara Benedek, Mike Blair, Katie Conley, Michael Eaton, Stephen Frears, Fred Hasson, Chris Hughes, Professor John Simons and Debbie Williams.

In 2009 EM Media welcomed Lisa Opie as Chair of the board of EM Media and Marc Boothe, Jeremy Gawade, Elizabeth Karlsen, Lisa Mooney-Smith and David Shear to the board of EM Media.

Debbie Williams • *Chief Executive*

Heidi Gaffney • *Corporate Administrator / Mediabox Coordinator*

Content Creation and Skills

Suzanne Alizart • *Head of Content Creation*

Alison Whitlock • *Development Executive, Skills*

Anna Seifert-Speck • *Development Executive, Film*

Paul Welsh • *Development Executive, Film (to: 30.06.08)*

Katy Green • *Development Executive, TV (to: 30.11.08)*

Simon Arnold • *Talent & Skills Coordinator (from 05.01.09)*

Communications and Inward Investment

Emily Lappin • *Head of Communications*

Sally Hodgson • *Communications Executive*

Emma Hewitt • *Communications Coordinator*

Nic Smith • *Locations Executive*

Dan Hodgett • *Locations Executive*

Al Mackay • *Locations Coordinator (Maternity Cover to: 18.04.08)*

Tom Meakin • *Office Runner (to: 16.05.08)*

Isabel Paton • *Office Receptionist (from: 01.12.08)*

Market and Audience Development

John Tobin • *Head of Market Development*

Antony Thomas • *Education & Film Heritage Executive*

Carol Clarke • *Market Development Coordinator*

Finance and Monitoring

Mark Durkin • *Head of Finance*

Helen Beckett • *Finance Executive*

Linda Loker • *Monitoring Executive*

Read more about EM Media's investment year in the **Economic Review 2008/09** document

Track the progress of EM Media's investments and keep up to date with all the latest film and digital content news on our website:

www.em-media.org.uk



Photo Credits

A Boy Called Dad / Adrian Brown (Made Up North Productions)

A Boy Called Dad location imagery courtesy of Vicky Chapman

Adha Cup / Cuong Dang (IWC Media)

Big Things / Chris Harris (Anonymous Room Productions)

Broadway Cinema / Daljit Phullar, Phullar Studio, Nottingham

Bronson / Dean Rogers (Vertigo Films)

Bunny & the Bull / Dean Rogers (Warp X)

Bunny & the Bull set imagery courtesy Jane Levick

Cine Hubs imagery courtesy Donna Bowyer

Control / Dean Rogers (North See Productions)

Crying With Laughter / Anne Binckebanck (Synchronicity Films/Wellington Films)

DV Shorts image Jo Irvine courtesy of Tony Kelly

Goth Cruise / Mark Bushnell (Tigerlily Films)

Hunter's World imagery courtesy of Monumental Games

Pelican Blood / Dean Rogers (Ecosse Films)

QUAD external shot / Clare Harwood

Skeletons / Chris Harris (Forward Films)

Summer / Dean Rogers (Sixteen Films)

Manifest imagery courtesy of AIMS Solutions

Mayhem imagery courtesy of Mayhem Horror Film Festival

mixm8 image courtesy of Outso

She, A Chinese / Andrea Cornwall (Warp X)

Space Ark image courtesy of Strawdog Studios

Spell Souls imagery courtesy of Simple Lifeforms

The Unloved / Peter Mountain (Revolution Films)

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Antenna Media Centre
Beck Street • Nottingham NG1 1EQ • Tel +44(0)115 993 2350
Email • info@em-media.org.uk
www.em-media.org.uk

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