

SCREEN DAILY

Lottery funding to support UK film export should continue, says UK industry

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A new industry led alliance is calling for more export funding to fill the gap created by the closure of the UKFC's export unit as its last initiative, *From Britain With Love*, launches.

The Film Industry Export Alliance (FIEA), a new industry-led independent alliance is calling for lottery funding to continue to support U.K. film export in order to fill the gap created by the closure of the UK Film Council's export unit.

It comes as the last initiative from the former export unit "*From Britain with Love*," was launched in the US on June 11.

Six independent UK films including *Toast* starring Helena Bonham Carter and *In Our Name* with Downton Abbey actor, Joanne Froggatt will be screened across more than 30 US cities and towns.

Also screening as part of the initiative is Debs Gardner Pattersons' *Africa United*, Hattie Dalton's *Third Star*, Brian Percival's *A Boy Called Dad* and Peter Mullan's *Neds*.

"It would be impossible for any of these films to get this sort of exposure without wider industry support and it is essential to crack the US market in order to survive, said High Point's Carey Fitzgerald, who is the chair of the FIEA.

"*From Britain with Love* provides an opportunity to showcase talent – both in front of and behind the camera - to the US, Britain's most important market," she added.

Sarah McKenzie, former Head of the UK Film Council Export Unit and now MD of Creative Screen Associates, who set up *From Britain With Love* said: "The US is the most valuable film market in the world (\$10 Billion) but also one of the hardest for UK independent films to secure a theatrical release in, with only a 1.9 % market share in 2010 – unusually high due to *The King's Speech*. A release in the US drives international sales for our films and promotion of our talent.'

The pleas from the UK film industry come at a time when the UK's policy on film is set for a major shake-up with the establishment of a Government Review led by the former secretary of State for Culture, Media and Sport, Lord Chris Smith.

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