



South West Film & Television Archive (SWFTA)
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ABOUT:

The South West Film and Television Archive is the regional film archive for the South West of England and is the largest regional film archive in the UK. SWFTA is a member of the UK Film Archive Network (FAUK), a partner in the BFI's Film Audience Hubs scheme (SW and West Midlands Hub), and is as a key partner in the Plymouth History Centre Project. SWFTA is recognised nationally as one of the UK's significant screen heritage collections.

SWFTA was established in 1993 following the closure of the Television South West Studios (TSW) in Plymouth. The core collection is the Westward and TSW material. The rights in this collection are owned entirely by SWFTA. SWFTA also holds around 1,000 other deposits from amateur film makers and local industries dating back to the 1890s. The collections cover an area from the Isles of Scilly in the west to Bournemouth in the east and as far north as Gloucestershire, and includes all the county and unitary authorities in the South West.

SWFTA's primary activities include, acquiring, preserving and providing access to the regions visual moving image heritage, providing footage for public exhibitions and screenings, being involved in community projects working alongside other cultural, arts and heritage organisations, producing and selling DVDs, working with film makers, broadcasters and partners from other regional and national film archives, as well as providing copies of footage for members of the public.

FUNDING:

Our core funding comes in the form of Grant in Aid from the BFI which we apply for on an annual basis along with a three year business plan. This level of funding is matched by Service Level Agreements with Plymouth City Council (2012-present) and Plymouth University (2013-present).

SWFTA supports core expenditure through the development of earned income revenue streams which includes footage sales, DVDs, film shows, licensing and relicensing.

SWFTA has also benefitted from numerous successful project funding bids to develop cataloguing and digitisation of our collections (2010-2012), to develop new approaches to volunteer engagement (2013-2014), and to discover content from the collections we care for in preparation for the BFI's Unlocking Film Heritage programme (Jan to May 2014).

AUDIENCES:

Commercial Broadcast communities: Such as ITV, BBC and independent Production Companies including the Discovery Channel, God TV, Point of View Productions, Cornish Living TV, CBTv, Passion Pictures, Hat Trick, Japan TV, and Channel 4. We have built good relationships with the broadcast community over the years, with our material being used in a variety of on screen programmes and documentaries. In 2013, we acquired part of the BBC film archive for safekeeping reflecting the growing partnership between the BBC and the archive.

Art and cultural organisations: We have provided material for a wide range of community screenings and exhibitions throughout the region and further afield. Previous engagements include: The HLF funded Tre Project (2009-2013), the North Devon Movie Bus Project (2010-2014), Plymouth Pictured, a City through a Lens (2011) and Cinematic City (2011), Young Explainers (2012), Resurgam (2013), Take a Part (2013), the River Tamar Project (2013), Three Towns in Focus (2014) and Foto Then and Now (2015).

Academia: Our SLA with Plymouth University has allowed our material to be used in innovative ways, supporting the development of individual learning programmes and the implementation of creative partnership collaborations between the University and the archive.

Local history researchers and members of the public.

CURRENT KEY PROJECTS and PARTNERSHIPS:

The Plymouth History Centre Project (2012-present): SWFTA is a key partner in the development of this multi million pound project to bring together five significant collections currently spread throughout the City.

Key partnerships developed with SWiB, Plymouth University, Plymouth City Council heritage teams.

The BFI funded Strength in Numbers Project (2012-present): Working in partnership with the Media Archive for Central England (MACE) to develop common approaches to content management through the creation of a shared database and front end interface with ecommerce functionality, allowing more efficient access to our resources as part of the BFI's Film Forever Strategy.

Key partnerships developed: Media Archive for Central England (MACE) and London Screen Archives. This project will also improve on existing partnerships with the wider film archive network (FAUK) as project outcomes are disseminated.

The BFI funded Film Audience Hubs Scheme (2013-present): As an active partner in the SW and West Midlands Hub, SWFTA is working with various cultural organisations and venues across the region in the delivery of innovative and creative programmes designed to engage new audiences as part of the BFI's Film Forever Strategy.

Key regional partnerships developed through this scheme include: Watershed, Awen, Curzon, Peninsula Arts, Plymouth Arts Centre, Strode Theatre and Exeter Phoenix.

The BFI's Unlocking Film Heritage Project (Jan 2015-present): SWFTA is actively contributing to this national project to discover content within the collections to be showcased on the BFI's BFIPlayer as part of the BFI's Film Forever Strategy. The material digitised for this project will create a high standard body of work with associated metadata which can be used effectively in content planning and development of the PHC.

Key partnerships developed with the PHC partners, the BFI and the wider film archive network (FAUK).

GOVERNANCE

SWFTA is an independent registered charity and a non-profit making company limited by guarantee. It is governed by a board of 11 directors who are also trustees of the charity. SWFTA's Patron is the Television Broadcaster and Journalist Angela Rippon. The archive is managed by a full time Executive Director and supported by professional administrative and technical personnel, project personnel, freelance support personnel and a strong cohort of volunteers.

CORE EXECUTIVE OFFICERS:

Executive Director & Archivist – Stacey Anderson (nee Dyer)



Appointed in December 2012, Stacey is the SWFTA Executive Archive Director. A qualified Archivist - the first in SWFTA's history - she has over 12 years experience of working in and managing a variety of traditional and specialist media and digital archive services in the region including as the Founding Archivist of the South West Image Bank (2007-2012). Stacey's primary responsibility at SWFTA is to oversee the strategic development of the archive which includes: management of staff and collections, depositor relations, media, comms and promotion, curation and outreach, fund raising and management of core and project budgets, development of partnerships and projects, social media and the website.

Archive Administrator & Researcher – Jennie Constable



Appointed in 2009, Jennie is the SWFTA Administrator and Archive Researcher. A former Broadcast Production Manager at Westward and TSW, Jennie is a licensing, copyright and rights clearance expert. Jennie's impressive career in television began in 1979 when she worked as News Room Secretary for Westward Television. She became a Production Manager with TSW-Television South West and subsequently worked for Westcountry Television, Carlton, and ITV Westcountry both as a staff member and in a freelance capacity. At SWFTA Jennie is responsible for public enquiries and research, public and commercial sales, administration and finance.

Archive Technician – Mike Brewis



Mike is the SWFTA Access and Technical Officer. A former Archive Librarian at TSW (from 1982-1993) Mike joined the archive only months after its creation in 1993 and is therefore the longest serving member of the SWFTA team. At SWFTA Mike is responsible for maintaining SWFTA's traditional and modern technologies, and for undertaking the transfer and digitisation of original material supplied to projects, and for public and commercial enquiries.

Online links:

www.swfta.co.uk

<https://www.facebook.com/SouthWestFilmTelevisionArchive>

<https://twitter.com/SWFTA1>

<https://www.youtube.com/user/SWFTATube1>