

**08/09  
ANNUAL  
REVIEW**

**First Light**

**'First Light is such a great initiative – I can't think of anything better'**

Danny Boyle,  
2009 Oscar winning director and Activision First Light Movies Awards 2009 presenter

**'First Light breathes new light into the industry and shows us that the British film industry is in safe hands'**

Michael Sheen,  
actor and Activision First Light Movies Awards 2009 presenter

First Light is the UK's leading initiative enabling young people to realise their potential via creative digital filmmaking. 2008/2009 has been an incredibly successful year for us; applications for our funding streams doubled as a result of an increase in outreach and regional developmental work, we've distributed 18% more cash grants to organisations with an increasingly geographic spread, our films have gone global and can now be seen in every continent, our annual Awards have rocketed in status and Hollywood 'A list' pulling power stakes, we've been voted one of the UK's top funders by a leading government agency and we've created new, and cemented existing film industry partners including Pinewood Studios, Odeon, Activision, Virgin Atlantic and HBO.

Since launching in 2001, First Light has helped over 20,000 young people make over 1,000 short digital films.

During 2008/2009 First Light supported 1626 young people to develop over 125 films and scripts using £690,973 of National Lottery cash.

## Chief Executive's Office



**Leigh Thomas**

CEO



**Pip Eldridge**

CEO up to September 2008



**Julie Nicholls**

Accountant

## Communications Team



**Gary Smith**

Marketing and Communications Manager



**Carl Knight**

Communications and Events Officer



**Charlotte Jones**

Exhibition and Distribution Manager

## Programme Team



**Yen Yau**

Strategic Partnerships Manager



**Paul Hewlett**

Programme Manager



**Rebecca Quansah**

Programme Manager



**Daniel Smith**

Programme Manager



**Janine Foster**

Programme Officer



**Lizzie Nolan**

Programme Officer

## The First Light Board

### Barbara Broccoli

Chair Co-Producer,  
EON Productions

### Jonnie Turpie

Vice Chair  
Digital Media Director,  
Maverick Television

### Andrew Chowns

Head of Business Affairs and Deputy Chief Executive,  
Producer's Rights Agency

### Marc Boothe

Independent Producer

### Carolyn Dailey

Managing Director  
Public Policy Europe,  
Time Warner International

### Alby James

Director of Development,  
EON Scriptwriters  
Workshop

### John Newbiggin

Consultant

### Debbie Newton

HR Director, ALL3MEDIA

### Patrick Bradley

Director of Ventures  
at Ingenious Media

# KEY FACTS

First Light has increased the awareness of its funding streams and we continue to increase our geographic spread.

First Light was rated top UK funder according to national research undertaken by the Directory of Social Change\*.

Ratings were awarded based on criteria of; availability, contact, clarity, relevance and application process.

# 36%

**(585 YOUNG PEOPLE)**

**OF OUR YOUNG PEOPLE ARE FROM A**

# BME

**BACKGROUND**

# WE FUNDED

# 43

**PROJECTS FROM PRIMARY AGED CHILDREN**

**MORE THAN EVER BEFORE**

# 74%

**OF THE YOUNG PEOPLE WE FUND COME FROM DISADVANTAGED BACKGROUNDS**



# CASH AWARDS INCREASED BY

# 18%

**COMPARED TO 07/08**

**STUDIO GRANT**

# 1045

**YOUNG PEOPLE RECEIVED A TOTAL OF**

# £560,169

**PILOT GRANT**

# 420

**YOUNG PEOPLE RECEIVED A TOTAL OF**

# £105,294

**SCRIPT GRANT**

# 161

**YOUNG PEOPLE RECEIVED A TOTAL OF**

# £25,510

## WE'RE TAKING OVER THE WORLD...

'If you have an idea for a film, just start, and take the first step by thinking about applying to First Light because firstly they have the money to help you make the film and they can give you a platform to show your films'

Ben Miller,  
actor and Activision  
First Light Movies  
Awards 2009  
Judge and  
presenter

First Light funding not only helps to provide expertise and equipment for young people to make short films, but we also ensure that our films are watched by as many people as possible through various festivals, broadcasters and online platforms.



Our films have been seen all over the UK and now increasingly across the globe at 195 film festivals in total.

In 2008/09 an estimated 450,000 people saw a First Light film either online, at a festival or at a cinema.

### In the UK this year

Dorset  
Belfast  
Birmingham  
Bradford  
Bristol  
Cardiff  
Caernarfon  
Croyde  
Darlington  
Derby  
Dundee  
Edinburgh  
Exeter  
Glasgow  
Hull  
Llanfyllin  
Leeds  
Leicester  
Liverpool  
London  
Manchester  
Middlesbrough  
Newcastle Upon Tyne  
Northampton  
Norwich  
Nottingham  
Plymouth  
Portsmouth  
Rotherham  
Sheffield  
Shrewsbury  
Swansea  
Swindon  
Wolverhampton  
Plus Internationally...

SEOUL  
KOREA

MONACO

QUEENSLAND  
AUSTRALIA

HOUSTON  
TEXAS

MEXICO  
CITY

TAMPERE  
FINLAND

NEW  
YORK

ROME

ATHENS

KURSTENDORF  
SERBIA

## FIRST LIGHT NATIONAL, DVD RELEASE

**'This is fantastic! The children got the opportunity to work with real artists on a project which required them to work collaboratively and use their imagination as well as develop new skills and more importantly have FUN! The film is a great achievement and one which we are very proud of at Hartside Primary School'**

Pauline Walker  
Head Teacher at  
Hartside Primary  
School

Thanks to funding from First Light, a short digital animated film called The Princess and the Pendant made by a group of young pupils aged five-years-old, from Hartside Primary school in County Durham was chosen by Soda Pictures to be included as an extra on their family DVD release, Azur & Asmar: The Princes' Quest. Using just £2,700 of Lottery money, through First Light funding, the pupils worked with professional filmmakers to create the fabulous story of the disobedient Princess Rose.



## WE'VE TAKEN TO THE AIR TOO

Five First Light short films, were selected to form part of Virgin Atlantic's on air entertainment during the summer. The five mini movies were screened on the Kids TV channel onboard flights to a host of worldwide destinations, including New York, Los Angeles, Tokyo and Sydney.

## SOME OF OUR PROJECTS



# THE ACTIVISION FIRST LIGHT MOVIES AWARDS 2009

'We've seen today if kids as young as 6 and 7 can make those films and start early, be given funding and work with mentors then it can only help to strengthen the UK film industry – the more people who try it, the more talented people we'll discover'

Rick Edwards  
Activision First Light Movies Awards 2009 host

This year the Annual First Light Movies Awards – the celebration of young people's film making in the UK took a giant leap forward firmly establishing itself as a permanent fixture in the film awards calendar attracting more industry partners, celebrity endorsements, media attention and corporate sponsors than ever before.

Nominees came from every nation within the UK and from 7 of the 9 English regions. This year categories included Best Film Over 13s, Best Film Under 12s, Best Drama, Best Thriller, Best Horror, Best Screenplay, Best Animation, Best Fantasy Adventure and Best Film Club.

Thank you to all the funders, sponsors, presenters, judges and individuals that contributed to making the Activision First Light Movies Awards 2009 such a huge success, without their support and commitment the ambitions of the Awards and the opportunities we give to young people simply couldn't have been realised.

## Headline Sponsors

**ACTIVISION**

## Core Funder

 **UK FILM COUNCIL**  
LOTTERY FUNDED

## Category Sponsors

**EON PRODUCTIONS** **007** **HBO** **TOTAL FILM**

 **ODEON**  **TimeWarner** 

**'It makes you really happy and proud of yourself that you've done something successful... filmmaking makes you feel important, good inside and is a great way to make friends...'**

Best Fantasy Adventure Winner,  
Activision First Light Movies Awards 2009

We weren't just big on industry support we had big stars working with us as celebrity presenters and judges including 3 Oscar winners, 2 Oscar nominees, 4 BAFTA winners, 12 BAFTA nominees, 2 Golden Globe winners, 3 Golden Globe nominees and 1 EMMY nominee. They included:



## WE'VE FRIENDS IN HIGH PLACES

**'It's very important that the next generation of film-makers are given guidance, know-how and support to help them make films. They are the future of the British film industry and hopefully with some success the worldwide film industry. To be given an opportunity to make such professional films is so amazing.**

**This initiative sets us up as a nation and industry to be at the forefront of everything that's going to happen in film in the next 10-15 years'**

Ralf Little actor and Activision First Light Movies Awards 2009 presenter

### PINEWOOD STUDIO GROUP AND FIRST LIGHT'S SPECIAL RELATIONSHIP



Pinewood Studios Group announced in January that their nominated charity for the next three years was to be First Light. One of the key corporate responsibility objectives of Pinewood Studios Group is to ensure that those who want to work in the film, television and wider creative industries have the opportunity to do so. This new partnership will help raise funds to help to create the British filmmakers of tomorrow. Pinewood's support will not only be financial but they will also be looking to raise the profile of First Light, mentoring young filmmakers and allowing them to use the Studios' facilities. Various fundraising events will be organised by the company, throughout the next three years.'

[www.pinewoodgroup.com](http://www.pinewoodgroup.com)

### FIRST LIGHT IS PART OF THE LEADERSHIP GROUP OF THE UK WIDE EDUCATION STRATEGY



First Light is delighted to be a member of the leadership group for Film: 21st Century Literacy, the new UK-wide film education strategy launched at the BFI Southbank in June alongside a specially produced supplement in The Guardian newspaper. First Light is working with the BFI, Film Club, Film Education, Skillset and the UK Film Council.

**'First Light opens doors and gives opportunities to young people. It just gives you a chance...'**  
Best Drama Nominee, Activision First Light Movies Awards 2009

Through the strategy we are aiming to ensure that all young people in the UK have the opportunity to learn about film in all its richness and creative possibilities and demonstrate that film is essential to 21st century literacy.  
[www.21stcenturyliteracy.org.uk](http://www.21stcenturyliteracy.org.uk)

### MEDIABOX SUPPORTING A HUGE VARIETY OF MEDIA PROJECTS THROUGHOUT ENGLAND



department for children, schools and families

March 2009 saw the Minister for Children and Young People, announce a further £8.25 million, on top of the £8 million already announced in 2006 to fund a further 2 years of Mediabox the scheme for disadvantaged young people aged between 13 and 19, which is delivered by First Light and Media Trust in partnership with Skillset and the UK Film Council.

The additional Government funding from the Department for Children, Schools and Families (DCSF) and the Department for Communities and Local Government (DCLG) will continue the Youth Media Fund initiative until April 2011.

Mediabox funds media projects, using film, television, print, radio or online platforms, focusing on current issues that are important to young people. Mediabox is a part of the Government's Aiming High agenda to give young people the opportunity to get involved in positive activities, contribute to their communities and succeed in work and education. Mediabox offers grants from £100 to £40,000.  
[www.media-box.co.uk](http://www.media-box.co.uk)

## SECOND LIGHT

**'Together with First Light, we can help to break down the traditional barriers associated with this elusive industry, ensuring accessibility to future film and TV makers from a diverse array of backgrounds. We're delighted to be able to reach out and assist in teaching filmmaking skills to youngsters in the UK through our special partnership with First Light'**

Pinewood's  
Group Director  
Corporate Affairs  
Andrew M. Smith

First Light consistently meets and exceeds its targets and has an enviable record of reaching young people from different age groups, genders and ethnic backgrounds. These young people get an amazing, potentially life-changing opportunity through First Light that they would not get anywhere else. As a continuation of this work in summer 2009 we will launch Second Light a new production based talent scheme that will support 30 young filmmakers, from BME backgrounds to move into the film industry.

Initially we're launching a pilot of the talent development programme drawing from a pool of diverse young people that links activity aimed at under 19s with other industry-focused training. With the backing of industry partners including Pinewood Studios and Framestore, Second Light will provide these young filmmakers with bespoke training, work placements and mentor support over a sustained period of 18 months. The scheme is supported by the UK Film Council and Skillset.

Second Light is an opportunity for First Light to support young filmmakers who would otherwise not have access to this in-depth type of training and development. The scheme is going to equip them with the skills, knowledge and understanding of the industry, which in turn will increase their chances of gaining entry to the film business and thereby contribute to the development of a more vibrant and representative UK film industry.

## FIRST LIGHT, NEW NAME NEW WEBSITE

**'If you get the opportunity to work with First Light do it, go for it, they're fantastic'**

Rick Edwards  
Activision First  
Light Movies  
Awards 2009 host

First Light Movies has rebanded to First Light. The change has been developed to reflect the changing face of digital technologies and the fact that First Light manages Mediabox a multi media programme that is broader than simply film making.

### **First Light's vision is:**

To inspire and facilitate young people from diverse backgrounds to make films and media projects to ensure that their stories, views and experiences are seen and heard. We provide professional industry support to encourage creativity, quality of content and future opportunity.

Our schemes provide positive experiences and valuable life skills; they unlock creative talent from unexpected sources, raising the self esteem of those young people who haven't been given a chance to find their voice.

We want to ensure our grant programmes reflect the needs of young people, are responsive to the changing digital landscape and remain relevant and innovative.

We will work in partnership through the UK-wide film education strategy to lobby central government for greater support for film education.

First Light will be a key delivery partner for Film Nation – one of the Cultural Olympiad Major Projects. We will be offering young people opportunities to create more short films inspired by the Olympic ideals.

## AND THE FUTURE

# INSPIRING YOUNG PEOPLE

First Light is the UK's leading initiative enabling young people to realise their potential via creative digital film & media projects.

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LOTTERY FUNDED