01 WHO WE ARE

p3 Welcome
p4 About us
p6 The talent pipeline

02 WHAT WE DO

03 OUR FINANCES

04 OUR SUPPORTERS

05 OUR PEOPLE
Before joining BAFTA as CEO in October 2022, I was a member and a diligent voter and voice. However, I now realise how little I knew about this incredible organisation. BAFTA is an arts charity, and the only organisation to represent the interests of creatives and practitioners in film, games and TV. We have a charter to level the playing field, to create opportunity for those who face barriers or bias and to promote progressive practices across the screen arts. We are an academy, a membership organisation and an awards body. We have a hospitality business (BAFTA 195), a technology company (BAFTA) and we own and operate BAFTA Aerial, the sustainability consortium that works to reduce the environmental impacts of film and TV production and supports storytellers with wearing climate change and sustainability into their content. Today’s BAFTA is not just a London and Westminster institution and we have bases in Scotland, Wales and North America.

Apart from being somewhat dazzled by the breadth of activity here, I am amazed and grateful for the skill and commitment of the staff, non-exec advisors, members, partners and donors, none of whom we could survive without. So, it is a real privilege to lead BAFTA through this next chapter of its story.

Since October, we have been conducting an operational and strategic refresh of all things BAFTA to gear us for the future and to do what we do even better. And we have adopted three new goals: to increase the impact and reach of our work, to strengthen engagement with our stakeholders (members, partners, donors, industry), and to establish a sustainable, scalable business model that fits for the future.

This three-part plan is designed to amplify our learning, inclusion and talent work to reach more people than ever across film, games and TV, and in all nations. We are stepping up our advocacy to complement our already successful learning and development programmes, such as BAFTA Breakthrough, BAFTA Elevate, BAFTA Guru Live and BAFTA Young Game Designers. We are committed to ensuring our awards are at the forefront of best industry practice with annual reviews of process and policy, while also celebrating the best storytellers and practitioners of our time, from major studios to small independents.

For more than 10 years, albert has pursued a policy of ‘educate, enable and celebrate’ in the screen arts to transition to a sustainable economy and the decarbonisation of film and TV production using its Carbon Calculator Toolkit and certification process. More recently, albert has galvanised the momentum of the COP26 Climate Content Pledge to support industry partners to adopt climate-positive storytelling. And we are now undergoing an extensive review to ensure albert is supporting the sector in the most impactful way.

As our Awards continue to prove, people care deeply about who should be nominated for and win a BAFTA, and we welcome that debate. Through our members and our work, we have a key role in bringing about a more representative and accessible industry. We are striving to do everything in our power to remove barriers to opportunity, to level the playing field and ensure that talented people have the chance for their work to be seen and recognised for its artistic merit.

Our Awards can act as a barometer of the current state of the screen industries, too. The past year alone marked two milestones in BAFTA’s history: our 75th anniversary and the official reopening of our London HQ after its extensive redevelopment.

As I think back over my three-year term as Chair, I can’t help but appreciate what an incredible journey it’s been. The past year alone marked two milestones in BAFTA’s history: our 75th anniversary and the official reopening of our London HQ after its extensive redevelopment.

BAFTA 195 Piccadilly has been completely transformed into a truly world-class learning space, events venue and members destination, while our 75th allowed us to both celebrate BAFTA’s history and reflect on how far we’ve come. Today’s BAFTA is a globally recognised arts charity, and the only organisation to represent the interests of creatives and practitioners in film, games and TV. We have a charitable remit to level the playing field, to create opportunity for those who face barriers or bias and to promote progressive practices across the screen arts. BAFTA is an academy, a membership organisation and an awards body. We have a hospitality business (BAFTA 195), a technology company (BAFTA) and we own and operate BAFTA Aerial, the sustainability consortium that works to reduce the environmental impacts of film and TV production and supports storytellers with wearing climate change and sustainability into their content. Today’s BAFTA is not just a London and Westminster institution and we have bases in Scotland, Wales and North America.

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We will be rolling out the work in the next year, and to do that we need the continued assistance and support of our stakeholders. BAFTA is a purpose-led organisation, and as such members, partners, donors and industry stakeholders are key to us delivering on our mission. We need your expertise, advice and counsel. We need your commercial and strategic partnerships. And in return, we are committed to ‘inspire, support and celebrate’ existing and future practitioners in the screen arts, regardless of life experience or background. We have a great deal to do, but I feel fortunate to be doing so in a sector that relentlessly creates, innovates, questions, campaigns and entertains. To inspire Amanda Hillhouse, the screen arts are life with the dull bit cut out. So, let’s do what needs to be done, and have some fun doing it.

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Passionate about the screen arts since 1947

We may be best known for our prestigious awards, but there is a vast spectrum of activity at BAFTA you may be less familiar with.

As a world-leading independent arts charity for the screen industries, we exist to champion talent, recognise exceptional storytelling and make the creative industries a fairer and more sustainable place.

There is no other charitable organisation in the world that brings together 11,500 extraordinary creative minds across film, games and TV. Our global membership is the very heart of BAFTA. Through this unparalleled professional network and our influence, hosed over 75 years as a leading force in UK culture, we convene the screen industries, and drive the progress that is needed on accessibility, inclusion and sustainability in the screen arts.

Behind the scenes, we are doing everything in our power to remove barriers to opportunity so that all talented people have the chance for their work to be seen and recognised for its artistic merit. We encourage talented creatives and practitioners from underrepresented groups to join BAFTA, vote in our awards and become leaders in our industry. From BAFTA bursaries and career development initiatives to our screening and events programme, our year-round activities support and showcase the diverse range of talent in film, games and TV. Our programmes share industry expertise democratically, so that everyone can access the insights they need to progress their career. With global headquarters in London and offices in Cardiff, Glasgow, New York and Los Angeles, we champion and inspire talent wherever it resides.

Our awards are an essential part of what we do. They recognise and celebrate the outstanding storytellers of our time, and the craft that goes into making the films, games and TV shows that enrich our culture. BAFTA members select the nominees and vote for the winners, which means the awards are selected by industry peers. We work tirelessly to ensure the voting and campaigning rules for all our awards are fair because we know that a BAFTA nomination or win can be life-changing for those involved. Our awards inspire audiences and game players to discover more, they drive creatives and practitioners to excel, and to tell the stories and design the games that reflect and relate to the lives of everyone.
OUR PURPOSE
Enrich the cultural landscape. Level the playing field. Be progressive. Inspire and celebrate.

OUR MISSION
We champion creatives and practitioners in film, games and TV, regardless of their background or life experience. We provide community for our members, and we strive for progressive industry and cultural practices. We recognise exceptional storytelling through our awards.

OUR VISION
People from all backgrounds will have opportunity to thrive in the screen industries, bringing rich and diverse stories for us to celebrate.

“...If you want to find your footing in the arts, BAFTA’s unique approach of harnessing the industry to support emerging talent can be invaluable... Behind the scenes and beyond the Awards, there is a lot of good work being done to level the playing field for creatives from all walks of life and I’m delighted to play my part in my role as a BAFTA mentor.”

– Suranne Jones, BAFTA-winning actor and mentor
Here’s how we help our film, games and TV industries better reflect the world we live in.

We support...

...the next generation of talent
Children and young people, particularly those from disadvantaged backgrounds, are supported to develop their creativity.

...emerging talent
Talented people from all backgrounds and experiences are supported to enter and stay in screen industry careers.

...future leaders
Emerging leaders of the screen industries who represent UK society are supported to achieve and maintain creative careers.

...present and future screen industries
BAFTA members and their peers are supported to be inclusive and fair in their working practices to ensure full and equal representation throughout the screen industries.

This creates...

...exceptional, rich and diverse storytelling
which we celebrate through our awards to shift the dial on cultural representation and inspire the film, game and TV makers of the future.
WHAT WE DO

We support careers
We drive progressive industry culture
We celebrate excellence
We inspire the future in film, games and TV
What’s next

01 WHO WE ARE
02 WHAT WE DO
03 OUR FINANCES
04 OUR SUPPORTERS
05 OUR PEOPLE
That’s why we champion talented people from a wide range of backgrounds and life experiences. Bringing new voices and distinctive, powerful storytelling from the sidelines into the spotlight is essential to the growth of our culture and to the relevance of film, games and TV to our lives.

At BAFTA, we’re focused on breaking down barriers that can prevent talented people from progressing, and providing opportunities and development to build rewarding careers in the screen industries. In 2022, we supported 1,772 people directly across the UK and US to make new connections and develop skills through such bespoke initiatives as BAFTA Breakthrough and BAFTA Elevate. We recruited 1,400 new practitioners into BAFTA through our BAFTA Connect membership. Thousands more attended BAFTA events to gain expert advice and insight from award winners, nominees and industry practitioners.

Creative people make a huge contribution to the world. The stories they tell, through films, games and TV, shape our culture. They unite, entertain and inspire us, they make us think, and they can change how we see ourselves and others.

“"To be associated with BAFTA allows me to create connections with people that love telling stories as much as me... and I know with BAFTA that’s possible, because that’s the place where extraordinary things happen.”

— Actor and writer Ronke Adékolujo, BAFTA Elevate participant
Breaking down barriers

In 2022, we supported 59 people with bursaries and scholarships, our biggest year to date. These initiatives, including the new Prince William Bursary Fund, give people the financial support they need to develop a career in the film, games and TV industries. From university tuition fees and specialist equipment for a craft role to living costs while on location, our bursaries and scholarships cover the essentials for those who would otherwise be locked out of a screen industry career, or unable to progress further due to their financial situations. Recipients are invited to attend select events throughout the year, while scholars also receive mentoring support from BAFTA winners, nominees and members.

Our flagship talent initiatives BAFTA Elevate and BAFTA Breakthrough provide those working in film, games and TV with the skills, confidence and connections they need to take their career to the next level. BAFTA Elevate and BAFTA Breakthrough participants are also welcomed as new BAFTA members, giving them a say in who is selected for future talent and learning programmes and a vote in relevant awards – a virtuous circle that is helping to further break down barriers.

In 2022, we welcomed 20 TV and film producers to BAFTA Elevate, the initiative designed in response to research that told us what talented practitioners from underrepresented groups need to become future industry leaders. We have now extended BAFTA Elevate from one to two years to provide participants with a more comprehensive programme of networking opportunities, panel discussions, masterclasses, workshops and introductions to decision-makers and potential collaborators. Throughout the process, industry consultants from underrepresented groups act as industry guides, mentors and advocates.

BAFTA Breakthrough showcases and supports the next generation of creative talent in film, games and TV in the UK, the US and India. In 2022, this year-long industry springboard provided 43 talented individuals with unique professional development support at their critical ‘breakthrough’ career moment, enabling them to build on their success and thrive in their chosen field.

Financial support with a meaningful impact

Hair and make-up artist Abi Lawrence is one of 59 people to receive a BAFTA bursary or scholarship in 2022.

Abi was working at trainee level when she applied for a bursary. Seeing her potential, we awarded her £2,000 to develop a key skill that would accelerate her career: becoming an expert barber. From period hairstyles to continuity cuts, being able to confidently barber and cut men’s hair is essential for hair and make-up artists who want to progress. Our financial support enabled Abi to access a course that is widely respected in the industry.

“I didn’t join the industry the conventional way,” says Abi. “Having studied art, I worked in beauty retail for four years, developing my skills as a make-up artist. I then began taking on small freelance jobs and worked on low budget and often unpaid films for two years. Through that time, I self-taught and learnt how to work effectively as a hair and make-up artist for film.”

After completing the four-week course, Abi established herself as a junior hair and make-up artist and her career took off. She secured work for big-budget productions, including Bridgerton, Ted Lasso, A Quiet Place 3 and A Thousand Blows.

“Being a qualified barber makes me so much more employable and has kept me in near constant work,” says Abi. “I’m so grateful for the support I’ve received, and how much my career has progressed as a result.”
Creative producer Barrington Paul Robinson joined BAFTA Elevate in 2022. His journey has been far from conventional.

For 15 years, Barrington worked in finance. He had a passion for the screen arts, and eventually took the decision to follow his dream. For the next 15 years he plugged away, producing several short films and gaining recognition for his work. Slowly, Barrington built up an impressive catalogue of shorts that have been screened at film festivals around the world.

In 2021, Barrington broke into high-end TV, co-producing four episodes of the BBC’s *The Responder* then producing the final episode on his own. He has also produced three episodes of Sky’s *A Town Called Malice* and is currently completing the opening block for *A Thousand Blows*.

“BAFTA Elevate is doing precisely what it says on the tin,” he says. “It is assisting in elevating the profile of the cohort – we have been given the opportunity to meet and interact with some of the key decision-makers in the industry across all genres. As a cohort, we have gelled and formed some really meaningful relationships which will create changes for us as individuals but also for the industry.”

Now living in north-west England, Barrington works with local talent to develop film and TV ideas through his own production company, RedBag Pictures. He is also helping to build stronger regional producer networks by co-founding and delivering the BFI Network’s Creative Producers Lab for the North and Midlands Film Hubs.

He adds: “Being associated with the world-renowned BAFTA brand is incredible. It’s a great conversation starter from both sides of the table. Being selected for this or other endorsed programmes allows decision-makers access to an already vetted pool of talent which [gives us]... those golden opportunities that allow us to push forward to continue creating, commissioning or curating groundbreaking, world-moving film and TV.”
Mentorship helps Cari’s career take off

Cari Watterton has been riding high since becoming a 2022 BAFTA Scotland Games mentee.

We designed this mentoring programme, which ran in partnership with ScreenSkills, to help emerging talents within the Scottish games sector develop their careers, with a particular focus on women and others from underrepresented groups. Our growing network of BAFTA Games members – more than 1,000 industry experts and counting – coupled with our industry partners’ expertise meant we could provide the guidance and industry connections that Cari and others need to succeed.

Cari was working as a UX designer at Dundee games studio Puny Astronaut when she joined the programme. With the help of her mentor, Caitlin Goodale – a designer and illustrator for Drest at the time – Cari landed her dream job: a senior designer at Rebellion, one of Europe’s biggest independent multimedia games studios.

“I was advancing from an indie company of less than 20 people to a company with almost 500, and a senior position,” says Cari. “My mentor was able to help me prepare for the interview, brief me on what to expect and run mock interviews with me.

“Without their guidance, I don’t think I would have got the job. They also helped me greatly with preparing to start the role. My mentor’s experience in lead positions and their own network were able to help me prepare for the new job expectations, set out a plan for my first few months and give an idea of what to expect at the new company.”
Providing year-round learning and inspiration

Running all year round, our industry-leading programme is open to all those working in the screen industries as well as people who are simply curious to discover how films, games and TV are made. Industry knowledge can be hard to access – you often have to be in the right place at the right time – so we create these opportunities for diverse audiences so that more practitioners can improve their work and take control of their careers. And anyone with a creative interest can hear from the experts on how exceptional stories are made.

Our live events returned in 2022 and we hit the ground running, hosting 511 masterclasses, Q&As, lectures and panel discussions in the UK and the US, featuring leading names including Lena Dunham, Ruben Östlund, Tony Kushner, Hirokazu Kore-eda, Ryan Coogler, Baz Luhrmann, Margot Robbie and Kate Hudson.

We brought our Guru Live festival to London, Cardiff and Glasgow to provide hundreds of people just starting out in the screen industries (including our scholar and bursary recipients) with expert insight and advice. And we ran online and in-person Sessions with nominees of our Film, Games and Television Awards for those interested to know more about the stories that enrich our culture.

“A centre for creative excellence

BAFTA 195 Piccadilly is the heart of our global community and a centre for creative excellence. It’s where our members meet to network and connect, where we bring together and celebrate the achievements of our programme participants, awards and competitions. It’s also a place for learning, as the home for many of our year-round talent development and mentoring programmes, and for discovering new stories through screenings and showcases.

BAFTA 195 officially reopened in May 2022, following a multi-million pound redevelopment. BAFTA now has its first dedicated learning space, the Creative and Future Galleries, spanning the entire second floor of the building. BAFTA 195’s top-to-bottom transformation has enabled us to make some crucial structural changes that have created a safe and inviting space for all people with access needs, and we’re committed to keep working with audiences to ensure their access requirements are met. These improvements are enabling us to support industry talent in the most inclusive way. BAFTA 195 is now a world-class learning, events and members’ space with state-of-the-art facilities, a home that all members can be truly proud of.

The private hire of spaces at BAFTA 195 generates significant year-round revenue that directly funds our work as a charity: in 2022, we played host to 635 events, just under 40% of which were commercial hires. Alongside income from the members’ space, our operations generated revenue of £5m, creating a £1.8m profit that goes back into funding our year-round charitable work.

All of you who aspire to communicate through cinema for your work: no time like the present. Get going. Make that movie. Hit that audition... Break it down for the folks who need you to break it down. Go, go, go, go. Don’t wait. Do. Go stand in a place that feels uncomfortable until you are there long enough that it isn’t.”

– Director, producer and screenwriter Ryan Coogler, delivering BAFTA’s 2022 David Lean Lecture
For films, games and TV to truly reflect the world we live in, they have to be made by an industry that is open and welcoming to all.

We are striving to create such an industry, starting with the community we provide for our members. Through initiatives that broaden our membership, such as BAFTA Connect, BAFTA Elevate and BAFTA Breakthrough, and support with membership fees for those who need it, the BAFTA community is more diverse than ever before, and this is helping to create wider, more progressive change within the screen industries. For 75 years, we have been a leading cultural voice, and in 2022 we continued to use our influence to convene our industries around the issues that matter, promoting policies to prevent bullying and harassment and to encourage inclusivity in the workplace. Through Alberta, BAFTA’s sustainability arm, we are working with industry partners to transition to a greener economy, providing producers and broadcasters with the information and tools to reduce harmful carbon emissions in the production process and to adopt climate-positive narratives, as designated by the Climate Content Pledge at COP26.

Creating a community

This was a busy year for our global community of 11,500 members with hundreds of networking opportunities and events around the UK and US where people forged new connections, met potential collaborators and spotted new talent. In large part, this has been aided by the overhaul of our global headquarters, BAFTA 195, which has been redesigned to provide more networking opportunities and to be more accessible. Our members also enjoyed priority access to an unparalleled programme of learning events (see previous page) both online and at locations in London, Cardiff, Glasgow, New York and Los Angeles. By hosting screenings and events, we encouraged our members to engage with a wider array of talent and work.
Diversifying our membership

Membership is at the core of BAFTA. And we know that being part of BAFTA, and having a say in the awards, yields influence in the screen industries and across our wider culture. That’s why we are working hard to increase the diversity of our membership.

Over the past two years we have embarked on a number of initiatives to encourage talented creatives and practitioners from underrepresented groups to join BAFTA and become voting members. We have done this by collaborating closely with industry organisations and our partners and engaging prospective members. These initiatives are part of sweeping changes that we introduced in 2021, following an independent review of the 2020 Film Awards, which we then expanded to encompass all aspects of our work.

Since 2020, we have welcomed more than 2,500 new members to our community, and we are proud of the diverse mix of talented practitioners who are joining. Currently, we have a 42.58% female-to-male ratio, and 16% of our members are from an underrepresented ethnic group, 7% are disabled and 12% are LGBTQIA+. We have published our diversity targets for 2025 and we are aiming for a 50:50 gender balance, 20% of members from underrepresented ethnic groups, 12% of members with disabilities and 10% who identify as LGBTQIA+.

To broaden our community further, in 2022, we introduced BAFTA Connect, a new tier of membership for emerging and mid-tier professionals, and have welcomed more than 1,400 BAFTA Connect members so far. At a significantly reduced rate, BAFTA Connect members can access all that BAFTA has to offer, including those vital industry networks. They can also engage with a tailored learning and development programme to help them build consistent and sustained careers in their chosen profession.

BAFTA Connect members have the potential to become the screen industry decision-makers of the future. If we can help them succeed in their careers today, we can help shift industry culture and instil progressive practices. And it’s this that will shape the stories that get told in the future, and who gets to tell them.
Striving for progressive industry practices

We know the screen industries are most effective when we work together toward shared goals. So we use our influence and strong working relationships across all industry bodies and sectors to bring the film, games and TV industries together to drive change. We continue to call on decision-makers to recognise their critical role in creating a fair and sustainable industry.

We were the first major awards body in the world to introduce diversity and inclusion standards into our awards entry criteria. In 2019, the BFI Diversity Standards became an eligibility requirement for the Film Awards. In 2021, we introduced the requirement into the Television Awards and Television Craft Awards. We expanded the criteria further in 2022, requiring two of the four standards to be met.

Working with organisations across our sectors, we have also developed shared principles and practical guidance for tackling and preventing bullying and harassment.

Our key priority is to ensure our events, awards and programmes are inclusive and accessible to all. Following the recommendations of the 2020 Review, we accelerated our work and partnered with disability specialists ThinkBigger and TripleC to assess the accessibility of our Awards ceremonies and year-round events and programmes. Their recommendations are now in place, and have led to us bringing in access coordinators for people who require them (similar to intimacy coordinators, these are specialists who are employed to make any working space accessible and safe). We have also expanded disability awareness training for all our staff and have an accessibility on-boarding process for every initiative. We have formed a Disability Advisory Group, which reports directly to the Board of Trustees to ensure accessibility and inclusivity practices for disabled people remain up-to-date and effective.

“More disabled members means more of the BAFTA membership being around and interacting with disabled people, which can only be a good thing – for the non-disabled and disabled members. The more you’re able to be around other disabled people, the more you feel like you’ve got a cohort of peers, and that’s really important. Quite often, you can feel like the only one.”

— Sam Tatlow, chair of BAFTA’s Disability Advisory Group and Creative Diversity Partner at ITV
Promoting sustainable practices and perceptions

Every industry will need to transform itself in order to tackle the worst effects of climate change and reach the targets set out in the UN’s Paris Agreement.

Our industry is no exception. Touching on hundreds of supply chains, and with global and regional reach engaging audiences in their billions, we believe it has actually the greatest opportunity of all.

In 2011, the industry developed BAFTA albert, the world’s leading organisation for environmental sustainability in film and TV production. BAFTA albert enables the film and TV industries to understand and reduce the environmental impacts of production and supports storytellers to embed climate change and sustainability into their content.

The UK is leading the world in film and TV sustainability. The albert Toolkit provides productions with a carbon calculator, carbon action plan and robust guidelines for sustainable practice. The end result is albert certification, now mandated by UK broadcasters. This all takes place in an environment of ongoing training and collaboration to support the industry on its journey to zero carbon and restoring biodiversity.

We know audiences want to see more climate content on their screen. With ‘snackable’ insights and information on what audiences want, our Editorial Engagement Tool helps content creators and broadcasters consider how their stories authentically represent the changing climate, what it means for audiences and the solutions.”

– Carys Taylor, director of albert

Tools for climate storytelling

BAFTA albert provides research and expertise to help the screen industries develop stories that reflect the climate crisis, and engage audiences with solutions for tackling it.

The Editorial Engagement Tool walks you through a series of questions to inspire and inform editorial ideas and offers ‘snackable’ case studies, reports and impact study findings. BAFTA albert has also provided editorial training to more than 1,000 people within the industry since 2021.

At COP26, 12 broadcasters and streaming services – whose output represents 70% of UK film and TV viewing – signed the Climate Content Pledge, a BAFTA albert-driven initiative to do more and better climate storytelling.

And we’re beginning to see results. For a special episode of EastEnders, producers created a version of the soap’s iconic credits map devastated by flooding. Happy Valley’s Sergeant Cawood gave away used housewares rather than sending them to the landfill, and Channel 4’s Joe Lycett vs The Oil Giant won the first Climate Impact Award at the Edinburgh Festival.
Sometimes, a film, game or TV show will come along that moves or inspires us in a way we can’t forget. At BAFTA, we believe it is important to celebrate and shine a spotlight on great work so more people can see and enjoy it, and to inspire our industry to continue telling stories that matter.

In 2022, we hosted seven awards ceremonies across the UK and US to recognise exceptional work and showcase talent deserving of wider attention.

We know that a BAFTA nomination or win can be life-changing. We also know that people at home are inspired to discover more as a result of watching our Awards. A recent YouGov poll told us that 64% of viewers who tuned in to the 2023 EE BAFTA Film Awards were encouraged to see more films as a result of watching the broadcast, with 44% of 18-24s more inclined to go to the cinema. And for the 2023 BAFTA Television Awards with P&O Cruises, 66% of viewers who saw the broadcast were encouraged to watch more TV – rising to 90% for those aged 18-34. We will continue to level the playing field so that a wider array of films, games and TV – and the people who make them – are recognised and celebrated.

Levelling the awards playing field

When it comes to our awards, creative excellence must stand above all else. We continue to consult with practitioners in the screen industries, and those we have spoken with tell us their preference is not to set voting diversity quotas. However, we know that not all creatives and practitioners have the same opportunity to carve out a career in the screen industries.

That’s why we have now embedded diversity and inclusion criteria across our Film, Television and Television Craft Awards. Following BAFTA’s 2020 Review, we made significant changes to voting processes in our Film Awards to ensure members consider a wider range of films. This includes new robust voting and campaigning rules and the requirement that all entered films are made available to voters on our online viewing platform, BAFTA View. In 2021, we introduced conscious voter videos to help members navigate and recognise the wider social influences that impact the voting process. Members are required to watch a wider range of films across genres, from the smallest indie docs to the big studio blockbusters. All films are available to all voting members, equally, regardless of campaign budgets.

We are seeing results. Following the introductions of interventions in the voting process, we have seen greater diversity at nominations, particularly in the performance and director categories. Prior to the 2020 Review, there had only been six nominations for women directors in the history of the Film Awards. The feedback from members and industry practitioners was that women directors didn’t feel their work was being seen sufficiently. To address this, BAFTA introduced male/female parity at the longlist stage in the Director category. This ensured more work from women directors was seen and considered on merit and without resorting to quotas. In 2020 and 2021, women won in the directing category (Jane Campion and Chloë Zhao).
For members to be able to vote in the awards, all entered work needs to be available to them to watch. This is where BAFTA View comes in.

The online screening platform was launched in 2021 by BAFTA Media Technology, a BAFTA-owned company that provides technological solutions for the screen industries. The beauty of BAFTA View is that it offers every BAFTA member who is eligible to vote in the Film, Television and Television Craft Awards an easily-accessible way to watch and judge all the films and shows being considered.

BAFTA View has been designed to provide film and TV makers with an affordable, secure and sustainable way to present their work online to voting members. This means production companies with small budgets can still reach voting members, and voting members don’t miss out if they can’t attend screenings. Each work presented via BAFTA View appears as equal, without campaign material or reviews, and must include a subtitled version, ensuring content is accessible to d/Deaf and hearing impaired members.

In 2022, a space for nominated games’ download codes to be accessed by members was added to BAFTA View for the first time, in preparation for the 2023 Games Awards. Also in 2022, our nations and regions’ awards entries were hosted on BAFTA View for the first time, and an Amazon Fire TV Stick app was launched to complement the existing web app.
Recognising exceptional storytelling and craft

Our members make meaningful selections through their awards voting so that the very best film, games and TV in the world can be recognised by BAFTA. We want to shine a spotlight on an increasingly diverse range of creativity and crafts to spark the imaginations of current and future film, games and TV makers.

Our awards are largely voted for by our members, which means peer recognition sits at the core of our awards process. Our robust and fair voting and campaigning rules mean that, as far as possible, members are voting based on creative excellence. As well as categories across film, games and TV, we also present BAFTA Special Awards and Fellowships to those who make exceptional contributions that enrich our culture.

Improving accessibility with TripleC

BAFTA Special Awards open minds, spur discussion and ignite industry action.

In April 2022, TripleC, an organisation that has been instrumental in driving change for d/Deaf, disabled or neurodivergent people to access the arts and media, was awarded a BAFTA Television Craft Special Award.

This gateway organisation was recognised for its extraordinary work and dedication in improving access and accessibility, as well as connecting organisations, raising awareness around disability issues and influencing decision-makers within the film and TV industry.

In her acceptance speech, co-founder Cherylee Houston called on the industry to “elevate the voices of disabled creatives, develop careers and show the world the amazing talent that exists”, adding: “We as a community have a wealth of exciting untold stories to bring to the screen. We need to see more d/Deaf, disabled and neurodivergent people in front of and behind the camera.”

Melissa Johns, TripleC’s other co-founder, described the progress made so far as “just the start of the journey.”

She said: “Our industry is changing for the better, and we can’t wait to fully show the world the talent that’s in it. The recognition from BAFTA will support our drive for change and help ensure accessibility and inclusivity is high up on every agenda.”

“

I have a collection of shiny things that I’m very proud of. But I never set out to get them or hunt them down. I don’t believe in aiming at it because if you don’t get it for whatever reason you’re all disappointed. Just do what you do well and you’ll find yourself a Fellow before you know it.”

– Billy Connolly cbe, recipient of the BAFTA Fellowship
Showcasing talent deserving of wider attention

We are working to improve industry understanding of the breadth of creative excellence across the screen industries.

Our curated screenings programme for BAFTA members prioritises work from underrepresented voices and genres, including productions that do not benefit from large-scale distribution and marketing campaigns. This is another way we are levelling the playing field and ensuring more talented people have the chance for their work to be seen and recognised for its artistic merit.

In Focus

Kayleigh breaks through

BAFTA-winning writer Kayleigh Llewellyn describes herself as a “benefit-class woman from Cardiff”. She put herself through drama school by working two jobs – front of house at the London Palladium and selling cut-price theatre tickets in Leicester Square. But once she graduated and started auditioning, she found herself itching to tweak the scripts.

In 2012, Kayleigh entered and won a BAFTA Rocliffe TV Comedy writing competition. This inspired her to keep honing her craft, and she went on to write In My Skin, a bittersweet comedy-drama about a gay Welsh teenager dealing with an imperfect family life. In 2019, just after series one premiered on BBC Three, Kayleigh won a place on BAFTA Breakthrough, which deepened her industry connections and developed her writing skills further. In March 2021, In My Skin was renewed for a second series.

A year later, this exceptional piece of storytelling received the recognition it deserved. At the 2022 Television Awards, the show won the Drama Series category, and Kayleigh won a BAFTA Television Craft Award for writing. In My Skin also won Television Drama at the 2022 BAFTA Cymru Awards, while Kayleigh scooped the Writer category and Molly Manners won for Director: Fiction.

Collecting her awards, Kayleigh said: “BAFTA changed my life when I won a writing competition... My mum said that when I was little I used to say to her, when I grow up I’m going to have a limousine, I’m going to have a waterbed and I’m going to win a BAFTA – one out of three ain’t bad.”
For 10 years, the two performance categories in the BAFTA Games Awards have been gender neutral. In 2022, more women than men were nominated for both Performer in a Leading Role and Performer in a Supporting Role. And on the night, it was exceptional talents Jane Perry (leading) and Kimberly Brooks (supporting) who took home a BAFTA.

This means more women than men have won the performer categories in the decade since the first gender-neutral performance award was introduced. This is one of the ways the games industry is sending a clear signal about the exceptional contribution that women make to gaming culture.

“Representation in all forms has come a long way in film, games and television,” says Kimberly Brooks. “We are now seeing ourselves reflected in these mediums more than ever, and it’s really exciting to be a part of it.”

Female performers win big at the BAFTA Games Awards

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We also celebrate the best new voices through the Student Awards in the US and across our ceremonies in the UK, including awards for Outstanding Debut (film), British Game, Debut Game, Shorts and the public-voted Rising Star Award for best film newcomer. In 2022, 19 out of the 24 people nominated in our Film Awards performer categories were first-time nominees. This shows that previously-unrecognised talent is finding the platform it deserves.
Children and young people are among the most creative people on the planet. From weekend family festivals to our long-running BAFTA Young Game Designers programme, we are finding imaginative and inspiring ways to encourage children to express themselves and discover more about creative careers. Not only does this help children and young people build confidence, self-esteem and skills, it is nurturing the films, games and TV makers of the future.

Supporting young people to get creative

Our Children and Young People programme grew in 2022, as we launched new initiatives and events and expanded existing schemes.

BAFTA Young Game Designers is our annual competition that encourages young people aged 10 to 18 to discover their love of coding, drawing or story-writing for games and find out more about the varied games industry careers available. In June, we revealed the four 2022 competition winners, whittled down from 54 finalists, at the BAFTA Young Game Designers Awards, a virtual ceremony streamed on BAFTA’s Kids & Teen YouTube. The Awards was followed by our brand new BAFTA Young Game Designers Showcase, a weekend-long event at BAFTA 195 that gave all the finalists the opportunity to showcase their games to the industry and for the public to discover the creativity in game-making for themselves. We supported the four winners to showcase their work at the prestigious Power UP exhibition at the Science and Industry Museum in Manchester, and offered all finalists the chance to be mentored and supported with their future game-making projects.

We also made changes to the BAFTA Young Presenters competition. This initiative exists to spot and nurture budding presenters, and in 2022 for the first time we divided the competition into two age categories (ages 10-14 and 15-18). The winners were Jeriah Kibusi, 11, and Maryam Drammeh, 16, kicking off a year-long programme of mentoring and interview opportunities with a turn at the Cheltenham Literature Festival. The videos they present throughout the year form part of our online programme, offering inspiring behind-the-scenes insights for children and young people watching at home or at school.

Bringing this work together was the BAFTA Children and Young People Festival in November, a weekend to nurture and inspire the creative talent of the future. It was a joyful event that brimmed with energy and creativity, and made us proud; 364 people of all ages got to enjoy a taste of the activities we run for young people and meet nominees from our recent Awards, including performers Taiya Samuel and Keaton Edmund and the team behind Wolfwalkers.
As part of our BAFTA Children and Young People programme in Scotland, we invited teenagers to spend a day at Forth Valley College, Stirling, talking about creative and transferrable skills. With guests from Hyperluminal Studios and Wild Child Animation, activities focused on presenting, game-making and animation.

Eleven hearing impaired students from Dalziel High School in Motherwell attended the day and then went back and presented their experiences to other pupils at their school. Their excitement and enthusiasm ignited the imagination of teachers and students to take things further.

“We used our tutorial time and BAFTA resources to research and create our own game designs,” explains teacher Pamela Airlie, principal teacher for inclusion and pupil equity at Dalziel High School. “We watched Young Game Designers videos, discussed ideas, learned new terms, delved deeper into themes and explored all of their knowledge on gaming. For such visual learners, this was an opportunity for them to really shine.”

From these lessons, three pupils developed game ideas to submit to the BAFTA Young Game Designers 2023 competition. Student Sophie was particularly inspired by a set of Young Game Designers playing cards she was given, a BAFTA learning resource that helps students generate ideas to turn into playable designs.

Sophie is hearing impaired and experiences processing delays. This makes writing and reading hard, but she excelled in this activity. She designed a game based on the BAFTA Scotland Award-winning TV show Still Game, imagining her favourite character, Isa, solving puzzles to save her friends who are trapped in high-rise flats in Craiglang, the fictional area of Glasgow where the show is set. From this, Still Gamer was born.

“She loved every minute of this creative challenge,” says Pamela. “She was beaming, she was achieving and she was creating. She completed a visualiser of all her ideas… and took so much time and care to ensure her writing was lovely and all her ideas were there. She was thrilled.”

The school sent a photo of Sophie’s designs to Jane McCarry, the actor who plays Isa. Jane replied with a signed copy from all the characters and a handwritten card praising her work.

Pamela adds: “None of this would have happened if it had not been for this fabulous event. We are so grateful to you and Forth Valley College for going above and beyond to accommodate our young people and to make this experience one they will never forget.”
We are so thrilled that our donation has helped fund such a worthwhile and impactful cause. The BAFTA Roadshow with Place2Be makes such a difference to the self-esteem and mental well-being of some of the most disadvantaged children in the UK.”
— Long-standing BAFTA supporters Michelle and Simon Orange

Creativity is fundamental to supporting children’s well-being and developing their ability to express themselves. As a leading arts charity, BAFTA makes use of our connections to bring the biggest names in film, games and TV together and raise awareness about these important issues.

In 2022, we expanded this programme to engage secondary school students for the first time. During Children’s Mental Health Week we invited Olivia Colman, Emma Willis, Oti Mabuse, Lindsey Russell, Kit Young and Kia Pegg to take part in virtual primary and secondary school assemblies, where they talked to young people about well-being and emotional growth, and shared personal experiences and advice. The assemblies were viewed by an estimated 1.5 million students.

The celebrities were joined by students from Seascape Primary in County Durham, Rosslyn Park Primary in Nottingham, Carrick Academy in South Ayrshire and Folkestone Academy in Kent, who shared their own experiences around bullying and feeling isolated, and how they have adjusted to returning to school following the pandemic.

The backing of stars helps to shine a spotlight on the importance of supporting young people’s mental health and challenges the stigma still often associated with discussing emotional challenges. Paying attention to children’s well-being has benefits for all and can have a preventative effect later in life as most mental health issues begin in childhood.
We want every part of our organisation, and every event and programme we produce, to be as focused and effective as possible in order to deliver our core mission.

Our work in the coming year will be defined by three strategic goals:

**IMPACT**
Maximise the reach and impact of our work.

**ENGAGEMENT**
Strengthen engagement with our members, the industry and our supporters.

**SUSTAINABLE GROWTH**
Use commercial and operational rigour to drive sustainable growth.
03
OUR FINANCES

p27  Income
p28  Expenditure
Paul Greengrass is one of the most highly regarded British directors, with a distinct style and a distinguished career that spans almost 40 years. Originally known for his TV films concerned with social and political issues, over the last decade, Paul has directed a series of commercially and critically-acclaimed feature films, including United 93, Green Zone, The Bourne Ultimatum, Captain Phillips and News of the World.

Paul is a longstanding BAFTA member and supporter. In 2021, he provided the funding to support a pilot programme for the BAFTA career development bursary, formally launched in 2022 as the Prince William BAFTA Bursary Fund. The pilot funding was awarded to 14 up-and-coming practitioners to develop their careers, including camera operators, sound engineers, make-up artists, games designers, production assistants, prop hands and location scouts.

Paul says: “Our industry is at an important crossroads – it is vital that we deliver a long overdue and dramatic step change towards diversity. BAFTA – our flagship organisation – is developing radical new initiatives to drive these changes.

“It’s so important we break down barriers and ensure that our industry reflects the country we live in. BAFTA is leading this change and the BAFTA Bursary is one small part of that agenda.”

Filmmaker Paul Greengrass on why he’s a BAFTA bursary donor
Sound engineer Hugo Lagnado-Monery used his £2,000 BAFTA bursary to buy the equipment he needed to take the next step in his career and learn to drive — something that is often invaluable to get to sets.

When we awarded Hugo the bursary, he had just qualified as a trainee sound recordist. Being able to buy his own sound equipment enabled Hugo to familiarise himself with industry-standard kit, and this helped him secure a ScreenSkills traineeship on the film *Strangers*. Here, he met renowned sound engineer Stevie Haywood who asked Hugo to work on his next production, *My Lady Jane*, for Amazon Prime. The equipment also meant Hugo could continue making shorts and doing commercials. He hopes to move up to second sound assistant this year thanks to his on-set experience.

"By giving me the ability to purchase equipment, I was able to get out to work right away as well as get involved with smaller projects with a lower budget," says Hugo. "By increasing my credit list, more opportunities opened up for me."

"The equipment I use, funded by BAFTA, allowed me to begin opening doors and working in the industry I have huge ambition for. The skills and workflows I developed from shorts, adverts and corporate projects allowed me to enter the film and TV industry. I wouldn’t have been able to do it without the backing from BAFTA."
OUR SUPPORTERS

p30 Your support means the world
p31 How to support us
p32 We would like to thank
Thank you to all who contribute to BAFTA.

We are an independent arts charity and need to raise all income ourselves to fund our work.

We wouldn’t be here without the thousands of individuals and organisations who support us and we are grateful for every single contribution.

It is only due to the exceptional generosity of our donors, foundations, trusts, partners and members that we are able to do what we do.

Your contributions are helping us to discover, nurture and inspire creative talent to make the film, games and TV industries open to all, and to enrich our culture by ensuring exceptional stories are recognised and celebrated.
Charitable gifts play a pivotal role in our work. If you would like to make a donation please contact fundraising@bafta.org. Or you can name a seat in BAFTA 195’s iconic Princess Anne Theatre, where we host our screenings and events.

Leaving a gift in your will to BAFTA means you will be supporting and promoting the next generation of talent in film, games and TV.

We work with a diverse range of brands and organisations, all year round, and each one believes in what we do and contributes to the prestige and impact of our events and Awards. There are plenty of opportunities to work with us, so reach out at partnerships@bafta.org to find out more.

Hiring a space at BAFTA’s iconic London headquarters gives you access to a world-class space and state-of-the-art facilities. Not only is it a spectacular way to wow your guests, it’s a great way to support the future growth of the arts in the UK.

Our members help us deliver our mission in many ways. They share their knowledge, help us identify those with talent and drive change within our industries. Each annual membership subscription provides vital funds for our work. If you have at least five years experience, you can apply to become a BAFTA member. If you’re at an earlier stage of your career, BAFTA Connect membership might be for you. Visit the BAFTA website or email membership@bafta.org to find out more.

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“

The bursary has definitely advanced my career because it’s given me a network... it’s given me an understanding that being a filmmaker, being a director, is possible for people like me.”

– Angel Nkomo, BAFTA bursary recipient
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