



Annual Review **2023**



INSPIRE



SUPPORT



CELEBRATE



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Front Cover: Backstage at the BAFTA Breakthrough 10th Anniversary photoshoot with programme participants Ruth Madeley, Susie Wokoma, Rose Ayling-Ellis, Malachi Kirby, Amir El-Masry and Lydia West and others; Inside front cover: (Left) Actor Micheal Ward on set at the filming for our BAFTA Project Spark campaign; (Middle) Heathland Primary School children at the Young BAFTA Roadshow with Place2Be; (Right) Derek McLean, Joel Dommett, Claire Horton, Mo Gilligan, Lucy Eagle and Daniel Nettleton celebrating a win for The Masked Singer at the BAFTA Television Awards with PGO Cruises

01

WHO WE ARE

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WELCOME

BAFTA is unique, and I am honoured to play my part in this incredible, inspiring community.

I became BAFTA chair in June 2023, having been actively involved with BAFTA for more than a decade. Thank you to Krishnendu Majumdar and all the remarkable chairs who have gone before me. Our mission as a charity – to inspire, support and celebrate talent, and to level the playing field – is directly aligned to everything I hold dear.

As a cross-sector screen arts academy we are uniquely placed to run year-round talent development programmes, including competitions, bursaries, scholarships and mentoring. These are vital to finding and supporting the next generation of creators – so crucial for the future of our industries. These programmes have demonstrable results and we are committed to expanding their reach and impact. We want to ensure that young people, regardless of background and circumstance, are supported to enter and progress in the screen industries.

It is humbling to see members' efforts and diligence in championing creativity and maintaining the BAFTA gold standard, which sets the bar for excellence in our industries. Many members volunteer their time and expertise by providing mentoring and connections, and participating in events, workshops, committees, juries and advisory groups. This participation is what makes BAFTA so special. It enables us to encourage excellence, not elitism, and will make our industries more inclusive, accessible and sustainable places. Our belief is that, by doing this, we will be broadening the stories that are told and celebrated, and ultimately enriching our culture.

When reflecting on 2023, I think of the many colleagues who endured challenging times. It was – and sadly remains – a critical time for freelancers, following the commissioning downturn, a squeeze on resources and budgets, unprecedented layoffs and studio closures in the games industry, and the far-reaching impact of the US strikes. Although the strikes are

“Our unique collective influence makes our community so impactful, and allows us to make real progress in driving positive change through our industries.”

now resolved, our industries are still navigating uncertain waters and many colleagues are in need of understanding, allyship and support. The risk of losing talented people who are not able to withstand the financial insecurity and other pressures is profound.

BAFTA must continue to harness the power of our network to further strengthen our role as a global thought leader, change creator and convener of debate. Our unique collective influence makes our community so impactful, and allows us to make real progress in driving positive change through our industries. Networking is a key part of this, and that's why in 2023 BAFTA held more member socials, events and screenings than ever before across the UK and North America. One of my priorities for 2024 is to support BAFTA to build on the strength of our wonderful community by introducing cross-sector opportunities, as well as craft-specific ones, and to explore more ways to work with industry partners outside of London. We will continue to collaborate with other

Sara Putt, BAFTA Chair



organisations in the creative arts to amplify the impact of our work and deliver value to members up and down the country and beyond.

I'm committed to engaging more members to take an active role in our work. Over the last year, I have led a thorough and detailed review of governance of BAFTA, with the aim of ensuring that it is best equipped to deliver its mission as an arts charity and to ensure our members have their voices heard and are central to shaping the work of BAFTA. As I write, the review is nearly complete, and I would like to thank the many members who participated. Your contribution will help guide the next exciting chapter of our journey.

Thank you to all who make BAFTA the organisation it is – our members, supporters, donors, partners and staff – as an independent arts charity with no core public funding we couldn't do any of this without you.

Sara Putt
BAFTA Chair

WELCOME

There is a photo in my office taken by Terry O'Neill in 1988 of Oscar-winning British creatives and practitioners. The photo is a snapshot of the longstanding and extraordinary talent and skill of the British screen arts community. The photo features around 65 luminaries from the UK film world, and it will surprise few to know that the overwhelming majority are white and male. The photo also serves to remind me of the incredible journey that BAFTA and our members have taken since then, and the one we are still on.

Our purpose as a charity for the screen arts is to enrich the cultural landscape, level the playing field, drive progress, inspire and celebrate. We believe film, games and TV are a force for good – driving equity and opportunity for the individual, and marrying that with best practice and fairness on an industrial level. Enable the individual, drive system change.

As our members well know, there is much still to do, and the going can be tough. The year 2023 was a seismic one for practitioners throughout the screen arts, as the impact of

economic downturn and strikes in the US led to a real squeeze on employment. In August last year, we conducted a survey of BAFTA members who told us they had significantly less work than pre-pandemic. Sadly, a third said they were considering leaving the industry.

There are no easy fixes to the challenges in our industry, but we can seek to impact more people, more positively, more of the time. And so, in the past year, we have focused on scaling our impact, particularly for those most affected by the economic squeeze and those less financially resilient to downturn. In 2023, we increased our bursaries from 34 to 50. We launched a significant research project and online resource, called *Invisible Barriers*, to raise awareness about the social and economic inequality in our system, alerting hirers to the class barriers in the screen industries with recommendations from leading creatives. We announced Young BAFTA, a new industry advisory group to help us craft our work with children and young people and those who create content for them. In 2024, we are committed to extending this work

“Our purpose as a charity for the screen arts is to enrich the cultural landscape, level the playing field, drive progress, inspire and celebrate.”

further across film, games and TV – and to increase our engagement with our members in this mission. I would like to take this moment to celebrate a year of incredible creative output. We have just emerged from a fantastic BAFTA Awards season, which started in October 2023 with BAFTA Cymru and rolled with startling speed through Scotland, Film, Games, Television Craft and culminated with Television in May 2024. It was also a privilege to recognise our industries' most enduring talents – Rakie Ayola, Hywel Gwynfryn, Shirley Henderson, Stuart Wilson, Sandy Powell, Shuhei Yoshida, Alison Barnett, David Olusoga and Meera Syal – with Fellowships and Special Awards, the organisation's highest honours, throughout 2023.

Last year, we also conducted a thorough strategic review of BAFTA albert, our sustainability arm. We engaged our major stakeholders across broadcasting, streaming, studios and production companies in a programme of work that tackles supply chains, collaboration on deep emissions reduction, improving biodiversity and – critically – increasing our work on climate storytelling.

Jane Millichip, BAFTA CEO



Within BAFTA itself, we have developed a set of values, devised by our entire staff to reflect who we are as an organisation and what we strive for in our work. We are improving our staff diversity and we have embarked on a significant skills training programme.

So, when I glance at Terry O'Neill's 1988 photo, I am grateful for the extraordinary creative legacy of BAFTA, and I see how far we have come since then.

Thank you, as ever, to the talented, incredibly hard-working and dedicated staff at BAFTA, our brilliant Board of Trustees, committee chairs, to everyone on our committees and advisory groups, to our generous donors, patrons, sponsors and partners, and to the marvellous community of BAFTA members across film, games and TV. I look forward to continuing our journey in the years ahead.

Jane Millichip
BAFTA CEO

ABOUT US

BAFTA is a world-leading independent arts charity and a professional academy for the screen arts.

We exist to champion talent, recognise exceptional storytelling and craft through our awards, and make the creative industries a fairer and more sustainable place. There is no other charitable organisation in the world that brings together more than 12,000 extraordinary creative minds across film, games and TV. Through this unparalleled professional network and our influence, honed over 75 years as a leading force in UK culture, we invest in talent, 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 removing barriers to opportunity so that all talented people have the chance for their work to be seen and recognised for its artistic merit. Crucially this includes building a pipeline of talent by working with children as young as seven in schools to promote essential skills and encourage young people to consider the screen arts as a career – in this way we support the creatives of the future.

We also advocate for talented practitioners from underrepresented groups to join BAFTA, vote in our

Awards and become leaders in our industry. From BAFTA bursaries and career development programmes to our screenings and events, our year-round activities support and showcase the diverse range of talent in film, games and TV. They share industry expertise democratically, so that everyone can access the support 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 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, and they drive creatives and practitioners to excel and make exceptional work that reflects and relates to the lives of everyone.



Charlotte Wells, BAFTA scholar and
BAFTA Scotland award winner



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 the opportunity to thrive in the screen industries, bringing rich and diverse stories for us to celebrate.

OUR VALUES

In 2023, all UK staff were invited to workshops to agree the organisational values that best reflect BAFTA and will help us deliver our goals.

Left to right:
Lashana Lynch speaks to red carpet host and BAFTA Young Presenter Elsie Adams at the EE BAFTA Film Awards; David Harewood (L) and recipient of the Special Award, David Olusoga, at the BAFTA Television Awards with P&O Cruises; BAFTA Breakthrough UK participants: Bella Ramsey, Funmi Olutoye, Michael Anderson, Joel Beardshaw; Guests attend the BAFTA Connect Craft and Technical Forum

OUR VALUES

TOGETHERNESS

When we are united in a common purpose and working collaboratively with our members and partners, we achieve more.

CURIOSITY

We grow through creative ideas and fresh thinking, so we encourage debate and courageous conversations. We create space to think, listen to others, and ask questions.

CELEBRATION

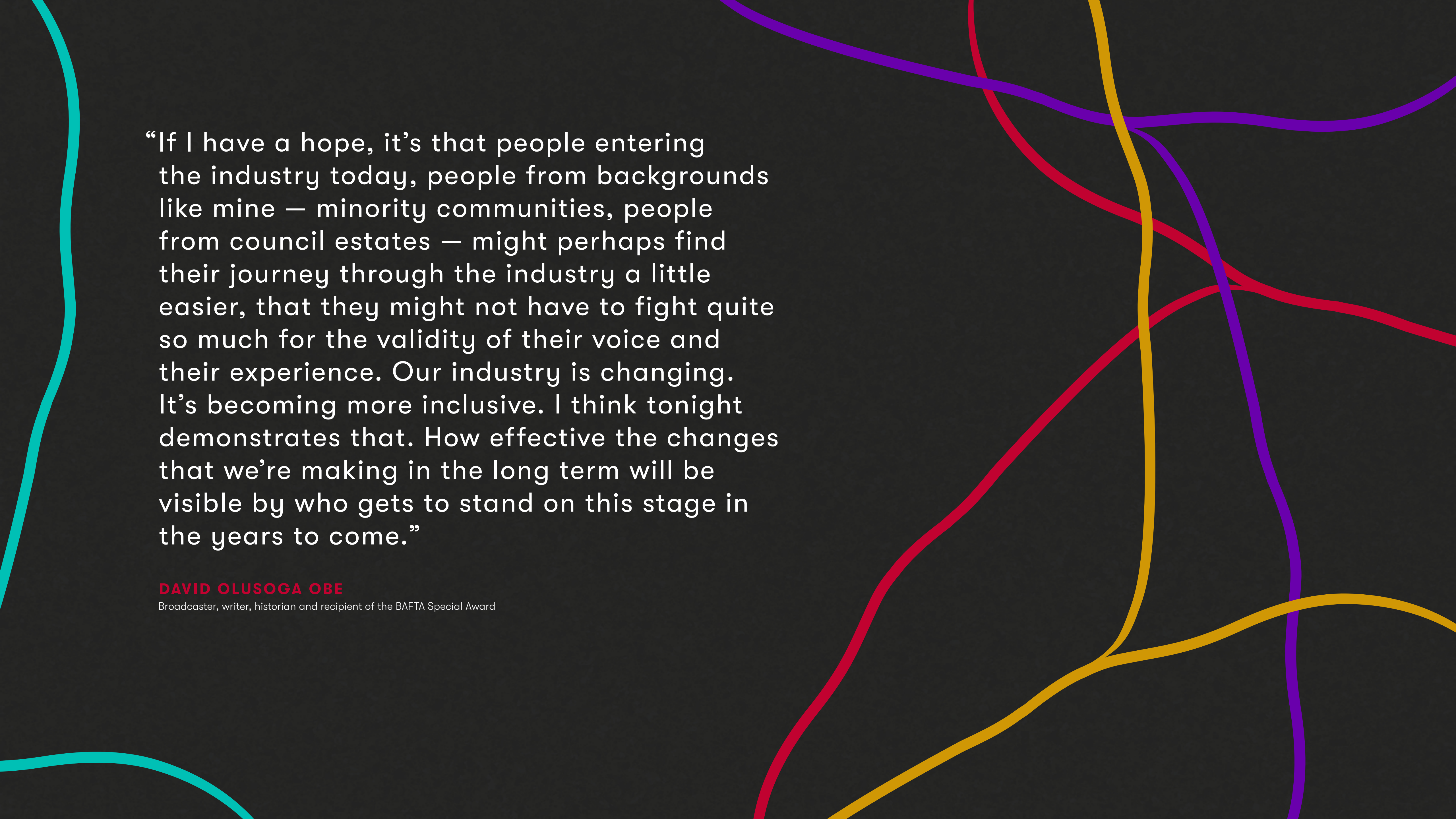
We celebrate the work of our colleagues as well as our own, with mutual respect and recognition.

POSITIVE IMPACT

The creative arts are a force for good. With a social conscience, we agitate for change that will help make the world a better place.

STRIVING FOR BETTER

We commit to deliver on our gold standard of excellence by speaking up and standing up, with compassion and empathy, for what we believe in, in order to be the best we can be.



“If I have a hope, it’s that people entering the industry today, people from backgrounds like mine — minority communities, people from council estates — might perhaps find their journey through the industry a little easier, that they might not have to fight quite so much for the validity of their voice and their experience. Our industry is changing. It’s becoming more inclusive. I think tonight demonstrates that. How effective the changes that we’re making in the long term will be visible by who gets to stand on this stage in the years to come.”

DAVID OLUSOGA OBE

Broadcaster, writer, historian and recipient of the BAFTA Special Award

02

WHAT WE DO

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WE SUPPORT CAREERS

Everyone deserves an opportunity to follow their creative spark.
Talent is not determined by bank balance, where you come from or your
life experience. Success shouldn't be, either.

We know there is a pool of extraordinary creatives out there whose talent is currently unrecognised.

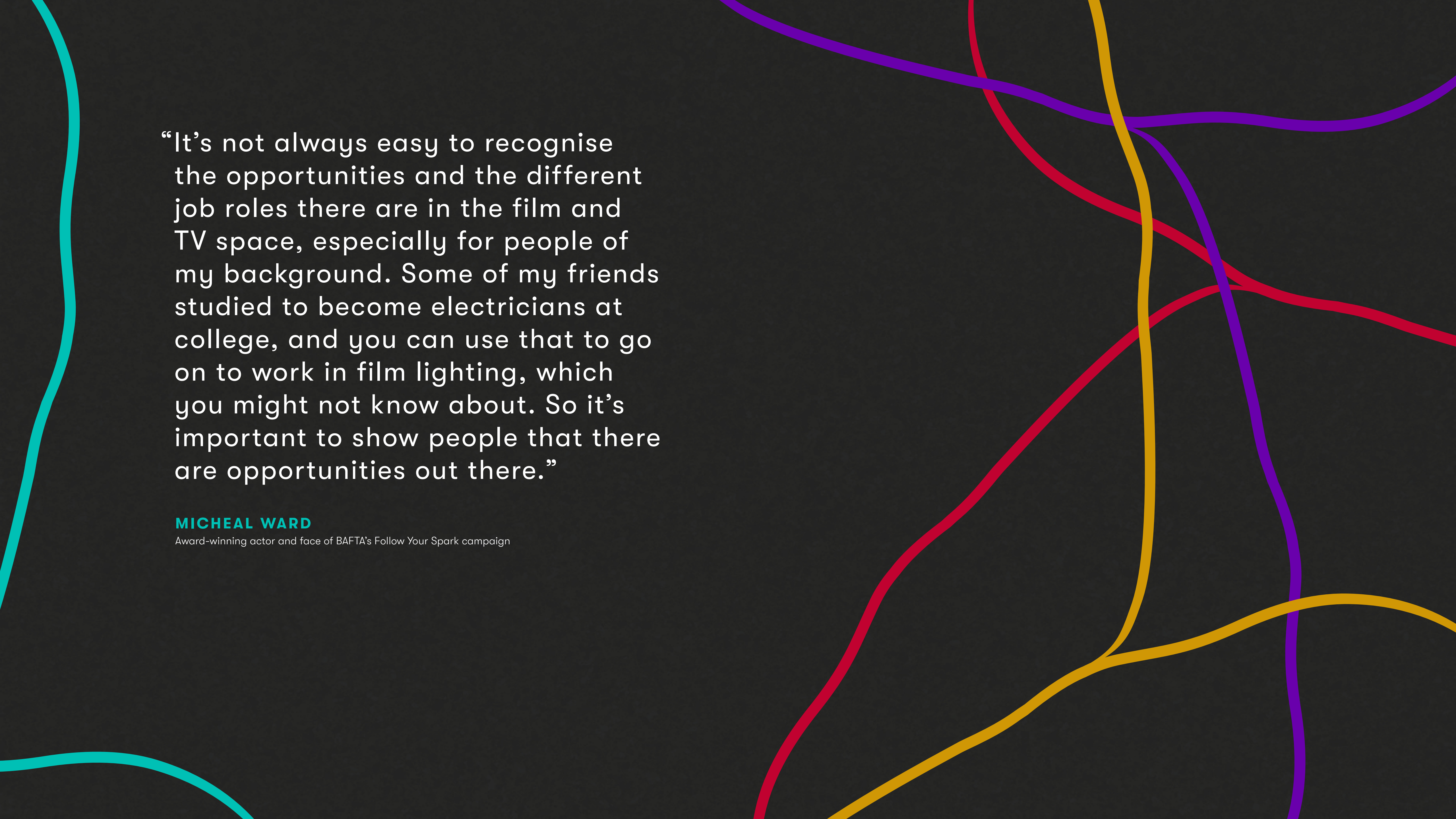
For too long, the screen industries haven't reflected the diversity of audiences. We are also aware of the urgent need to inspire young people to learn about and enter the creative industries to ensure the future of the screen arts.

As the only organisation representing film, games and TV globally, with a membership of over 12,000 creatives and practitioners, BAFTA is uniquely placed to address these issues. We do this by investing in talent, sparking inspiration, removing the financial and social barriers to entering the screen industries, spotlighting the skills

people need to develop and sustain their career, and opening doors to a professional community that can help talent to flourish.

In 2023, we welcomed almost 900 new practitioners into BAFTA through our BAFTA Connect membership for emerging and mid-level talent. We supported 149 people directly across the UK and US to make new connections and develop skills through bespoke programmes such as **BAFTA Breakthrough** and **BAFTA Elevate**. Thousands more attended our events to gain expert advice and insight from BAFTA winners, nominees and industry practitioners.





“It’s not always easy to recognise the opportunities and the different job roles there are in the film and TV space, especially for people of my background. Some of my friends studied to become electricians at college, and you can use that to go on to work in film lighting, which you might not know about. So it’s important to show people that there are opportunities out there.”

MICHEAL WARD

Award-winning actor and face of BAFTA’s Follow Your Spark campaign

“Being able to have the career I have... doing what I love... it is because of the BAFTA scholarship and mentoring... Those two together gave me the beginning, the now, and the future.”

HOSEA NTABORWA
Production sound assistant

Breaking down barriers

This year, we renewed our focus on tackling class inequality through a host of **programmes to promote social mobility in the screen industries**. Unlike other areas of underrepresentation, such as race or gender, class and financial inequality is often overlooked. As the cost of living crisis raged on in 2023, this area of work felt particularly pressing for the many people working in the screen industries who are struggling and for those considering a career in film, games or TV without existing connections or financial support.

In 2023, we began reporting on the proportion of BAFTA membership from lower socio-economic backgrounds, something we will do every year from now on. As of October 2023, 19% of BAFTA members are from lower socio-economic backgrounds – the national population is 39%.

In December, we published *Invisible Barriers*, a resource for the gatekeepers and decision-makers of our industries containing 30 practical recommendations to widen access and improve career progression for people from lower socio-economic backgrounds and to encourage authentic representation and storytelling onscreen.

Screenwriter and executive producer Perrie Balthazar (*Bad Sisters*, *Coronation Street*) is one of the 16 leading creative and industry experts who contributed to *Invisible Barriers*. Perrie says that when she first started working in the TV industry, she realised her background was very different to others.

She says: “I felt for the first time imposter syndrome, although I didn’t know it was called that then... But I’ve always had mentors – wonderful, strong people – who have given me lots of advice and guided me through... I don’t think I would have achieved anything in this industry without those people. As a woman of colour as well [as being working class], I’m even more of a minority... You are usually the only one of something in the room, and that’s difficult.”

To raise awareness of the support available, we released *Follow Your Spark* in the autumn of 2023, a national cinema campaign featuring stories inspired by some of the young people we supported to realise their creative potential. Fronted by actor Micheal Ward, the trailer was directed by Jeaniq Amihyia and several crew members were recipients of BAFTA bursaries and scholarships and alumni of our talent programmes. Our **bursaries and scholarships** are just two ways in which we help aspiring creatives who might otherwise be locked out of the screen industries: in 2023, we awarded £277,000 in funding to 77 talented individuals in the UK and US in an expansion of our programme, thanks to the generous support of our donors and partners.

£277,000

in bursaries and scholarships awarded

77

recipients of BAFTA scholarships and bursaries



Film stills: *Follow your Spark* campaign



BFI FLARE x BAFTA, made possible thanks to National Lottery funding from BFI NETWORK, supports six emerging creatives every year to develop their LGBTQIA+ stories for the screen in the UK and internationally. To date, 78 people have benefitted from BFI Flare x BAFTA. In 2023, we held more than 80 industry meetings, mentorship sessions, and wellbeing, career and financial coaching, as well as access to the BFI Flare: London LGBTQIA+ Festival, the London Film Festival and BAFTA Connect membership. Mentoring and one-to-one support was provided by senior industry figures, including director Euros Lyn (*Heartstopper*), writer Jack Rooke (*Big Boys*), writer/director Andrew Haigh (*All of Us Strangers*), writer/director Kibwe Tavares (*The Kitchen*), director Gina Prince-Bythewood (*The Woman King*), writer and comedian Guz Khan (*Man Like Mobeen*) and writer/director Nia DaCosta (*Candyman*).

In 2023, our **BAFTA Elevate** group of 20 talented producers from underrepresented backgrounds working across scripted and unscripted film and TV reached its second year. This two-year programme has been designed in response to research that identified what talented practitioners from these groups need to become future industry leaders.

IN FOCUS

Celebrating 10 years of BAFTA Breakthrough

This year, BAFTA Breakthrough, our flagship talent programme, celebrated 10 years incubating the next generation of creatives in film, games and TV in the UK, the US and India.

Run in partnership with Netflix, the programme identifies the most exciting talent and supports them at their critical ‘breakthrough’ career moment, giving them access to a life-changing year of professional coaching, one-to-one meetings and career guidance, full voting membership and access to BAFTA events and screenings, both in the UK and internationally. The programme has been designed to provide the right combination of support that people need to turn early success into sustainable careers.

More than 200 people have benefited from the programme to date, including screenwriters, actors, games designers, producers, costume designers, directors, editors and production designers. Many go on to develop their own games, TV shows or features and achieve national and international industry acclaim, including BAFTA nominations, with such alumni as Josh O’Connor, Florence Pugh, Jessie Buckley, Nicole Lêcky, Jim LeBrecht, Charu Desodt, Daisy and Charlie Cooper, Letitia Wright, Dan Gray, Paapa Essiedu, Mdhamiri Á Nkemi and Tom Holland.

The 2023 Breakthrough group include the multi-talented Adjani Salmon, writer, performer and executive producer of hit BBC show *Dreaming Whilst Black*, about a wannabe filmmaker trying to break into the industry. Adjani said he intended to use Breakthrough “to make some meaningful connections with the people here; my cohort and those people I haven’t had access to before. I’ve never had a mentor, not for the lack of wanting one, I’ve just not had the means or access. Hopefully, I can meet some people who have done it before me and can give guidance now that I’m here.”

Dreaming Whilst Black aired in July 2023, having evolved from a 2018 web series, itself born out of Adjani and his friends posting comic skits on social media. Adjani scooped the BAFTA for Emerging Talent: Fiction at the 2022 BAFTA Television Craft Awards, followed by nominations for Male Performance in a Comedy and Scripted Comedy at the 2024 BAFTA Television Awards with P&O Cruises.



Bella Ramsey, actor and
BAFTA Breakthrough participant

Investing in talent: Lezan’s film career leaps forward



Lezan Mawlood from Solihull is a budding film practitioner, specialising in set decoration and graphics, and the support of BAFTA has seen her career skyrocket. After graduating in graphic design, she began making her way in the industry, landing a place on the National Film and Television School residential training programme before being accepted for the Warner Bros. Access to Action bootcamp.

But it was in 2023 that Lezan says her career really began to take shape when she connected with BAFTA, first through BAFTA x BFI Film Academy Mentorship programme, then as a recipient of a Prince William BAFTA Bursary.

“Having been part of both the mentorship scheme and the bursary scheme still feels surreal,” she says. “I’m really grateful to have been acknowledged by BAFTA...It’s a constant reminder to keep going after my dreams because they saw there was a potential in me to succeed, even when I didn’t really see that in myself yet.

“The mentorship scheme helped me out tremendously. It paved the way for me to navigate the industry as I was able to receive invaluable one-on-one advice from Sophie Cowdrey, who’s a graphic designer in film and TV, and also has experience in production design, the art department and set decoration, so she was perfect for me. Being able to directly ask her questions and get advice gave me a deeper understanding of the craft and what skills I’d need to succeed in the roles I was interested in.

“After I got accepted, BAFTA took the time to find somebody who would suit my needs – I couldn’t have asked for a better mentor. It really made me gain confidence in my abilities. Gaining that knowledge made my aspirations feel more attainable and like I’m one step closer to achieving my dreams.”

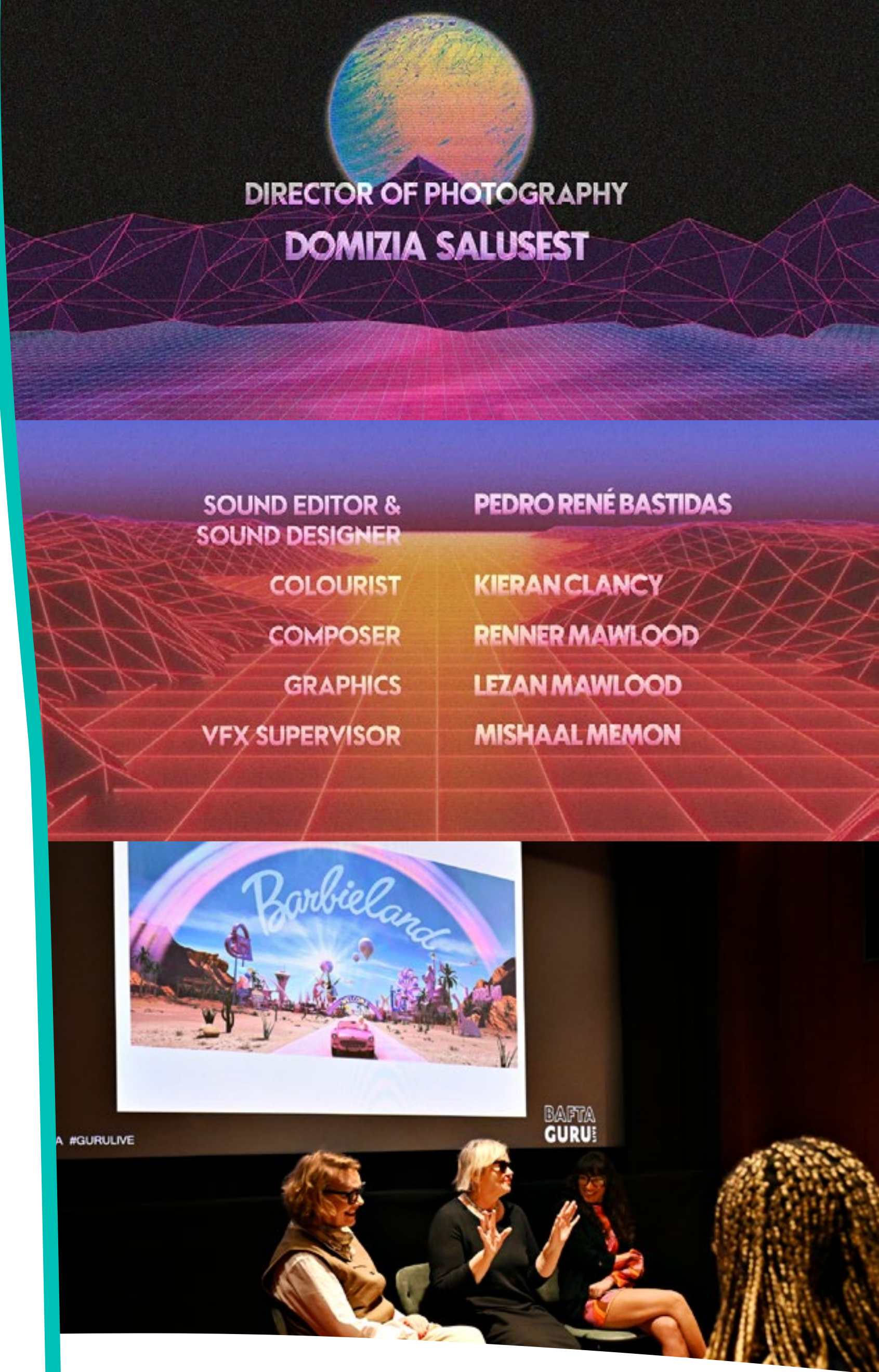
Hot off the heels of the mentorship scheme, Lezan was awarded a £2,000 bursary to pay for driving lessons and an Adobe Creative Cloud subscription, both things that are essential to progress in her career.

“The bursary acted like a catalyst for my growth and my success,” she says. “If it wasn’t for the bursary I would have had to wait to be able to afford these things, and it would have taken me much longer [to progress in my career]... After I got the bursary and after I did my driving course, I got so many more opportunities.

“I also went to [BAFTA’s] Guru Live for free, where I got to see the production designer and the set decorator from Barbie talking about the whole job. There were gaming sessions as well, which I’m also interested in. I really like how BAFTA doesn’t only do film, they’re very broad, and they allow you to be able to discover what it is you’re really passionate about, which is amazing.”

Lezan used the skills and experience she developed through BAFTA’s support to win a place on Screen Skills’ 2024 film traineeship programme, then landed work on the upcoming Guy Ritchie film, Fountain of Youth, and House of the Dragon.

“I feel like the path is a lot clearer for me now. Before I didn’t really know what to do and how to get what I wanted, but now I know – and if it weren’t for BAFTA, I really wouldn’t be here.”



Top/Middle: Lezan’s opening title and end credits design work for *Weirdo*, an Apple x Fully Focused Productions Short film; Bottom: BAFTA Guru Live session, *Building Barbieland*, with Barbie’s production designer and set decorator, Sarah Greenwood and Katie Spencer



Mared Jarman, Breakthrough Award winner at the BAFTA Cymru Awards

Creating a community

Our members are at the heart of BAFTA.

BAFTA members are able to enjoy a range of benefits, from networking events around the country to screenings, masterclasses and Q&As, including free cinema tickets at national chains all year round. Our members are at the heart of BAFTA. They are academicians – the expert practitioners who vote in our awards, sit on juries and selection panels for our talent programmes and mentor up-and-coming talent. Their membership fees support BAFTA’s activity as a charity. This means they were behind every single one of our achievements in 2023. To connect our community even further, this year we put on more socials and networking events for members than ever before, spread across the UK and US.

In 2023, BAFTA welcomed 550 new full members and almost 900 Connect members, taking our global membership to 12,950. Our membership consists of a 42:58 female-to-male ratio; 16% of our members are from an underrepresented ethnic group, 7% are disabled, 12% are LGBTQIA+, and 19% are from lower socio-economic backgrounds. ^{1 2}

¹ By 2025, we aim for a 50:50 gender balance, 20% from underrepresented ethnic groups, 12% with disabilities and 10% who identify as LGBTQIA+. Through close collaboration with industry organisations and partners, as well as high engagement from prospective members, progress is continuing towards these targets, first set out in the 2020 BAFTA Review. The targets were created in line with UK broadcasters, industry organisations and census data of the UK working-age population.

² Prefer-not-to-say responses have not been included. The female:male ratio comprises respondents who specifically identified as such.

550	new full members join BAFTA
12,950	members of BAFTA globally

“You never stop learning in this job, and I hope that meeting a broader group of people across the industry will inspire me and help make me better at what I do. [It’s essential to] make people feel like they truly belong, with a path to develop their career... There are so many people that contribute to the success of a film, game or TV show, and we need all roles to be visible and celebrated.”

JULES CORNELL

Editor, producer and BAFTA member, who is hearing impaired

“Being part of BAFTA offers incredible value in terms of offering further connection... As someone who came from a regional background, with no network or formal training, it’s imperative to ensure the door remains firmly open for the broadest range of talent to tell their stories and develop their careers, both above and below the line. As a BAFTA member, I can show future members that being a regional working-class individual isn’t a barrier to success.”

JENNY MONKS

Film producer and co-founder of North West England-based production company, The Fold

IN FOCUS

Creating connections, sustaining careers

We began BAFTA Connect in 2022 as part of our ongoing mission to support the future creative leaders of the film, games and TV industries. Connect membership is open to emerging and mid-level creatives from across the screen industries and designed to support a diverse range of promising individuals to build consistent and sustained careers in their chosen craft specialism, and helps tackle ongoing crew shortages and skills gaps in the industry. It’s just one of the many ways we drive change within our industries.

Our 2,000-plus Connect members enjoy a programme of workshops, forums and events, as well as structured peer-to-peer networking and full-day conferences, all designed to help them develop their craft and understanding of the industry landscape and best practices within it.

In 2023, we launched the Directory, a list of Connect members sorted by specialism to facilitate introductions between them and the wider BAFTA membership.

Nico Rao Pimparé, who attended a Connect Forum in Bristol, said: “I’m a theatre director moving into film. Those worlds feel like they’re miles apart, especially for directors. I felt like an outsider, still do. I don’t have a network, be it producing or writing networks, or crew. I didn’t go to film school. Being part of BAFTA Connect has been a big help in making a network.”

Also attending the Connect Forum was storyboard artist Celine Davies, who said Connect membership had provided a lifeline during difficult times: “With this year, and the strikes that have been happening, it was super important for me to stay in the industry somehow and really connect with people in new ways that I hadn’t tried before, so Connect came at the perfect time for me.”



Guests attend the BAFTA Connect Craft and Technical Forum

“All I can say, over and over and over again to everyone [at the studio], is ‘if you have too much work to do, that is our fault, and you have to stand up and tell us so we can do something about it... I’m going to respect you 100 times more if you stand up and say you need help rather than trying to do it all yourself’. Mental health is a spectrum, right? Everyone is on it. So we just need to take time to check in.”

KIRSTY RIGDEN

Co-CEO of FuturLab, speaking at the Games Mental Health Summit on the challenge of crunch culture within the games industry

IN FOCUS

Supercharging our games community

In 2023, we powered up our work to connect our games members with each other and with emerging games creators by holding more masterclasses, sessions, forums and networking events than ever before. Our members are an essential part of this work. They volunteer their time, connections and talent to encourage the games creatives of the future to enter and progress in the industry.

We ran a compelling Games masterclass programme, featuring sessions on such topics as how to work with games performers, insights on composing for games, and a combined film, games and TV masterclass on using hair and make-up to create authentic Black representation. We extended our popular Games Socials beyond London,

bringing these regular, informal get-togethers for members and guests to Manchester, Liverpool and Leamington Spa, each attracting around 200 people.

Connect members were invited to a series of events designed to help their already impressive careers flourish. At some, such as our sessions on adapting games worlds for TV, Connect members were able to network with professionals from other screen industries, opening doors and igniting new potential collaborations.

Connect member Jake Gaule, a composer in games who attended our event in Bristol, said: “I know a lot of composers and people in games already, but because the

BAFTA network is wider than that... [I’ve] met people that I wouldn’t have through the usual routes of networking... There’s been a real variety... [I’ve had] the opportunity to meet people at different levels and to learn from them.”

In May, BAFTA combined forces with Safe In Our World for the first ever Games Mental Health Summit, held at BAFTA 195 Piccadilly. Games professionals enjoyed a range of talks, panels and practical workshops, including sessions on dealing with player harassment, mental health representation in games and the importance of balance, community and professionalism.



Guests attend the Games Mental Health Summit



Intersex-Inclusive Pride flag at BAFTA's global headquarters in London

Providing year-round learning and inspiration

Our **live events programme** brought 212 masterclasses, Q&As, lectures and panel discussions to BAFTA members, industry practitioners and the public across the UK and US, in a significantly extended programme from 2022. Our bursary and scholarship recipients were able to apply for additional travel bursaries to BAFTA events to ensure everyone could participate on an equal footing.

BAFTA Guru Live, our open-to-all festivals in Glasgow, Cardiff and London, connected more than 2,200 early-career talents in film, games and TV with direct access to some of the best names in the business and insights into developing a sustainable career in the screen arts.

This year's festivals included sessions to help anyone who might feel they don't belong in the screen industries to learn vital skills, such as fearless pitching and networking and how to overcome imposter syndrome, while new bite-sized sessions covered such topics as managing your finances and building emotional resilience. All those attending our London event were given access to resources on embedding accessibility, sustainability, and bullying and harassment prevention into their work. They were also directed to The TV Access Project's 5 As resource, created to support workers in building a more accessible and inclusive industry. We also ran The Sessions, online and in-person events

that shared insights into the craft of making films, games and TV with our Awards nominees in the run-up to the ceremonies, which were open to anyone interested in knowing more about the stories currently enriching our culture.

During Pride month, we brought together pairs of LGBTQIA+ talent from across film, games and TV to share insights and experiences, explore what changes they would like to see in their respective industries and what best practice looks like to them, all in front of an audience at BAFTA 195 and across our social channels.

Also in June, we held a series of events around Refugee Week exploring the importance of authentic representation of refugees on screen. In October, we supported Wonder Women TV to hold its first ever Wonder Women Conference, designed for a diverse range of women at mid-senior career level.

We also treated our members to a number of screening events, including the BBC documentary *Tommy Goes to Hollywood*, which follows *Line of Duty* actor and BAFTA Breakthrough UK recipient Tommy Jessop as he travels to the US to see whether Hollywood is ready for a superhero with Down's syndrome.

212

masterclasses, Q&As, lectures and panel discussions

2,200

people attend BAFTA Guru Live festivals



Audience members watch the Building Barbieland talk at BAFTA Guru Live

David Lean Lecture

In December, Shane Meadows reflected on his extraordinary filmmaking career to date in our annual **David Lean Lecture**. Shane is a self-taught, British filmmaker whose prolific and acclaimed body of work explores everyday life in the UK. In his lecture, Shane reflected on the beginnings of his career, discovering films and filmmaking. He spoke about the importance of being able to make mistakes and learn from them, and how the mentoring and support that a few people gave him when he was starting out – and unable to pay his way at university or afford filming equipment – helped him hone his craft and gave him the confidence to keep going.



“The first time I can remember connecting with film would be on a Saturday or Sunday afternoon when it was raining, and you wouldn’t go out with your mates, and you’d be sat inside and a film would come on — like an epic war film; maybe something from one of the greats like David Lean, Hitchcock, Michael Powell... I saw these things, I fell in love with them, but I never really ever felt like it was going to be a world that was open to me. It was so far away.”

SHANE MEADOWS

BAFTA-winning director

WE DRIVE PROGRESSIVE INDUSTRY CULTURE

Stories change lives. They influence how we think,
how we behave, and they inspire us.

That's why the stories being told, and the storytellers, must reflect the society we live in. For this to happen, the screen industries must be open to talented people from all backgrounds. This is central to our vision, and we are driving change by creating an open and supportive global membership,

and by using our community's influence across the screen industries to bring about accessible, inclusive and sustainable methods of working. This is one of the key ways we invest in talent, and the impact we are having is helping to improve representation and enrich our culture.



Tobi Kyeremateng, Maya Torres, Samira Mian, Sindha Agha, Anna Hashmi and Anne Perri at the BAFTA Television Awards with P&O Cruises

“Women [and] people from underrepresented groups don’t ask for opportunities enough. I’ve often sat there and gone, ‘Why aren’t I this? Why aren’t I that?’ And I haven’t asked for it. Often the people that ask, get. If the answer’s ‘no’, ask ‘what do I need to do to get there?’”

ADE RAWCLIFFE

Group director of diversity and inclusion at ITV, BAFTA trustee and chair of BAFTA’s Learning, Inclusion and Talent Committee

Driving open, inclusive and accessible industry practices

Ask anyone who is marginalised and most people will be able to tell you about the first time they saw someone like them on screen. Representation matters, and authentic representation matters even more. In 2023, research for the BFI found that one of the things audiences value most about the screen arts is their ability to provide new perspectives.

Ensuring that diverse stories are told requires the film, games and TV industries to be open, inclusive and accessible to anyone with creative talent, not just limited to a select group of people. We are using the powerful influence that BAFTA has to ensure that a broader array of creatives can not only access careers in the screen industries but will stay in these sectors because they are supportive and inclusive places to work.

BAFTA is uniquely placed to do this. Our members are more than 12,000 creatives at the top of their game, which means they are vital to the work we are doing to raise the bar of industry practices. Many volunteer their time and expertise to sit on our committees and advisory groups, which oversee key activity areas that impact the wider industry. Of the 15 members elected to our committees in 2023, nine were elected for the first time, widening the perspectives and influences that will help to shape how film, games and TV operate.

It is now mandatory for UK productions to have a bullying and harassment policy in order to enter any of our Awards. In 2023, to strengthen work in this area, we gave foundational support to the newly-formed Creative Industries Independent Standards Authority (CIISA), which provides the screen industries with support and guidance to tackle and prevent bullying, harassment and discrimination.



Ade Rawcliffe, BAFTA trustee

Investing in inclusivity and access

For decades, the needs of deaf, disabled and neurodivergent people have not been considered by the creative industries, which has meant this rich and diverse pool of talent – and a huge section of society – has largely been excluded. But things are changing, and BAFTA is at the forefront of this movement.

In 2023, we conducted a review of all our work areas to establish The Accessibility Principles, a set of policies that are helping us embed accessibility across everything we do. This is vital to realising our vision of a diverse membership that is more inclusive of deaf, disabled and neurodivergent people, and we are using our unique influence to push the wider industry to open up and put inclusivity at its core.

Our Disability Advisory Group (DAG) has been central to this, as has our close working with industry experts TripleC and the TV Access Project, of which we are now an official partner. All who sit on the DAG are deaf, disabled and/or neurodivergent creatives, and there is representation from leading disability-led organisations.

The many changes we are making as an organisation include our use of access coordinators, who are responsible for ensuring a space is accessible and safe for all those using it. In 2022, we made an access coordinator available to all BAFTA Elevate participants. The results from this pilot showed the difference they can make, with 6 out of 20 people in that year’s group taking up the offer. After reporting our findings to the DAG in 2023, we made access coordinators available to participants across all our programmes, sending a strong signal to the wider industry that this is the gold standard to follow.

To encourage more disabled creatives to join BAFTA, we have worked with our partner organisations to publicise

our disabled membership discount, and we have made the process of becoming a member more accessible by providing our application forms in different formats and languages, accepting video submissions and offering scribing support. Broadening our membership will have a huge impact across the screen industries due to the influence our members wield.

One of our most significant accessibility achievements in 2023 was the changes we made to our Awards ceremonies. We moved our Film Awards to the Southbank Centre, a venue with good accessibility. All of our ceremonies now have a ramp to stage, showing everyone in the room and every creative watching at home that, no matter what access you may require, there is a place for you here on this stage. Our Film and Television Awards now have a host of accessibility measures, such as British Sign Language interpretation, step-free access in all areas, visitor assistants and dedicated quiet spaces.

“I volunteer my time because of the importance of accessibility for everyone, plus to share my experience as someone permanently disabled and confined to a wheelchair,” says Paul Taiano OBE, chair of the BAFTA Finance and Audit Committee who also sits on the DAG. “It has certainly made the BAFTA ceremonies more accessible, which is demonstrating to the industry what can be done and hopefully encouraging a change in culture.”



Ella Glendining and Andrew Miller attend the Nominees’ Party for the EE BAFTA Film Awards

Promoting sustainable practices and perceptions

Climate change is one of humanity’s biggest challenges, and the screen industries provide a huge opportunity for driving change. **BAFTA albert** is leading the way by supporting creatives in film and TV to tell climate stories that inspire action, while also enabling both industries to understand and reduce the environmental impact of their productions.

The albert Toolkit provides a carbon calculator so that productions can measure their carbon footprint, alongside a carbon action plan that will reduce production-related emissions, plus robust guidelines on sustainable practices. The end result is albert certification, now mandated by UK broadcasters. Alongside this, albert’s Studio Sustainability Standard is the world’s first sustainability assessment designed specifically for studio spaces. In 2023, the Standard included studios from Scotland, Wales, England and the US.

This year was a busy one for albert. We updated the carbon calculator, processed 3,000 footprints – 10% more than in 2022 – and increased the number of carbon action plans by one third. We welcomed our new managing director, Matt Scarff, honed our governance structure and launched our new strategy, devised with the industry for the industry to support a sustainable transition.

With support from the BFI National Lottery Sustainable Screen fund, we introduced training for those working in the film industry. Funding from the BFI also allowed us to launch the Screen New Deal report, a first-of-its-kind transformation plan to provide a technical blueprint for stakeholders in Wales to transform its film and high-end TV (HETV) industry to a zero-carbon, zero-waste sector.

Outside of emissions reduction, we also introduced a biodiversity guide, providing advice and guidance for TV and filmmakers who want to reduce their impact on biodiversity across every touchpoint of the production process.



IN FOCUS

Working with the screen industries to harness the power of climate content

With their large, global audiences, film and TV have a key role to play in telling stories about the impact of climate change, and can inspire viewers to act. Since 2021, BAFTA albert has worked with the film and TV industries to harness the power of climate-related content, sharing specialist knowledge, understanding and training, and convening the Climate Content Pledge, which all major UK and Irish broadcasters have signed, to increase content with climate themes across all genres.

In 2023, we worked closely with the pledge signatories and the wider industry to target three key areas: how to tell stories, what audiences want to see or hear and how to measure our impact. The work we are doing is leading to real change. The film and TV industries are making more and better climate content; according to our carbon calculator data, around one-third of programmes assessed featured climate themes.

To encourage more climate content, we devised specialist training for editorial teams, accompanied by the Telling Climate Stories guide, and ran a series of sessions bringing together scientists from the Royal Geographic Society with commissioners and content makers. We have carried out in-depth audience research, including a peer review of academic papers by York University, which found that audiences most respond to climate content that inspires and shows solutions rather than content that stokes fear.

To round off 2023, we attended COP28 alongside Futerra, ThinkFilm and Bellona, hosting the first ever *Storytelling for Action* pavilion. This high-profile activity at the heart of COP was an important chance to showcase and celebrate what the UK film and TV industries are doing, and to explore the role of storytelling in engaging global audiences to tackle climate change.

31%	of the 3,000 productions assessed in 2023 included climate related themes
71%	rise year-on-year in international productions using the albert toolkit (281 footprints in 2022 vs 481 footprints in 2023)
3,000	carbon footprints calculated

Top: Matt Scarff at the BAFTA albert Sustainability Summit in Cardiff
Middle/Bottom: Guests at the Summit

“I’m impressed with the approach BAFTA has taken to get people talking about values. Too often values are just words on a wall. By using this process BAFTA employees should believe and live the values because they created them.”

MARTYN NEWMAN

Author of *Emotional Capitalists*, who helped present the values at a BAFTA all-staff meeting

Left to right: BAFTA staff at an all-company quarterly meeting; Johannes Radebe & Layton Williams take part in the BAFTA Pride Month One-to-Ones; BAFTA Staff at a social event at BAFTA 195 Piccadilly; Luke Hebblethwaite, Lewis Peet, Tia Wedderburn and Emma Tarcy at the BAFTA booth, Develop: Brighton

Building an inclusive culture at BAFTA

To further strengthen our influence across the screen industries, BAFTA must itself be an equal, diverse and inclusive organisation. This is not just about BAFTA being a great place to work, it is about embodying our mission to make the creative industries a fairer and more sustainable place.

This year, the second cycle of our new **internship programme** began, in partnership with Creative Access. These 12-month, paid training contracts are open to anyone from an underrepresented group who is seeking their first professional role in the arts, the screen industries or arts administration. Since the programme started, we have supported 14 interns, more than half of whom have gone on to gain jobs in the creative sector.

We know that the people at BAFTA are key to the difference we are making across the screen industries, and we are doing everything we can to enable staff to deliver to the best of their abilities. To be an inclusive workplace, where every individual from any background thrives,

we have a dedicated **wellbeing strategy** to embed the four pillars of wellbeing (physical, mental, financial and social) across our organisation. In 2023, we introduced individual Wellness Action Plans to help staff communicate the support they need, and we provide social events, mental health first-aiders, financial wellbeing seminars and free 24/7 counselling through our employee assistance programme.

Working alongside training consultancy Red10, we embarked on a new programme of **leadership training and development**, offering such courses as providing effective feedback, being influential and self-awareness, and we have successfully trained around 80% of staff to date. In September, we launched **Best of BAFTA** so that colleagues can nominate anyone at work who has helped them in some way, be it by delivering a key piece of work, supporting them through a tough time or just being an all-round great colleague. We also set up **Employee Resource Groups**; forums that are run by staff for staff to create a safe and supportive working environment for all. Five groups

were established: the Queer Network (+ Allies), the Racial & Ethnic Diversity Network, the Wellbeing Network, the Parents and Carers Group and the BAFTA Earth Network. Each one is helping us to celebrate our individuality and work better together.

We started working on our **organisational values** in April 2023 to develop the core qualities that best reflect BAFTA. Every staff member had the opportunity to contribute through in-person and online workshops. In our About Us section, you can see the five values that were agreed, which will help to shape our culture and the impact we have now and in the future.

Every year, we run a **staff engagement survey** to better understand how staff feel about working at BAFTA. For the first time in 2023, we extended the survey to include BAFTA 195 and our teams in Scotland, Cymru and North America. In total, 88% of staff took part, and we learned that 74% of respondents felt proud and engaged as a BAFTA staff member.





Conor O'Hart at the
EE BAFTA Film Awards

IN FOCUS

A year in the life of our Queer Network

“Small and mighty,” is how global membership officer Conor O’Hart describes the BAFTA team.

“We’re an incredibly busy charity for our size,” he says, “but you are surrounded by people who are very like-minded... You are working in a network of people where you do see yourself, which is not something I’ve experienced in other jobs.”

Conor had been at BAFTA for just over a year when the idea of the Employee Resource Groups surfaced. He put himself forward and became deputy chair of the Queer Network.

“The first attraction was the community side of it, having a spot at work where you are able to sit down in a room with people you don’t necessarily always work with, but everyone is there for a similar reason,” he says. “I was also interested in what the groups could be... it was an opportunity to start influencing faster from the inside.”

The Queer Network achieved a number of things in its first year, including advising on our public-facing Pride activities. It also spearheaded our significant work to improve awareness and the use of pronouns and pronoun data collection, not only within BAFTA but across all of our industry and new talent programmes. It has also been able to convene a community through regular screenings and other social activities.

Conor says all the Employee Resource Groups work “closely, in tandem with one another”, and he has been

impressed by the way they are able to influence real organisational change, which is rippling out across the screen industries.

“We’ve had HR come to us and to the other groups with a big policy review to get [a perspective] from staff members on the ground of what might need to be adapted to benefit, say, a working parent, someone at work who is transitioning, a same-sex couple who are looking at paternity/maternity leave. A year ago, those conversations would not trickle down to staff as much as they do now.

“There’s a big focus on trying to make sure that public activity is not tokenistic, which is where the consultation has really been paying off... It’s about ensuring authentic representation; not reacting to an awareness day or month because other organisations are, but doing things in a way that really speaks to those working in the screen industries.

“BAFTA works with such massive and influential audiences, and equally we work with people who are really new to the industry – who are queer, are from an underrepresented background or similar – who are trying to wrangle their way into the screen industries and it can be very difficult for them. Given the influence that BAFTA has, it does feel right that staff have a say and can help to impact how that trickles down to the audiences we work with, who are like us and are affected by the same things we’re talking about.”

Investing in talent: How a BAFTA internship helped Shayahi to shine

Shayahi Kathirgamanathan has her sights set on becoming a media and entertainment lawyer, but it’s a tough profession to get a foot in the door, let alone excel in. That’s why, after studying law at Durham University and completing a postgraduate solicitor qualification, Shayahi applied for a BAFTA internship.

“Prior to applying, I’d seen the BAFTA Awards, I’d grown up watching them on TV, and that was as far as I knew BAFTA’s remit to be,” says Shayahi. “But I have come to learn that BAFTA does an incredibly wide range of work. BAFTA is a particularly fantastic place to intern because it has its fingers in a lot of different pies, from its initiatives helping upcoming talent to sustainability. It cuts across so many different elements of the sector, so you’re really able to have a multifaceted experience.”

To ensure people can develop a wide range of skills, our year-long training internships are split between two different departments. Shayahi’s first placement was in the partnerships department, where she worked throughout the 2023 Awards season before moving to BAFTA albert.

“It’s such a friendly and talented team, that’s probably one of the bigger highlights of working at BAFTA, particularly as an intern,” she says. “I was able to work with a really diverse range of people across the spectrum of BAFTA and BAFTA albert, as well as people from across the industry, from young mentees at Guru Live and upcoming producers and directors at workshop sessions to nominees and winners at the Awards.

“BAFTA staff are passionate about what they are trying to achieve. I think that’s something that is really unique about BAFTA; everyone is so driven. Working in BAFTA albert has been particularly rewarding because I’ve been able to become part of the team that’s driving efforts in this area.

“I’ve also been able to gain a lot of transferable skills that are fundamental to developing a legal career... as well as things that are more specific to the industry, such as [contract] drafting, negotiation and commercial awareness of the sector itself. It’s also made me more confident as a person – it’s helped bring me out of my shell.”

Shayahi completed her internship in September 2023, after which she became a contracts and finance assistant then a junior contracts executive at BAFTA albert. She has since gained a full-time position with a production and distribution company.

“Those core drivers that BAFTA has on such things as sustainability and helping creative professionals find their way through the industry are something I want to continue to adopt as values,” she says. “These are things I hold close to my heart.”



Shayahi Kathirgamanathan
at the EE BAFTA Film Awards

WE CELEBRATE EXCELLENCE

Our Awards shine a light on exceptional storytellers and the craft that goes into creating the films, games and TV shows that enrich our culture.

In 2023, we hosted six Awards ceremonies across the UK.

We measure the impact of our Awards ceremonies to see the difference they make. A 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 66% of viewers who watched the 2023 BAFTA Television Awards with P&O Cruises were encouraged to watch more TV – rising to 90% among 18 to 34-year-olds.

64%	of Film Awards viewers encouraged to see more films having watched the show	video views on BAFTA's TikTok	63.6m
2.55m	Television Awards viewers on BBC One	Twitch audience of Games Awards' content creators	10m

In 2023, millions of people watched our Awards: 2.62 million for the Film Awards on BBC One and 36.3m views on social media; 2.55 million for the Television Awards, also on BBC One, with 46m views on social media; and 3.1m views for the Games Awards livestream and other social content. And millions more watched, liked, listened to, commented on and shared BAFTA content across TikTok (63.6m video views), Instagram (4.8m engagements), X (2.7m engagements) and Facebook (1m engagements), while on Twitch, we joined forces with a diverse selection of eight content creators to celebrate the nominated and winning games to a combined audience of over 10 million people.



Levelling the awards playing field

A BAFTA nomination and win can be life-changing. So we're removing barriers to opportunity in order that all talented people have the chance for their work to be seen and recognised for its artistic merit.

As we do every year, in 2023 we reviewed our Awards and made changes to entry rules and eligibility to ensure they continue to celebrate creative excellence, encourage positive change, evolve alongside the ever-changing industry landscape and have fair and robust processes.

We also continued to invest in updating and upgrading BAFTA View, the online viewing platform for voting members that enables them to watch every entered film and TV programme and download game codes, to consider each one on merit.

Ensuring that our Awards juries comprise people from diverse backgrounds themselves also matters in our mission to level the playing field. For instance, the majority of Television and Television Craft category nominees and winners are decided by juries of industry professionals, with the remainder decided by chapters, groups of BAFTA members organised by their respective craft.

Across the board, our juries were representative of BAFTA membership targets as a minimum; this includes gender parity and at least 20% ethnic diversity, as well as a range of diversity indicators, including age and location, in addition to having the required professional expertise.



“I am thrilled and honoured to be the recipient of the BAFTA Fellowship. I am particularly delighted that this year’s award is twinned with opportunities to mentor and support participants in BAFTA’s learning programme... I am grateful for the chance to pay forward the opportunities and experiences I have been lucky enough to have over my career.”

MEERA SYAL CBE

BAFTA-winning actor, comedian, writer and BAFTA Fellow

Recognising exceptional storytelling and craft

Every year, our Awards drive creatives and practitioners to excel, and to tell the stories and design the games that reflect and relate to the lives of everyone.

The **BAFTA Fellowship** recognises an exceptional contribution to film, games or TV. They are the highest accolade we give to individuals in recognition of the outstanding contribution they have made to drive positive change in the screen arts.

In 2023, Sandy Powell was the first costume designer to be awarded a BAFTA Fellowship for the visual masterpieces she has created for some of the most iconic films of our times. She was joined by Meera Syal CBE who was presented with a BAFTA Fellowship at the Television Awards for the distinctive voice she has brought to the UK’s creative arts across multiple genres. Games industry pioneer Shuheï Yoshida received the BAFTA Fellowship for his innovative vision in games design and his work championing independent developers.

BAFTA Special Awards are another way we celebrate the people whose inspiring work has changed the screen industries and our culture for the better.

This year, this accolade went to presenter, broadcaster, filmmaker, author and historian Professor David Olusoga OBE for his trailblazing career, which has led to a reappraisal of how popular culture can bring history to life. At the Television Craft Awards, Alison Barnett received a Special Award for leading the way as one of the very first female heads of production in the UK TV industry.



Meera Syal, BAFTA Fellow, attends the Television Awards with P&O Cruises, alongside Sanjeev Bhaskar

Showcasing talent deserving of wider attention

A number of artists and creators celebrated first-time wins in 2023, earning the attention they deserve and bringing their work to wider audiences.

This includes Charlotte Wells, a BAFTA scholar in 2017 who won Outstanding Debut for *Aftersun* at the EE BAFTA Film Awards, Barry Keoghan who won Supporting Actor and Kerry Condon who won Supporting Actress, both for *The Banshees of Inisherin*.

First-time BAFTA Television Award winners included Lenny Rush, who won Male Performance in a Comedy Programme for his role in *Am I Being Unreasonable?*, and Siobhán McSweeney who won Female Performance in a Comedy Programme for her role in *Derry Girls*.

At the 2023 BAFTA Games Awards, actors Christopher Judge and Laya DeLeon Hayes were first-time winners, while *Tunic* won both Debut Game and Artistic Achievement.

First-time winners at the Television Craft Awards included costume designer Jane Petrie for *The Essex Serpent*, Felicity Morris who won Director: Factual for *The Tinder Swindler* and William Stefan Smith who won Director: Fiction for *Top Boy*.

For more than 20 years we have been promoting the artistry of games, underlining and reinforcing the cultural significance of this artform. The BAFTA Games Awards are now recognised as one of the most prestigious international games awards.

This is part of our drive to champion games and their creators, ensuring the games industry has the same level of attention, exposure and prestige that we deliver for film and TV.

In December 2023, for the first time, we publicly announced the BAFTA Games Awards 2024 longlist, billed as the best games of the year, which allowed us to showcase not just the technical brilliance of the artform, but the immense breadth and diversity of experiences that games can deliver.

Beyond the Awards, our year-round screening programme for BAFTA members highlights unique voices, stories, themes and narratives, and shares work that is both authentic and imaginative. We watch everything we select for the programme, considering the details of cast, crew and leadership teams as well as themes, genre and narratives.

In 2023, we screened 143 films across 256 screenings in London, Wales and Scotland, 43 with cast and crew Q&As. The films shown were from 34 countries, half were directed by women and one third were documentaries. For the first time, we screened all selected titles twice – once with and once without descriptive captions. British sign language interpretation and live captioning for all cast and crew Q&As is also available on request.

256 screenings of 143 films from 34 countries

43 cast and crew Q&As

Top: Barry Keoghan, Felicity Morris, Kerry Condon;
Middle: Laya DeLeon Hayes, Lenny Rush, Christopher Judge;
Bottom: Siobhan McSweeney, Charlotte Wells, Jane Petrie



Pete Jackson on telling stories that matter

Pete Jackson's journey to creating and writing the hit TV drama *Somewhere Boy* is one of steely determination.

Despite being a creative child, voracious reader and obsessive film fan, Pete never thought that he could possibly forge a career in the industry. He speaks candidly about his past as an alcoholic, and the mental health problems this elicited.

More than a decade ago, he began his recovery, using writing as an outlet to express himself. *Somewhere Boy* is the most recent realisation of these efforts. This impactful, dark comedy-drama struck a chord with many and changed everything for Pete, earning him a BAFTA for Emerging Talent: Fiction at the 2023 BAFTA Television Craft Awards and a place on BAFTA Breakthrough.

Pete says: "Writing is a weird part of the business. You often feel distant and it can feel quite fractured. So it's great to feel part of a community and an establishment that is so revered and does so much good stuff. It's a mark of quality."

"My goal is to keep making work that challenges me, that I find difficult to do and that challenges an audience. I don't want to do work that's easy to produce and easy to consume. It has to mean something and has to matter. I think that only happens as a writer if you leave something of yourself on the page, which is what I aspire to keep doing."



Pete Jackson, Rory Keenan, Lewis Gribben, Samuel Bottomley and Lisa McGrillis attend the BAFTA Television Awards with P&O Cruises

WE INSPIRE THE FUTURE

We know that celebrating and encouraging children and young people's creativity inspires self-expression, confidence and connection.

These are important life skills for everyone, not just those interested in a career in the screen arts. Children and young people are the future of the screen industries, and BAFTA is instrumental in promoting and supporting this incredible pipeline of talent.

In September 2023, we announced plans to bolster our support for children's media and our year-round learning programmes for the next generation under a new brand: **Young BAFTA.**

Under one banner, Young BAFTA encompasses our hugely impactful outreach programmes for children and young people alongside other efforts to support the children's media industry, such as plans to introduce categories for children's content to our Film and Television Awards in 2025, which will be in addition to the Family award already presented at the Games Awards.

A new cross-industry Young BAFTA Advisory Group will steer this work, chaired by industry trailblazer Andrew Miller MBE.



BAFTA CEO, Jane Millichip, and BAFTA Young Presenter Maryam Drammeh at the BAFTAs



“BAFTA is uniquely placed to inspire creativity and provide opportunities for the next generation to tell their own stories, and I am proud that supporting talented people from all background to unlock their potential remains central to the organisation’s mission. Whether through its career development initiatives such as BAFTA Elevate, which is currently focussed on discovering and supporting aspiring producers from under-represented backgrounds, or through its ongoing bursary and scholarship programmes, which provide financial support to those starting out on their creative journey. I share BAFTA’s belief that great storytelling can be life-changing.”

HRH THE PRINCE OF WALES KG, KT

President of BAFTA

“My job involves helping some of the biggest games in the world reach new heights and audiences, but none of it is possible without the sort of talent that BAFTA works so hard to foster as the future of our industry. Finalists selected for BAFTA Young Game Designers have built some impressively intuitive games, and I look forward to supporting them in their journey here.”

DAVID VALJALO

Creative director at Tencent Games and BAFTA Young Game Designers Awards juror

Left to right: BAFTA Roadshow with Place2Be at the Pear Tree Community Junior School; Gwendoline Christie and Jeriah Kibusi; Joe Talbot at the Young BAFTA Roadshow; BAFTA YGD winners Jack Reynolds, Louis Jackson, Camylle Tuliao, and Jack Mills with games developers from Future Fossil Studios

Supporting young people to get creative

Throughout 2023, our children and young people programme continued to inspire, teach and connect budding creatives from across the UK.

Our **Young BAFTA Roadshows** with **Place2Be** are designed to spark the creativity and imaginations of primary school pupils across the UK. The Roadshows, which prioritise schools with higher than average free school meals places, have engaged more than 6,000 pupils since they began in 2017. This year, our Roadshow made stops in London, North East and North West England, Scotland and Wales bringing a hands-on experience that encourages pupils to explore their creative skills and discover different screen industry careers.

All our roadshows feature talented people from across the screen industries who are passionate about teaching children to value and nurture their creativity. Contributors this year included actor Gwendoline Christie (*Game of*

Thrones), filmmaker Joe Talbot (*Jamie Johnson*), presenter Shanequa Paris (*Newsround*) and Hyper Luminal Games (*Pine Hearts*). We also ran a series of events throughout the year for secondary students focused on the importance of transferable skills and how to develop them, which are vital for young people’s lives and their careers.

Our UK-wide competition BAFTA Young Game Designers has engaged and inspired more than 750,000 young people since it started in 2010.

Through this programme, we support young people aged 10 to 18 to create, develop and present their new game idea to the world. This year, hundreds of entrees were whittled down to 45 finalists, competing for one of two awards split into older and younger categories – the Game Concept

Award, which rewards the most unique and creative game ideas, and the Game Making Award for the most technically impressive coding skills. In June, we announced the four winners via a ceremony streamed on our Young BAFTA YouTube channel, hosted by actor, comedian and presenter Inel Tomlinson.

The four winning games also featured in the prestigious *Power Up* games experience, a celebration of the best games of the past 50 years hosted at the London Science Museum and the Manchester Science and Museum, visited by millions of people each year. BAFTA Young Game Designers is an essential part of the work we are doing to promote the artistry of games and to inspire the next generation of games creators, and reinforces the cultural significance of this incredible artform.

More than 750,000	young people engaged by BAFTA Young Game Designers since 2010
More than 6,000	pupils reached by Young BAFTA Roadshows since 2017
More than 600	young people attended the Young BAFTA Showcase



“Winning means a lot because one of my dream jobs is to be a presenter or a reporter... I’m generally very shy unless there’s a camera. I’m very happy I have the opportunity to gain more confidence speaking to others and just putting myself out there... I’m thrilled that I get to work with BAFTA and have all of these amazing experiences.”

ELSIE ADAMS

Joint winner of BAFTA Young Presenters in 2023

In July, Elsie Adams, 10, from Edinburgh, and Precious Assah, 18, from London were announced as winners of the **BAFTA Young Presenters** competition.

To enter, 10 to 18-year-olds were invited to create and submit a short video on what connection means to them, linked to the theme of Children’s Mental Health Week. Elsie and Precious went on to participate in a year-long talent development programme, which saw them interviewing talent for Young BAFTA, and presenting on the red carpets at BAFTA Awards ceremonies and other high-profile events, such as the Cheltenham Literature Festival.

In November, we welcomed more than 600 young people to the **Young BAFTA Showcase** at BAFTA 195.

The showcase featured a mix of in-depth panel sessions and drop-in activities based on our Young BAFTA year-round programme. Attendees could try their hand at presenting using professional autocue equipment alongside BAFTA Young Presenters, design game concepts and receive feedback from the experts at TT Games, explore character design with staff from Moonbug Entertainment and collaborate on a seasonal campaign for *SpongeBob SquarePants* with Nickelodeon creatives.

“The events are so important. It shows kids that – even though it is not easy – as long as you have the drive and the passion, you actually can get pretty far in this industry.”

DE-GRAFT MENSAH

Presenter and reporter, Newsround



Elsie Adams, BAFTA Young Presenter at the BAFTA Scotland Awards

Breaking into the games industry

Alfie Wilkinson launched his gaming career in 2022 at the age of 14 with retro platformer *Egglien*, which won the Game Making category for 10 to 14-year-olds in that year's BAFTA Young Game Designers competition.

After the competition, Alfie released his game on Steam, where it was a hit with gamers worldwide. Within a year, his game caught the attention of commercial publishers Penguin Pop Games, leading to exciting deals with major gaming platforms Sony PlayStation, Xbox and Nintendo Switch where it racked up thousands of sales.

Embracing opportunities to share his journey, Alfie co-presented the award for Game Design at the BAFTA Games Awards in 2023 and has spoken about breaking into the industry at numerous events to inspire others. Alfie was also invited to be a panellist at the BAFTA Young Game Designers Showcase in London and at Develop: Brighton, the UK's biggest conference for the game developer community.

Alfie says his involvement with BAFTA gave him the “push to get better and stick with” making games.

“Winning Young Game Designers will always be the thing I now credit as the start of a journey,” he says. “It’s pushed me to work harder and meet new people; I’ve really broken out of what was a hard shell. I have friends that have released games and they all gave valuable feedback on how to release a game well, so it helped with the process.

“If you asked me to public speak a few years ago I would have hated it, but I’ve really found a passion for being on panels and talking to people about their experiences,” he notes. “Being a game designer, especially if you’re doing it solo and are working with multiple disciplines, can be quite hard. Don’t give up! What you’re working on is better than you think it is.”



Alfie Wilkinson attends the BAFTA Games Awards



Big Zuu, Rapper, songwriter and performer

IN FOCUS

Celebrating how creativity connects us

Since 2016, we've been teaming up with the children's mental health charity Place2Be for Children's Mental Health Week. In 2023, to mark the week, we produced *Let's Connect*, a series of videos promoting the benefits of creativity for mental wellbeing.

We were overwhelmed by the leading talents ready to support our cause, with Amita Suman, Big Zuu, Clara Amfo, Dafne Keen, Dermot O'Leary and Kit Connor all taking part in conversations with previous BAFTA Young Presenters Braydon, Gracie, Jeriah, Maryam and Samaira. Up for discussion were the many different ways people look after their mental health, from the importance of friends, family and pets to connecting with others through a shared passion for words, music, acting, gaming, broadcasting and other creative pursuits.

Big Zuu, known for his tight friendship with Tubsey and Hyder who feature in the BAFTA-winning *Big Zuu's Big Eats*, shared words of wisdom on ways to have healthy relationships: "Even if someone has done me wrong, I always try to leave it on good terms. You have to deal with negative things head on. It's trial and error though, sometimes it will go right and sometimes it doesn't."

Place2Be CEO, Catherine Roche, said: "We launched Children's Mental Health Week in 2015 to build awareness and understanding of children and young people's mental health. After a tumultuous few years, the week – and connections with others – have never been more needed. We're delighted, once again, to have the support of BAFTA and their friends. These videos show young people across the UK that everyone – even the people they see on TV or social media – struggles to connect sometimes, and that it's okay to share those struggles."

With Place2Be, we then took our Young BAFTA Roadshow to primary schools to share the message about the positive impact creativity and storytelling can bring.

"It was a pleasure to welcome the BAFTA Roadshow to Lewis Street. The children were thrilled to take part in the workshops and to meet Ben [Shires] and Alishea [Campbell-Drummond]. It was great to see the children engaging so enthusiastically in new and challenging experiences and to introduce them to opportunities which are available to them now and in the future — we have some budding game designers and future presenters in our midst! Thank you BAFTA and Place2Be for sharing this with us!"

CLAIRE KINCH

Head teacher, Lewis Street Primary School

WHAT'S NEXT

We've reviewed our group strategy and updated our purpose, vision and mission, outlining our key strategic objectives for 2024 and beyond.

OUR PURPOSE

- Enrich the cultural landscape.
- Level the playing field.
- Drive progress.
- Inspire and celebrate.

OUR VISION

The screen arts thrive at the heart of our cultural landscape and people from all backgrounds thrive in the screen industries, bringing rich, more diverse stories for us to celebrate.



OUR MISSION

CHAMPION

- Cement BAFTA’s role to champion and cheerlead for the screen arts; work to increase the public appreciation of these sectors and advocate them in wider stakeholder and policy discussions.
- Ensure that the cultural, economic and employment impact of the screen arts is celebrated and promoted in the UK and internationally.

CREATE

- Enable and showcase creative exploration and the richness of creative expression in the screen arts; foster and encourage discussion and debate about opportunities and challenges.
- Advocate creative skills, talents and opportunities for all and identify barriers to access and their potential solutions.

CHANGE

- Drive progress on diversity and inclusion within the industries; bring about material changes in attitudes and behaviour. Ensure representation and profile for under-represented and marginalized groups.
- Support individuals from under-represented and marginalized groups to overcome challenges and barriers, for example through building networks, confidence and profile.

EQUIP

- Work with industry and education partners to inspire students about the screen arts and support creative learning from early years education, through to higher education.
- Support individuals to navigate successful, vibrant and sustainable careers. Address skills and attitudes required for a long-term career.
- Tackle barriers and system approaches that make it disproportionately hard for some individuals to foster successful and sustainable careers.

OUR STRATEGIC OBJECTIVES

- Engage and grow a community of members who are active in our mission.
- Produce programmes and events that equip and enable.

- Inspire members and the public through created and curated content.
- Deliver awards that celebrate all we stand for.

- Debate and develop best practice. Promote and communicate it.
- Lead and collaborate on work to drive climate action.

- Scale BAFTA with income generating and commercial activities.
- Support BAFTA with efficient operations, effective technology, and a vibrant culture.

03

OUR SUPPORTERS

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“We are proud to have supported BAFTA since 2020. In that time, the creative hub at BAFTA 195 has re-opened and welcomed creatives to the many open weekends, roundtables, screenings, Q&As and events held there, and we have been delighted to support the expansion of Young BAFTA, the Prince William BAFTA Bursary Fund and BAFTA Scholarships. BAFTA and the Thompson Family Charitable Trust share a passion for inspiring the next generation of talent and ensuring that young people from all backgrounds can enter and thrive in these hugely important and influential industries.”

KATIE WOODWARD

Trustee, Thompson Family Charitable Trust

YOUR SUPPORT MEANS THE WORLD

Thank you to everyone who supports our work.

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.



Lenny Rush backstage
during the BAFTA Television
Awards with P&O Cruises

HOW TO SUPPORT US

BECOME A PATRON

BAFTA patrons are passionate about supporting new and unheard voices and ensuring the screen industries are open to all. As a thank you for their generosity, we invite patrons to a series of unique events throughout the year, including Q&As and receptions, panel discussions and preview screenings with leading creatives.

To learn more about becoming a patron, email fundraising@bafta.org.

PARTNER WITH US

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.

BECOME A MEMBER

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.

REMEMBER US IN YOUR WILL

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.

To find out more, contact fundraising@bafta.org.

HOST AN EVENT AT BAFTA 195

Hiring a space at our 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.

If you're interested in learning more about hiring our venue, contact baftapiccadilly@bafta.org.

DONATE

Charitable gifts play a pivotal role in our work. If you would like to talk to a member of the team about making 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.

WE WOULD LIKE TO THANK

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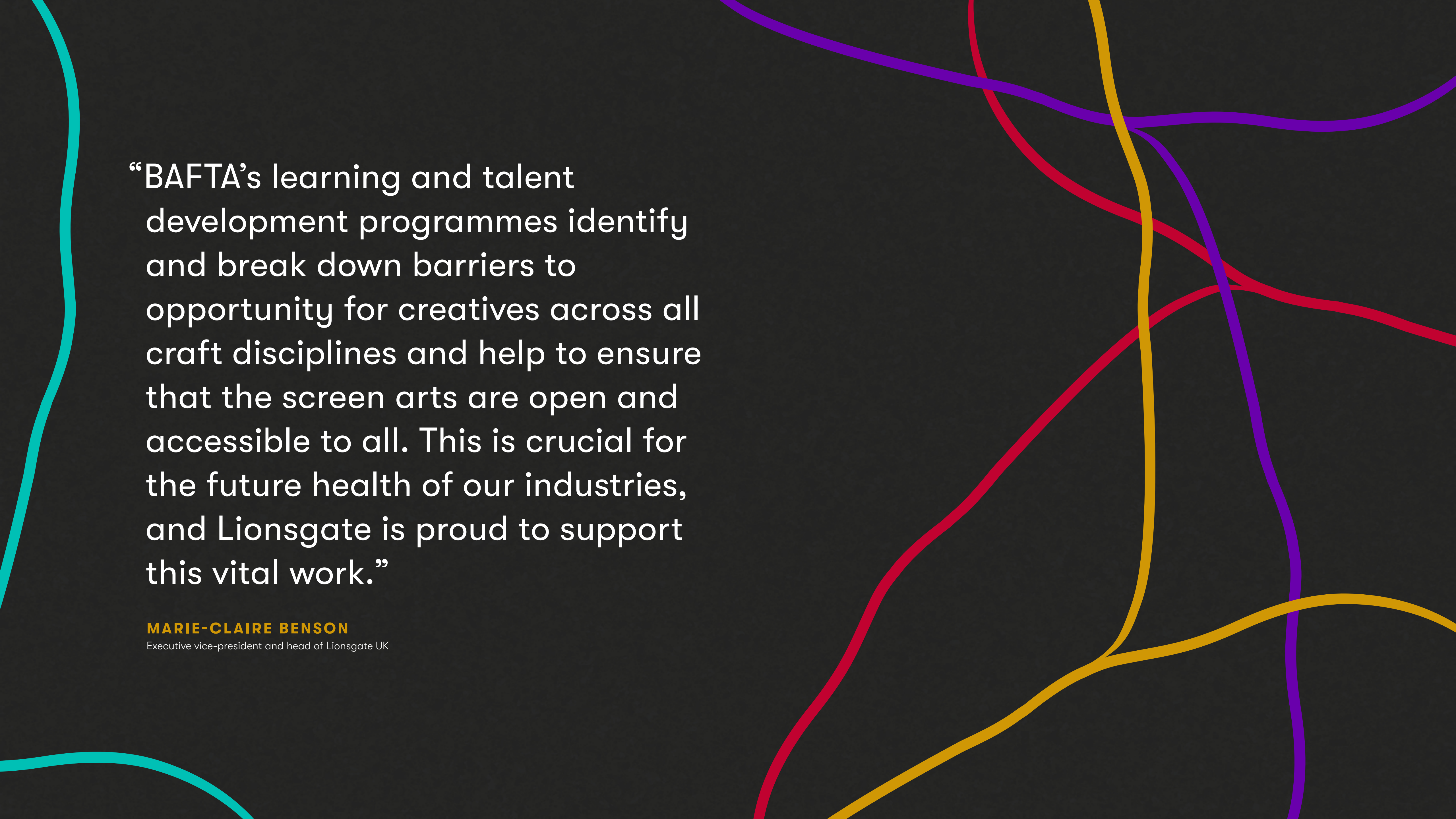
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“BAFTA’s learning and talent development programmes identify and break down barriers to opportunity for creatives across all craft disciplines and help to ensure that the screen arts are open and accessible to all. This is crucial for the future health of our industries, and Lionsgate is proud to support this vital work.”

MARIE-CLAIRE BENSON

Executive vice-president and head of Lionsgate UK

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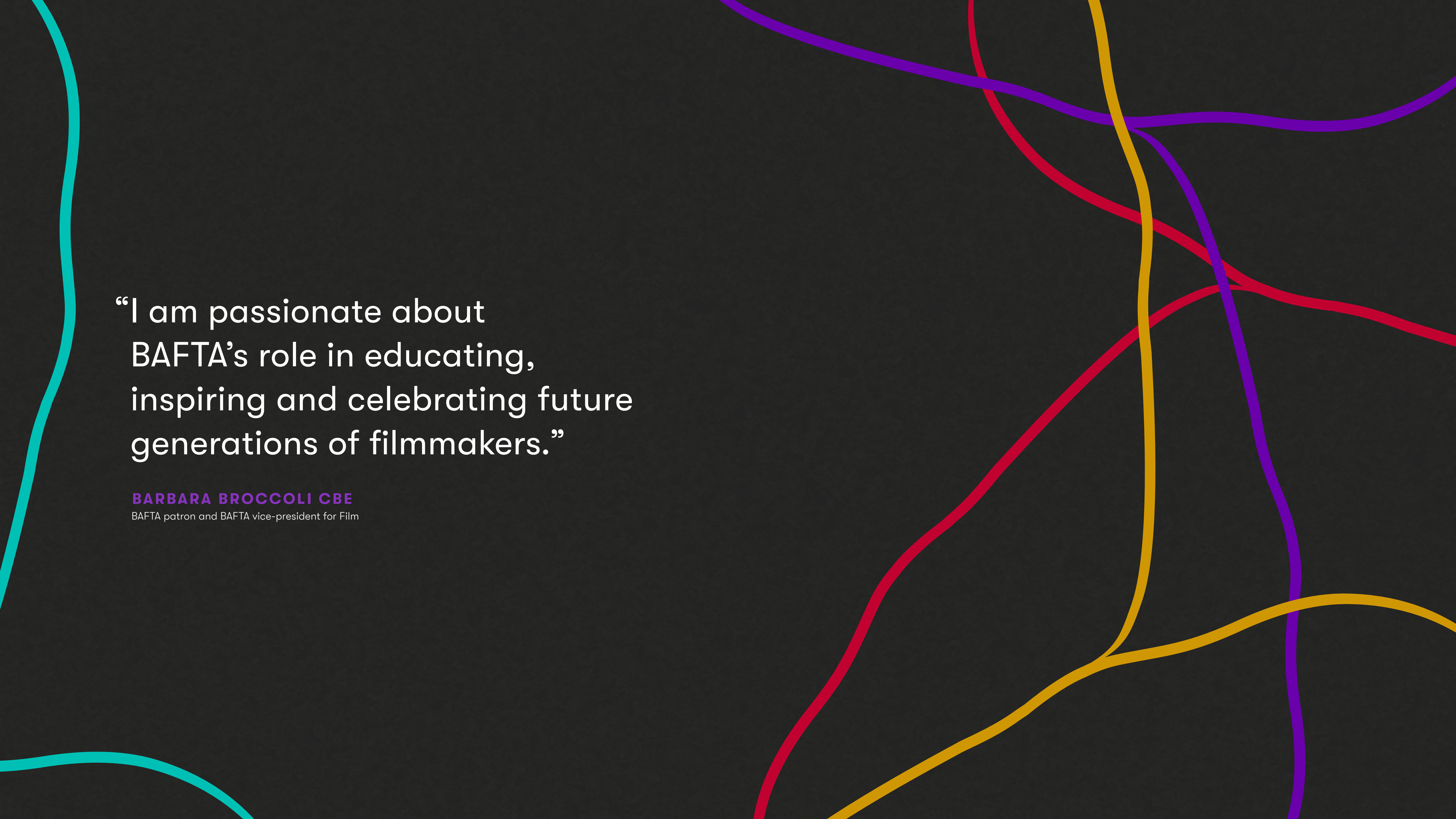
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04 OUR PEOPLE





“I am passionate about
BAFTA’s role in educating,
inspiring and celebrating future
generations of filmmakers.”

BARBARA BROCCOLI CBE

BAFTA patron and BAFTA vice-president for Film

OUR PEOPLE

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