



The strategic agency for the film
and media sector in London

PRESS RELEASE

East London goes the Full Monty

Film and TV talent to welcome ground-breaking initiative

For immediate release: 7 March 2005

The *Full Monty*'s screenwriter Simon Beaufoy and Mary Fitzpatrick, Head of Diversity at Channel Four will give East London film and TV freelancers a boost when they help launch **Skillsbase**, a ground-breaking new initiative from Four Corners, a partner of Film London EAST.

Skillsbase is an ambitious scheme that aims to support East London's media freelancers into continuous employment in the film and TV industries. It will provide targeted business support, mentoring and industry work placements with major production and post-production companies to those selected for the scheme. It will particularly support women, black and minority ethnic groups, meeting the identified need for more diversity in the film and broadcast industry.

A pilot of Skillsbase ran in 2003, with 40% of participants directly gaining employment at key organisations including ITN, BBC, The UK Film Council and Film London.

Skillsbase is an integral part of Film London EAST a strategic three year initiative led by Film London with 15 regional partners, and part funded by the ERDF, to stimulate the film and media sector in East London through encouraging greater interaction between local enterprises and the capital's wider film and TV industry. **Skillsbase** is also supported by London Borough of Hackney's Neighbourhood Renewal Fund.

Skillsbase will be launched on Tuesday 22nd March 2005 from 4.30 – 7.00pm at
Four Corners, 121 Roman Road, Bethnal Green, London E2.

Notes to editors:

The European Regional Development Fund is providing funding for Film London EAST through the Government Office for London in addition to funding from partners.

The partners in **Film London EAST** include Team Production Services, Business Link for London, UK Trade & Investment, VET, Four Corners, 3 Mills Studios, Hi8US, Middlesex University Creative and Cultural Industries Centre, Greenwich Films, BFM (Black Film-Maker Magazine), and the London boroughs of Hackney, Tower Hamlets, Barking and Dagenham, and Newham.

The **Film London EAST** project builds on the hugely successful **East London Moving Image Initiative (ELMII)** which worked with 12 partners over the past three years to enable small to medium sized enterprises to strengthen and build sustainable futures in the screen industry.

For further information on Skillsbase contact Carla Mitchell or Arti Dillon at:
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Film London is the strategic agency for film and media in the UK's capital.

Film London will sustain, promote and develop London as a major international film-making and film cultural capital. This includes all the screen industries based in London – film, television, video, commercials and new interactive media.

Film London is supported by the UK Film Council and the London Development Agency through Creative London. **Film London** also receives significant support from Arts Council England, the European Regional Development Fund, the Mayor of London and Skillset.

Film London's activities include:

Investment in new and established film-makers through a range of low budget production schemes

Supporting training and business development activities

Developing audiences and access provision across the film and media sector

Showcasing of London films and talent

Domestic and international tourism initiatives

Promoting London on an international stage as an attractive base for film and media production

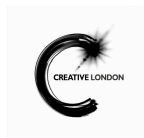
Providing comprehensive information on London locations and production services, as well as practical advice and support to film-makers shooting in London

www.filmlondon.org.uk

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