

SCREEN SCOTLAND
SGRÌN ALBA

**CALL FOR A
CHAIR FOR
THE EDINBURGH
INTERNATIONAL
FILM FESTIVAL**

BACKGROUND

Screen Scotland drives development of all aspects of Scotland's film and TV industry, through funding and strategic support.

Screen Scotland is part of Creative Scotland and delivers these services and support with funding from Scottish Government and The National Lottery.

Screen Scotland/Creative Scotland have long been the majority funders of the Edinburgh International Film Festival (EIFF) and following the closure of the Centre for the Moving Image in 2022, Screen Scotland acquired all rights to the EIFF's name, trademarks and domains to enable the EIFF to sustain through its 76th edition and beyond.

THE CALL

Having worked with the Edinburgh International Festival and partners towards the delivery of a standalone EIFF in 2023, Screen Scotland is now facilitating the establishment of a new, independent organisation to run the Edinburgh International Film Festival (EIFF) from 2024 onwards.

As a first step, Screen Scotland seeks to appoint a Chair who will oversee the establishment of a new EIFF company, and its development as a creatively potent and financially sustainable event in the international festival calendar. In due course, the new company will be eligible to apply for development funding to support the incorporation of the new company, the recruitment of its Board and Executive.

INTRODUCTION

The Edinburgh International Film Festival, established in 1947, is one of the world's longest standing and best loved film festivals.

Screen Scotland sees a strategic role for a reimagined EIFF for 2024 and beyond that is capable of attracting international films, industry and public audiences to Scotland, with many benefits to local industry, cultural offering and the wider economy.

Screen Scotland is encouraged in this endeavour by the huge support for the EIFF shown by filmmakers in Scotland, the UK and internationally to reconstituting the festival, and with leading industry figures who have deep connections to the EIFF and the success of the Scottish film industry, and who have worked with us to formulate a proposition for the future of the EIFF.

SCREEN SCOTLAND'S ROLE IN THE EDINBURGH INTERNATIONAL FILM FESTIVAL

With our national overview and leadership role, Screen Scotland has a strong strategic interest in the continuation of the EIFF but Screen Scotland cannot manage or deliver activity directly. Therefore, a Chair, Board and organisation is needed to take on this role. In the short term, across the last six months, Screen Scotland has sought to assure the continuity of EIFF by:

- working with Edinburgh International Festival to establish a one-year model for the 2023 edition of EIFF to be run under the umbrella of EIF and provided the funding for it, alongside Scottish Govt PLACE and EXPO programmes.
- acquiring the copyright and associated assets for the EIFF, with the intention of licensing them to a future operator
- convening an advisory group of independent film industry leaders and festival experts, as well as potential funders, from Scotland, UK and internationally to articulate a proposition for the future of the EIFF.
- commissioning initial business modelling and research, in consultation with the advisory group
- allocating funding within Screen Scotland's budget for 2023/24 to support the establishment of a new company, the recruitment of its Board and Executive
- being open to receiving a comprehensive funding application for the 2024 EIFF but expects this to be in the context of the development of a strategic plan that will incorporate other sources of funding and revenue in line with incremental growth and scale of the event.

Proposition for the future Edinburgh International Film Festival, devised in consultation with a wide range of stakeholders and film industry experts.

Edinburgh International Film Festival 2024 will embrace its origins as a festival of discovery and its location in Edinburgh in August with a focus on creative origination and a participatory, experiential approach.

A compact, compelling programme of 10 new fiction features, 10 documentaries and 10 shorts, will be augmented by a small number of gala and retrospective titles, and live events, providing an interplay between the world's most exciting new voices and revered, established talent. This dynamic will play out against the backdrop of the world's largest cultural event - Edinburgh's August festivals - in any number of imaginative ways to be developed by the EIFF's creative team.

Filmmakers in selection will be given a unique platform as part of a select programme. They will be invited to play and create with other makers and storytellers from across the Edinburgh festival landscape. The EIFF will aim to offer a high-profile prize in each competition section.

The Edinburgh International Film Festival will aim to attract diverse and younger audiences due to its energy, programming and proximity to the Festival Fringe.

For those attending the festival from industry, the EIFF's official programme will also provide an experiential programme of events and unique talent mixers to encourage creative executives, talent agents, producers and acquisitions execs to engage with talent from across the storytelling and visual art landscape.

All in all, this proposition will return Edinburgh to a must attend in the festival calendar.

APPOINTMENT OF CHAIR

The appointment of a Chair to establish the new EIFF company is a critical step towards securing the Festival's long term future. The Chair will be responsible for:

- Embracing the proposition set by the advisory group (see Page 4)
- recruiting the core EIFF Executive team, likely to include a Creative Head and an Operational Head
- recruiting a Board, over time, that is representative of Scotland's filmmaking interests, business and legal best practice, and international film expertise
- formulating a draft business model that will see the EIFF develop sustainably, whilst establishing its unique and compelling proposition, as set out above
- overseeing an initial funding application to Screen Scotland whilst the Executive recruitment is underway to provide seed funding to the new organisation

NB: Screen Scotland anticipates that the EIFF will be run by a company that is newly created for the specific purpose, but is open to applications where it is proposed that the EIFF be run out of an existing company or organisation.

This is, at least initially, a voluntary position.

ESSENTIAL ATTRIBUTES AND SKILLS

Screen Scotland is looking for an experienced professional with expertise in the international film industry or film festival world, who understands the need for a bold and compelling reset for the EIFF's mission. The chair must have the contacts, credibility, energy and imagination to embrace and work with the changes in the film distribution and production landscape, and international networks to influence decision makers, potential funders, and filmmakers and build the long-term success of the EIFF.

The Chair will be expected to embrace the proposition developed by the advisory group and to support its development by the new EIFF's executive and operational team, once recruited. Critically, the need to work with industry, commercial partners and sources of charitable/philanthropic giving, will be baked into the strategic direction that the new EIFF will have to take, supported by the chair and board.

The Chair should be able to demonstrate that the EIFF's offering within both Edinburgh's August festivals and the international film festival calendar will be visionary and innovative and appeal to diverse audiences, young audiences and filmmakers, whilst drawing in high profile international guests and partners.

Previous experience of governance, for example through board appointments and or an accounting, commercial or legal background, will be necessary.

HOW TO APPLY

Please send an email (word document or plain text) to Isabel.davis@creativescotland.com setting out, in no more than 1500 words in total:

1. Biography, including professional and or governance track record
2. Your vision for the EIFF, taking into account the proposition set out by the advisory group (as set out above).
3. Your proposal for how to make the EIFF sustainable over time
4. Your proposal on governance: the new company structure, board recruitment priorities and ideal composition, proposed board member term length, role of board relative to executive. Initial ideas on executive team structure and responsibilities.

Application deadline: 12 noon, Monday 12 June 2023

DECISION MAKING PROCESS

Applications will be reviewed and shortlisted by the Executive Director and Director of Screen Scotland, alongside the Director of Film for the British Council.

Shortlisted candidates will be called to interview after the deadline. The interview panel will comprise Executive Director and Director of Screen Scotland, alongside the Director of Film for the British Council.

A final decision is expected to be made by end of June 2023 to enable the work required to form the new EIFF to be underway in the summer of 2023.



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