

## **YFA Business Development Brief – Use of Yorkshire Film Archive content in health settings**

### **YFA Introduction**

The Yorkshire Film Archive ( YFA ) was established as a charitable trust in 1988 ( and incorporated as a company limited by guarantee in 2003 ) to collect, preserve and facilitate public access to moving image material made in or about Yorkshire.

The YFA collection is a unique moving image resource illustrating an extensive history of the region throughout the twentieth century and documenting major changes in employment, industry and leisure. The collection numbers around 16,000 items. Its subject matter is varied, reflecting multiple aspects of life in the region from the 1890s to present day, encompassing newsreel, home movies, industrial, agricultural, advertising, animation and educational films, as well as the BBC regional news output from 1972 to 1984.

The YFA is governed by an independent Board of Trustees, chaired by Colin Philpott, Director, National Media Museum. The Board is active in providing support, representation and advocacy across a number of key areas including archives, education, exhibition, broadcasting, and curatorship, as well as providing solid support in financial, legal and governance areas of the organisation.

The YFA is based in the centre of York, where it has purpose-built film and tape vaults, on-site viewing facilities and experienced specialist staff to provide both long term care of the collections, and the ability to develop and deliver substantial public access programmes of work.

The Archive has 8 full-time, and 2 part-time staff. It is the only regional film archive with dedicated learning and access posts, which have enabled a strategic approach to development and delivery of services across the region.

### **Future Development**

The YFA is seen as one of the most forward-thinking and innovative of the regional film archives. It understands its collections well, has a proven record of audience development and delivery over many years and, more recently, has begun to explore and develop innovative uses and applications of its archive content to provide a broad range of cultural economic and social outputs.

Though not without its challenges, the YFA has strong management and (for a RFA) has had comparatively stable funding through a strategic mix of public sector partners including Screen Yorkshire, Yorkshire Forward and York St John University, and YFA's own earned income. A key outcome of this consultancy will be to strengthen long term sustainability of the organisation by developing new business models, identifying and building beneficial partnerships, commercial opportunities or new funding streams that can open up creative uses of the archive content and generate new revenue streams.

YFA has identified a number of specific areas of work which it now wishes to explore further and test whether sustainable business models can be developed and implemented. One such is the use of archive film content within health settings.

With funding from the UK Film Council Digital Film Archive Fund, the YFA has recently worked on a series of studies, using archive footage in a small range of health-related settings, from active reminiscence groups to screenings in care homes, pilot projects with occupational therapists in a hospice setting, and work to explore the use of footage in life story work with dementia patients. A report of the work with St Leonard's Hospice will be published shortly in the BUFVC *Viewfinder* magazine.

## **The Brief**

YFA wishes to engage a consultant to undertake a detailed analysis of the potential uses of archive content in a range of health settings, which will result in practical application and the development of sustainable business models that the YFA can carry forward.

The work that YFA has already undertaken provides a starting point, but the consultant will be expected to generate new ideas for content use, as well as identifying collaborative partnerships, commercial income streams and/or new public funding to support the business model.

The work is expected to involve:

- A small amount of desk research to identify and benchmark relevant examples of good practice, refine areas of work to be targeted, provide evidence for business modelling;
- a targeted series of consultations with potential 'health clients';
- testing and analysis of practical delivery models;
- incorporation of new technologies/hardware and software in delivery models;
- development of a sustainable business model with identified potential future funding/income streams;
- production of user/audience/client evidence and reports to support a business model;
- assistance to the Director in preparing and securing funding to deliver the business model.

## **Process**

YFA wishes to appoint a consultant by the end of March 2010. The timescale for delivery of the work will be flexible – but YFA expects to incorporate clear business models into its forward planning by December 2010.

Desk research can be undertaken from the YFA or otherwise; however the consultant will need to understand the YFA collections, and current operations, in order to place the business models within the overall context of the organisation.

The consultant will work to a small sub-group of Trustees and the Director of the YFA, along with other members of the staff team as required.

### **Fee**

The fee for this work is £10,000 exclusive of VAT, with an additional £2,000 working budget which the consultant can access in agreement with the Director.

### **Tenders**

Tenders should be submitted by 19<sup>th</sup> March 2010 and should include a CV, detailed information on other relevant work ( 2 pages maximum ), and an outline ( 2 pages maximum ) of how you would approach this work.

Interviews will be held 29<sup>th</sup> March 2010. Candidates will be asked to present their ideas and approach to the work, and there will be opportunity for wider discussion on the YFA and the objectives of the brief.

**Please send tenders to Sue Howard, Director, Yorkshire Film Archive, York St John University, Lord Mayor's Walk, York YO31 7EX.**