

Key findings from the independent evaluation report

British Council in France Autumn Spotlight 2025

supported by the GREAT Britain & Northern Ireland Campaign





British Council France editorial team:

Anne Duncan, Director British Council France

Petya Hristova, Head of UK/France Spotlight on Culture

Sarah Bagshaw, Head of Arts

Sandrine Mahieu, Project Manager

Thomas Martinez, France Communications Manager

Table of contents

OVERVIEW OF THE BRITISH COUNCIL IN FRANCE AUTUMN SPOTLIGHT 2025, SUPPORTED BY THE GREAT CHALLENGE FUND	4
INTRODUCTION BY COUNTRY DIRECTOR ANNE DUNCAN	10
REACH AND IMPACT	11
Spotlight on UK Film	11
UK in France Creative Spotlight	12
Communications	13
Social Media	14
Selected project highlights	22
QUOTES	28

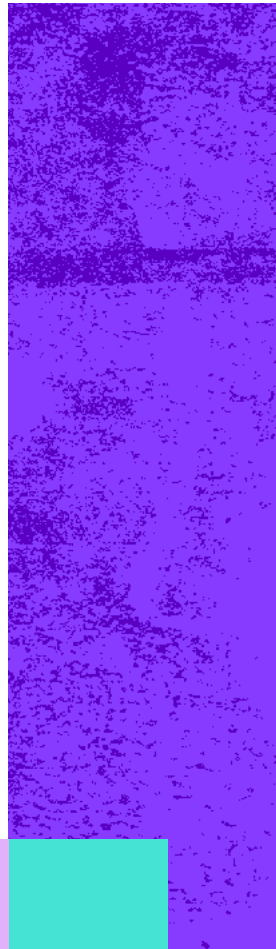


Overview of the British Council in France Autumn Spotlight 2025, supported by the GREAT Challenge Fund

The overview has been created by the British Council based on the work of The Audience Agency and Praxis & Culture.

The British Council produced two major projects in France during the autumn of 2025 collectively titled the **British Council in France Autumn Spotlight**. These were supported by the GREAT Challenge Fund which is part of the **GREAT Britain & Northern Ireland Campaign**, the UK's international communications programme which aims to enhance the UK's global reputation and drive economic growth by encouraging international audiences to visit, study, trade, invest, live and work in the UK.

The two projects were the **UK in France Creative Spotlight** and the **Spotlight on UK Film in France**. Whilst each project was designed separately, they ran concurrently with similar aims and were managed and evaluated in tandem.



The UK in France Creative Spotlight was a cultural relations programme aligned with the UK Creative Sector Plan. Through strategic events, institutional partnerships and public visibility at major international platforms, the programme aimed to support export growth, sector innovation, and long-term UK–France collaboration in the creative industries.

Specifically, it aimed to

- Showcase the UK’s creative talent and cultural profile
- Grow bilateral creative industry networks
- Support creative education and talent development
- Promote cross-border artistic collaboration





It was composed of events and activities taking place in France. The main events were:

- Growing the UK–France creative collaboration and Network in art and design higher education (CHEAD & ANdÉA), Paris and Hauts-de-France
- UK Performing arts leadership with Sir Matthew Bourne – In conversation with Sir Matthew Bourne at the British Ambassador’s Residence and a masterclass for students of Pôle supérieur d’enseignement artistique Paris – Boulogne-Billancourt (PSPBB), Paris
- UK artists at Biennale des arts numériques NémO (festival of digital arts), CENTQUATRE and Maison des arts de Créteil, Paris and Île-de-France



Swan Lake, New Adventures, © Kaasam Aziz

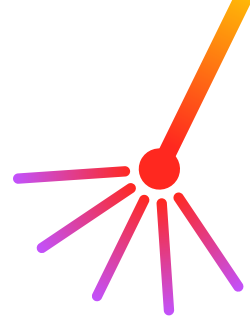
Spotlight on UK Film in France aimed to leverage film as soft power to support UK creative collaboration and exports, influence perceptions across several key French markets, and seed future growth. Specifically, it aimed to

- Promote the UK as a global leader in creativity and innovation
- Support key French festivals as a platform for UK film and talent promotion
- Build lasting UK–France industry connections
- Influence French audience perception of UK film and filmmakers as bold and artistic
- Align with the GREAT Campaign and UK Industrial Strategy and Creative Sector Vision through joint actions including with partners such as VisitBritain, BFI, DCMS, and the British Embassy
- Sustain a pipeline initiated in 2024 with the British Council's Spotlight on Culture *Together We Imagine* programme

The main events/activities were:

- Dinard Festival du Film Britannique et Irlandais, Dinard, Brittany Region
- This is England Festival of short films from the UK and Ireland, Rouen, Normandy Region
- Derek Jarman Retrospective – Centre Pompidou, Paris, Île-de-France Region
- Widening the Reach of the British Council Touring Film Packages, France-wide

The British Council delivered **an adventurous high visibility programme of arts and culture** in France. The two initiatives, happening in tandem, provided the platform for several leading and emerging artists from the UK to be given a profile with French audiences, artists, educators, cultural operators and diplomacy stakeholders as well as providing the basis for future collaboration.



The **Spotlight on UK Film in France** and the **UK in France Creative Spotlight built on the success of the 2024 Spotlight on Culture Together We Imagine** produced by the British Council in France. It highlighted many areas in which the UK and France can work together, demonstrating the innovative and excellent nature of the UK cultural sector. It also linked profitably with existing UK initiatives in France such as in film with This is England and Dinard Film Festival and the performances by New Adventures Dance Company at La Seine Musicale.

By focusing on a small number of high impact projects, the British Council was able to **leverage resources advantageously**, so as to ensure the benefit of quality engagement in projects such as the partnership between CHEAD & ANDéA. Good use was made of British Council contacts. Similarly, the British Council Touring Packages was an existing programme that was enhanced through extra support rather than having to be initiated from scratch.

The programmes were well curated, demonstrating the diversity of the arts in the UK and encapsulating the audacious nature of much of this work. Typical examples included the retrospective of Derek Jarman's work, a figure of immense influence in the film industry, advocating queer cinema and having an alternative take on traditional culture. Similarly, Sir Matthew Bourne's *Swan Lake* is renowned for its different approach, using an all-male troupe to re-imagine Tchaikovsky's work. Now in its 30th year, its performance in Paris was the seed for well-received discussions and workshops.

Introduction by Country Director Anne Duncan

We wanted the **2025 GREAT-supported Autumn Spotlight** to demonstrate, with clarity and confidence, the role that arts and culture play in strengthening UK–France relationships and advancing our shared ambitions. Building on the momentum created by the **2024 Spotlight on Culture**, through a focused and ambitious programme spanning performing arts, film, creative technologies, arts education and more, we set out to showcase the UK’s creative excellence while building meaningful partnerships across sectors and disciplines, supporting new talent and driving growth for the UK.



Anne Duncan

We at the British Council France are proud that the Autumn Spotlight has delivered both scale and depth—reaching wide audiences, generating significant visibility and, crucially, creating lasting connections between artists, institutions, and industry. It has affirmed the value of sustained cultural engagement as a driver of innovation, exchange and growth.

As we look ahead, our priority is to build on this momentum: aligning even more closely with UK and French strategic priorities and ensuring that the partnerships and opportunities created through this work continue to develop and thrive.

Reach and Impact

Spotlight on UK Film



47,434

in-person attendees
across events



9,809,499

online/media
impressions

Dinard Festival

21,761

approx.

9,000 young people;

9.7 million

impressions

This is England
(Rouen)

21,000

of which 18,500 young
school pupils;

18,801 impressions

Derek Jarman
Retrospective
(Centre Pompidou)

3,673

90,287

impressions

Industry and Partnerships

At least

9

new or
renewed
UK–France
partnerships

80

UK film
professionals
attended
This is England

42

films
presented at
Dinard Film
Festival

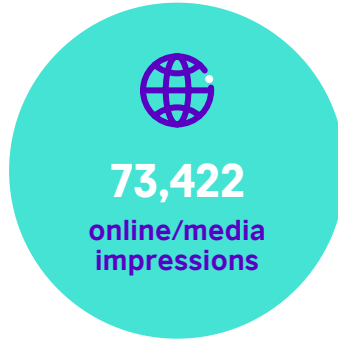
57

French festivals/
programmers
identified for
promotion

Touring Film Packages
expanded from the
usual 1–2 to 5–6
packages, with



UK in France Creative Spotlight



Sir Matthew Bourne /
Swan Lake

23,890
attendees at
La Seine Musicale;
60 industry contacts;
20 dance students;
58,010 impressions

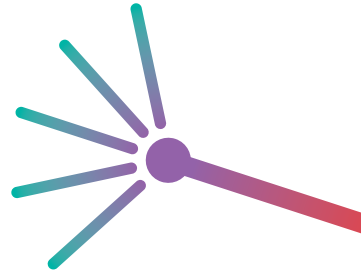
CHEAD–ANDÉA
exchange

31
delegates
(12 UK, 18 French, 1 Polish);
15 new/renewed
connections

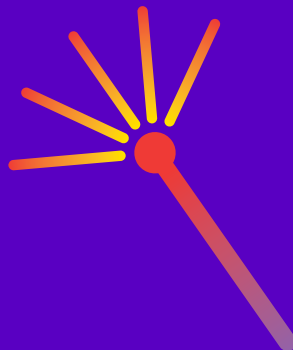
UK artists at Némó
Digital Arts Festival

46,336
exhibition visitors;
4,409 on the opening
night with UK artist
Max Cooper;
300 performance
attendees for
LILITH.AEON
51,045 total
engagements

Communications

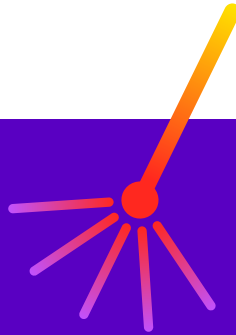


- Produced 13 bespoke videos centred on audacity in creativity and international collaboration in the arts, all showcasing GREAT branding.
 - **Full playlist of videos available on the British Council France YouTube:**
<http://bit.ly/42xxh1B>
- Released two additional full-length talk recordings featuring GREAT branding:
 - Matthew Bourne and Laura Capelle in conversation at the British Embassy Paris (50 minutes).
 - Tilda Swinton, Simon Fisher Turner, and James Mackay discussing Derek Jarman with the Pompidou (90 minutes).

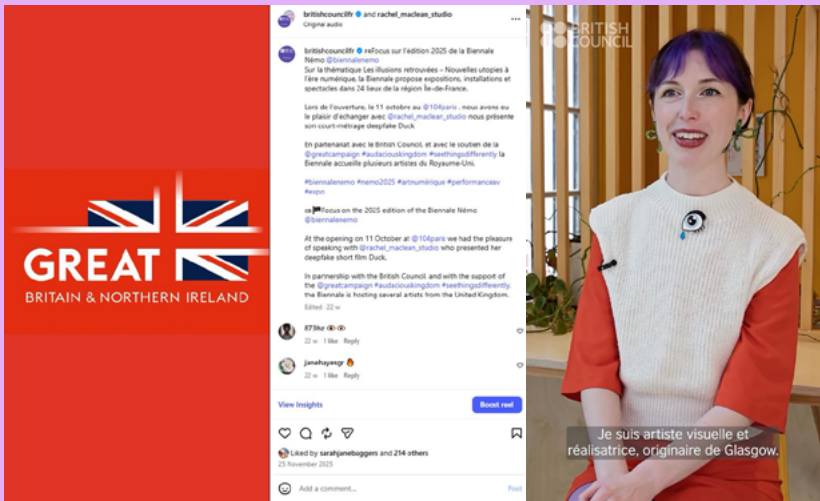


Social Media

- Published 26 posts regarding autumn Spotlight activities supported by GREAT, featuring consistent GREAT branding (including three boosted posts).
- Shared 12 interview videos highlighting the audacity of projects and GREAT's involvement.
- Achieved a **total reach of over 250,000**, exceeding the target of 200,000. The top-performing posts reached 68,782; 40,123; and 31,261 impressions respectively.
- Executed collaborative posts with partners, extending GREAT branding to external profiles using GREAT visuals as cover photos.
 - Collaborative posts with British Embassy Paris, Matthew Bourne, Dinard Film Festival, This is England, Biennale des arts numériques Némó and others.



Examples of GREAT branding on partner social media profiles





shortuprouen and britishcouncil

shortuprouen Un très bel événement autour de la musique de film ! Merci à toutes et tous d'être venus pour Regards croisés – La composition de musique de film en France et au Royaume-Uni 🇫🇷 🇬🇧

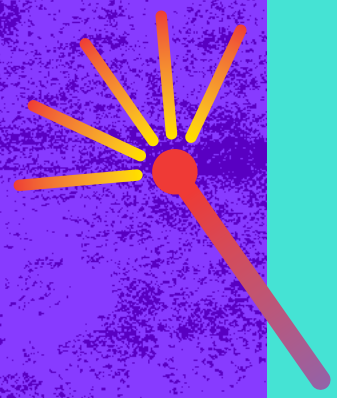
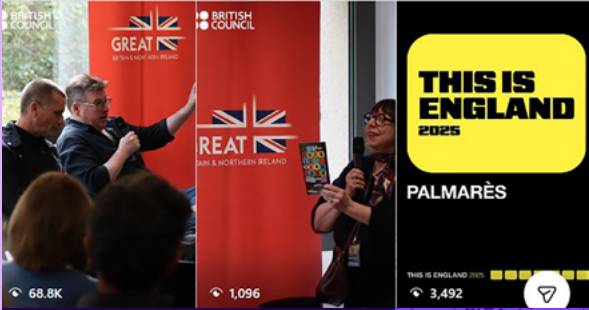
Une rencontre passionnante animée par Cédric Deleste @cedricdeleste, résumant le compositeur et chef d'orchestre britannique Christopher Austin @christyaustin et le compositeur céleste – et rouennais – Vincent Blanchard @vincentblanchard. L'occasion d'échanger sur leurs parcours, leurs méthodes de travail, leur relation aux réalisateurs... mais aussi sur l'évolution d'un art aujourd'hui bousculé par l'intelligence artificielle. Des points de vue riches et complémentaires entre France et Royaume-Uni 🇫🇷 🇬🇧


16h30 - 17h30 — Masterclass "Composing for film" Christopher Austin a ensuite offert un cours de composition en direct, en français et en anglais : anecdotes, techniques, inspirations... Une heure captivante avec un passionné qui transmet son métier avec générosité.

Un grand merci aux intervenants, au public, et à nos partenaires : @britishcouncil @greatscampaign @normandieimages et la @regionnormandie #greatscampaign #uk #britishcouncil #iix2025 Edited - 14w

Liked by diaphonique and 46 others
26 November 2025

The Instagram profile page for 'shortuprouen'. It features a circular profile picture with a stylized eye logo. The bio reads: 'Short Up - Rouen British and Irish short film festival', '439 posts', '1,605 followers', and '596 following'. Below the bio, it says 'Festival' and 'Même événement, nouveau nom : le festival This is England devient SHORT UP - Rouen British and Irish short film festival... more'. There are links to 'linkin.bio/tiefestival and 1 more' and a note 'Followed by dinardfestivaldufilm'. The page shows a grid of posts with circular icons representing different years of the festival: TIE2025, TIE24 Part2, TIE2024, TIE 2023, TIE2022, TIE 2021, TIE2020, and LONG SH... The background of the page is a textured purple.





britishcouncilfr and 2 others
British Council France

🇫🇷 La semaine dernière, nous avons été partenaires des premières rencontres en France entre les réseaux [#Andes_education](#) (Association nationale des écoles supérieures d'art et de design publiques en France) et [@thead.ac.uk](#) (Association regroupant les écoles britanniques d'art, de design, de et de médias créatifs).

Nous avons accueilli une journée d'échanges et d'ateliers dans les locaux du British Council à Paris, autour de thématiques comme les résidences pour enseignants, les technologies créatives et l'enseignement interdisciplinaire, avec notamment des interventions de Dragoslav Zacharenic (@zack_drago) et Alma Bensaid (@fondationdefrance).

Étaient notamment présentes Kate Ewart-Biggs, Deputy CEO du British Council, Anne Duncan (@anneuncan_pro) notre Directrice, Anissa Morel (@anissamorel) Directrice de l'Institut français du Royaume-Uni (@ifru.london), et Scarlett Butler, représentante du gouvernement gallois en France (@walesgobcom).

Plus de trente enseignants issus d'écoles des deux côtés de la Manche ont échangé des idées et exploré de nouvelles pistes de collaboration.

Soutenu par GREAT @greatcampaign #audaciouskingdom #seeingthingsdifferently

🇬🇧 Last week, we partnered in the first-ever meetings in France between [@AndEA](#) and [@HEAD](#).

We hosted a day of exchanges and workshops at the British Council in Paris, focusing on themes such as teacher residences, creative technologies, and interdisciplinary education.

Among those present were Kate Ewart-Biggs, Deputy CEO of the British Council, Anne Duncan, our Director, Anissa Morel, Founder of the French Institute in the UK, and Scarlett Butler.

View Insights [Boost Post](#)

👍👍👍 Liked by [andes_education](#) and 47 others
27 October 2025

🗨️ Add a comment... [Post](#)



BRITISH COUNCIL

I'm the Director of *New Adventures* dance company.

Je suis le directeur de la compagnie de danse *New Adventures*.

britishcouncilfr and **matthewbourne13**
Original audio

🇫🇷 Retrouvez Swan Lake de Matthew Bourne @matthewbourne13 à @laseinemusicale jusqu'au 26 octobre @swanlakeparis @mbnewadventures !

Trente ans après sa création au Sadler's Wells à Londres, l'audacieuse réinvention du chef-d'œuvre de Tchaïkovski par Matthew Bourne revient en France.

Sacré par plus de 30 récompenses internationales, Swan Lake de Matthew Bourne a conquis le monde, devenant le ballet contemporain le plus longtemps joué à Londres et à Broadway.

Le [#britishcouncilfrance](#) a co-organisé une conversation entre Matthew Bourne et [@laura_cappelle](#) à [@ukinfrance](#), ainsi que des masterclasses entre des membres de la troupe et des conservatoires parisiens.

🎭 Experience [#matthewbourneswanlake](#) at [#laseinemusicale](#) until October 26!

Thirty years after its premiere at Sadler's Wells in London, Matthew Bourne's daring reimagining of Tchaikovsky's masterpiece returns to France.

Awarded over 30 international prizes, Matthew Bourne's Swan Lake has captivated audiences worldwide, becoming the longest-running contemporary ballet in London and on Broadway.

British Council France co-organized a conversation between Matthew Bourne and Laura Cappelle at the UK Embassy, as well as masterclasses with company members and Parisian conservatories.

[@greatcampaign](#) [#audaciouskingdom](#) [#seeingthingsdifferently](#) [#newadventures](#) [#matthewbourne](#)

28 w

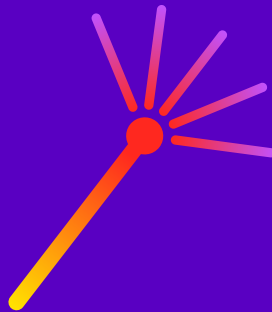
View Insights [Boost reel](#)

👍👍👍 Liked by [ukinfrance](#) and 1,572 others
18 October 2025

🗨️ Add a comment... [Post](#)

Find full albums with images of projects on Flickr:

- Dinard British and Irish Film Festival:
<https://flic.kr/s/aHBqjCwkzo>
- Matthew Bourne at the British Embassy Paris:
<https://flic.kr/s/aHBqjCwMjE>
- ANdÉA/CHEAD art and design networks at the British Council:
<https://flic.kr/s/aHBqjCyQhx>
- This is England festival:
<https://flic.kr/s/aHBqjCCCT7>



Press

- Partnered with **Anne Samson Communications** to execute a targeted press strategy for autumn activities, ensuring consistent highlighting of GREAT branding across all materials.
- Distributed **seven dedicated press releases and mailings** to curated contact lists (ranging from 350 to 1,000 journalists), covering key moments including:
 - The launch of the British Council in France Autumn Spotlight 2025 programme
 - Cinema-focused events
 - High-profile meetings (Matthew Bourne, ANdÉA & CHEAD networks, Derek Jarman retrospective)
 - Other highlights: Biennale des arts numériques Némó and other performances such as *LILITH.AEON*
- Conducted **multiple rounds of personalised follow-ups** with selected journalists to secure interest in specific events and interviews.
- Facilitated **exclusive interviews** to deepen media engagement, including discussions with *Newstank Éducation* and *Les Échos*.



Communiqué de Presse

Paris, le 2 octobre 2025

Le British Council poursuit son engagement pour favoriser des collaborations culturelles franco-britanniques. Focus sur le dernier trimestre 2025, avec de nombreux rendez-vous dans les domaines du cinéma et des industries créatives et culturelles.

Après le succès du vaste programme **Spotlight sur la Culture 2024 Imaginons Ensemble** déployé dans toute la France de mars à novembre 2024, le British Council réaffirme son rôle d'acteur pour la création de synergies entre les scènes artistiques britanniques et françaises. Cet engagement s'inscrit dans les nouveaux accords de croissance mutuelle signés entre la France et le Royaume-Uni dans le domaine culturel.

Dès l'automne et jusqu'à la fin de l'année 2025, son action se concentre plus particulièrement sur deux domaines : le cinéma et les industries culturelles et créatives.

Dans la continuité des ambitions de **Spotlight sur la Culture**, le British Council souhaite plus que jamais célébrer et renforcer les liens franco-britanniques, en accompagnant de grands événements qui favorisent la création, le dialogue et les collaborations. Le premier temps fort de cette nouvelle initiative est le **36^e Dinard Festival du Film Britannique & Irlandais** (1^{er}-5 octobre 2025), que le British Council a notamment accompagné lors de sa création en 1990. Parmi les autres grands rendez-vous en lien avec le monde du cinéma, on peut également citer le festival du court-métrage britannique et irlandais **This is England** qui aura lieu à Rouen à la mi-novembre.

Sur le volet des **industries culturelles et créatives**, le British Council apporte son soutien à plusieurs initiatives, notamment à **six artistes britanniques invités à la Biennale Némé**. L'événement ouvrira le 11 octobre au CENTQUATRE-Paris avec une performance de l'artiste Max Cooper.

Les initiatives du British Council conservent également une forte dimension **éducative**, avec pour exemple l'organisation de la **première Rencontre des réseaux d'écoles d'art français et britanniques** (CHEAD & ANiEA) en France, qui se tiendra du 22 au 24 octobre. Ce moment inédit favorisera les échanges entre responsables et enseignants d'écoles d'art des deux pays.

Dans cette même dynamique, le British Council poursuit le lancement des « **British Council Film Packages** », un répertoire de films britanniques sous-titrés en français

- Le festival **This is England** revient à Rouen du 15 au 23 novembre 2025 pour célébrer toute la vitalité du court-métrage britannique et irlandais. Pendant neuf jours, plus de cinquante films sont projetés, offrant un panorama audiovisuel et créatif de la jeune scène cinématographique outre-Manche.
- Du 28 novembre au 16 décembre 2025, le mi2 Bibliothèque > Centre Pompidou proposera une rétrospective intégrale de Derek Jarman, présentant des versions restaurées de ses films longs et courts, accompagnées de performances et rencontres. À noter notamment le 11 décembre, une performance de l'actrice Tilda Swinton, grande collaboratrice et amie de Jarman.
- La **Biennale Némé**, du 11 octobre 2025 au 11 janvier 2026, dédiée aux arts numériques, avec l'exposition principale intitulée « Les Illusions retrouvées. Nouvelles usages à l'ère numérique », présentée au CENTQUATRE à Paris. On y retrouvera notamment le travail des artistes britanniques : Max Hooper, Rachel Madean, Libby Heaney et Beatie Wolfe. À noter également la performance LILITH AEDN, de la compagnie de danse britannique A&E, présentée du 4 au 6 décembre à la **Maison des arts de Créteil**.

Ces activités s'inscrivent dans le cadre de la campagne GREAT « Royaume des Audacieux », qui célèbre l'esprit pionnier du Royaume-Uni en tant que créateurs, d'innovateurs et d'inventeurs défiant le statu quo. GREAT est la campagne internationale de marketing du gouvernement britannique, mettant en valeur le meilleur du Royaume-Uni.



À propos du British Council :

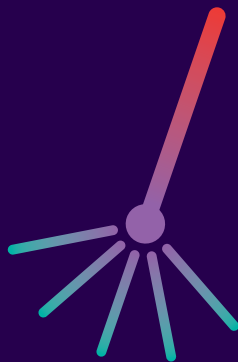
Le British Council est l'organisation internationale du Royaume-Uni, chargée des échanges éducatifs et des relations culturelles. Le British Council a pour mission de soutenir la paix et la prospérité en établissant des liens, une compréhension et une confiance entre les citoyens du Royaume-Uni et les pays du monde entier. Pour cela, il met en place de nombreux programmes dans les domaines des arts et de la culture, de l'éducation et de la langue anglaise.

Avec plus de 80 ans d'expertise et présent dans plus de 100 pays, le British Council est une organisation moralement reconnue dans l'enseignement de la langue anglaise, avec plus de 300 000 étudiants dans le monde et travaillant avec des personnes dans plus de 200 pays et territoires. En 2021-2022, il touche près de 650 millions de personnes.

www.britishcouncil.fr

Contacts presse

anne amson communications
 Clara Couëtée - clara@anneamson.com - 01 40 38 84 35
 Sofia Sabatino - sofia@anneamson.com - 01 40 38 84 32



Funding and prosperity

For every €1 received in grant support, projects reported leveraging a further €11.67 of income/funding.*



* The weighted average was calculated by taking the sum of the grants allocated divided by all additional funding/income to get a proportion, and then weighted by finding the sum of the products from grants and proportions, divided by the sum of the grants. These amounts are from 7 project partners who provided information about grants and additional income.

Selected project highlights

Growing the UK–France Creative Collaboration and Network in Art and Design Higher Education (CHEAD & ANdÉA)

Second multi-day meeting between members of CHEAD (Council for Higher Education in Art & Design – representing 70+ UK institutions) and ANdÉA (Association of French Art & Design Schools representing 44 French institutions)

21-24 October 2025, Paris & Hauts-de-France Region (Dunkirk, Tourcoing) France

Activities:

- **A rare opportunity for face-to-face professional exchange over four days in France was offered to 114 higher education institutions of art and design in the UK and France** (faculty and directors of institutions were invited to apply). Based on applications demonstrating a concrete intention to collaborate, a selection of delegates from the UK were supported to travel to France for a curated experience designed to spark tangible collaboration between faculty and directors of the selected institutions.
- **Visited FRAC Dunkirk** art and design schools in Hauts-de-France Region, making professional connections and exchanging on their practice and models for collaboration between arts and design schools and regional museums.
- **Joint UK–France workshops at British Council in Paris**, to explore cross-border collaboration, including curricula, research partnerships, and new student and faculty mobility models. Welcome by British Council Deputy Chief Executive Kate Ewart-Biggs, Institute Français UK Director Anissia Morel, and British Council France Director Anne Duncan.

- **Growing the long-term strategy** for UK–France creative education collaboration between the member institutions and faculty of the UK and French associations with institutional support from the British Council and Institut Français.
- Workshops with key leaders in the **creative industries in France** – Dragoslav Zachariev, French Ministry of Culture on professional mobility, Alma Bensaid, Fondation de France on fundraising and new opportunities for growing collaboration.
- Organised visit to **Art Basel Paris** including UK, French, and international galleries and artists.
- Delegates attended British Council-organised event at the British Ambassador’s Residence, the 15th Anniversary of Fluxus Art Projects (bilateral programme) and the Fluxus Art Basel Awards ceremony with Deputy Ambassador Andrew Dalgleish.

Contributed to

- Promoting the UK as a top destination for international arts education.
- Driving growth and enhancing the UK’s reputation via the development of a talent pipeline and an ecosystem of creative professionals – from schools to industry professionals and connecting them with similar contacts in France.

Dinard British and Irish Film Festival

This marked the second year of a successful collaboration between GREAT and the British Council at France's leading festival for UK and Irish cinema, a partnership now joined by VisitBritain and its new "Starring Great Britain" campaign.

1-5 October 2025, Dinard and screenings across the Brittany Region, France

Activities

- **42 films (shorts and features) and over 70 filmmakers and industry professionals** from across the UK took part in the festival.
- **Professional Day** focused on what makes a national film brought together UK and French institutions, filmmakers, distributors and critics, with 30 attendees.



- **2 talks** with a selection of UK short filmmakers, addressing the challenges of making a second feature, moderated by industry professionals.
- High visibility for the **Starring Great Britain** trailer to new audiences at the opening and closing ceremonies, at a selection of 11 film screenings, and on the screen outside the main festival venue (red carpet).
- **21,761 audience members** for the main festival, **9,000** audience for the school children's festival (22-26 September).
- **Press conference** at the British Council in France, attended by 25 journalists and influencers.



This is England – festival of British & Irish short film & School tie – a festival of short films for school pupils

This marked the first year of collaboration for the 14th edition of France's leading festival dedicated to UK and Irish short films.

15-23 November 2025, Rouen, Normandy Region, France

Activities

- **Over 50 UK short films and 80 filmmakers** from across the UK took part in a week-long festival in the Normandy region.
- **Professional Day** focused on music for film and image, with Christopher Austin and Vincent Blanchard, organised in partnership with Normandie Images, the British Council and GREAT, with 80 attendees.



- Masterclass led by celebrated **British composer and conductor Christopher Austin** (*The Hitchhikers Guide to the Galaxy*) for 90 professional participants from France and the UK.
- **21,000** attendees, including **18,500 school pupils** – a curated programme for school audience with rights cleared across all of France, with the possibility of extension to other regions.
- **Starring Great Britain** short promotional film presented at the opening ceremony before the screening of the feature-length film **Urchin** (Cannes 2025), and during the closing awards ceremony.

Contributed to

- Promoting the UK as a top destination for independent film production.
- Driving growth in the creative industries and enhancing the UK's reputation by creating opportunities for UK filmmakers in France.
- Driving tourism to the UK and fostering positive perceptions by showcasing blockbuster film locations and landscapes.



Quotes



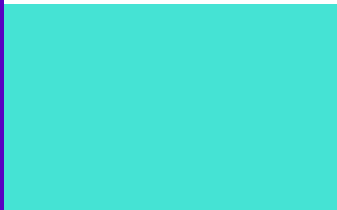
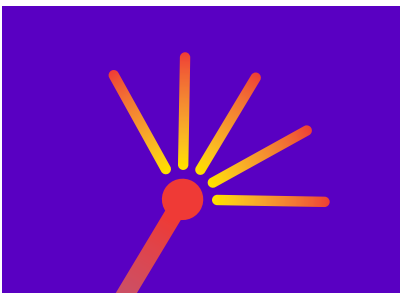
The dialogue was very enriching. It's always interesting to talk with other distributors who face the same challenges, as well as with institutional players and talent.

*- French film distributor at
Dinard British and Irish Film Festival*



There's something brilliant about the way it becomes a cultural exchange for filmmakers. You have a ready audience that is taking in this British culture through these films. And you have these filmmakers who are coming over and being treated to the delight which is the French love of film.

- Producer at This is England



“

Audacity means for me, daring to be different or daring to be the first. Audacity is also about being fully yourself, like bringing your full self to things.

- UK Filmmaker at the Dinard British and Irish Film Festival

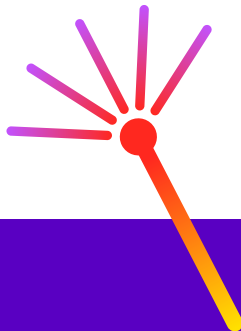
”

“

Tying to the UK CCIs and industrial strategy, we are clear in delivering growth and soft power through the work we do, upstream in the pipeline (and network creation and animation) and also in the actual delivery of impactful programmes with many partners.

- British Council France Director Anne Duncan

”



“

We are working at all stages of development - from supporting new talent to making industry connections, building something for the future, an entire ecosystem.

*- Head of UK/France Spotlight on Culture,
Petya Hristova, British Council*

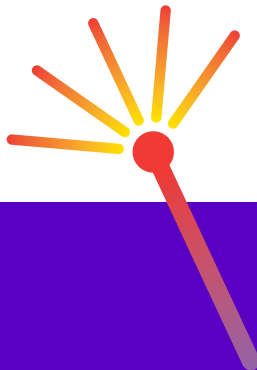
”

“

I never had an opportunity to do one of these cross cultural international educational exchanges before. [...] It's been hugely inspirational for me, just seeing different approaches. You often get really stuck in what you are doing [...] and you don't often get the opportunity to step back and see if there are other approaches.

*- UK art school faculty participant in
ANdÉA/CHEAD network exchange*

”



“

I think the value as I see it is that there is a need for institutions to hold open corridors of communication through which there might be personal connections and networks of discussion and practice that might emerge.

- UK lecturer in Fine Art

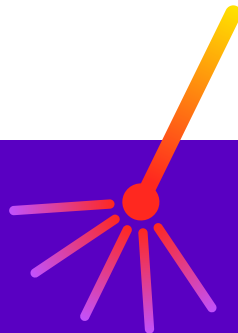
”

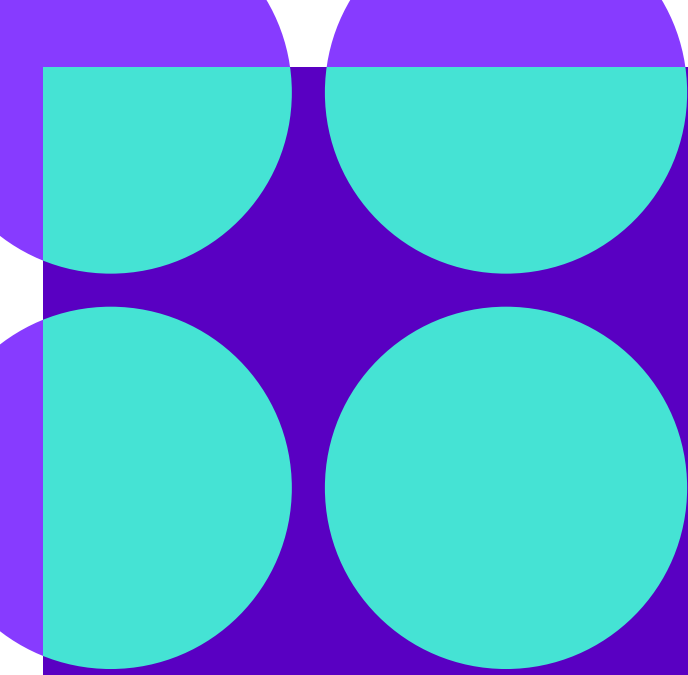
“

Audacity in creativity means daring to take risks, challenging norms and pushing boundaries, both artistically and conceptually. It's creative voice that says, 'what if' and then tries it.

- UK artist, AOI dance company

”





www.britishcouncil.fr