

February 2020

The Whole Picture Programme

A pioneering, industry-led movement
for better mental health in film, TV and cinema

About this report

Section 1 of this report shares the research findings, and the Work Foundation's accompanying *Looking Glass* report gives greater detail.

Section 2 sets out the collaborative industry plan to address the mental health crisis in our workforce. The Whole Picture Programme is an urgent, holistic and comprehensive industry-led 2-year response as part of a sustainable 10+ year strategy to support better mental health for the people working in film, TV and cinema. The Whole Picture Programme will be led by the new Film and TV Taskforce on Mental Health, a group of industry leaders from across the value chain.

Everyone can take action on mental health and help to reduce the stigma that surrounds it. Whatever your position and role in the industry, see our '5 ways to help' at the end of this report, and join our movement for change.

Acknowledgments

The team at The Film and TV Charity would like to extend their heartfelt thanks to all those who contributed to the research and development of the Whole Picture Programme — and most importantly the 9,399 people who took part in the *Looking Glass* survey. We couldn't have done it without you. Thank you to all who shared their personal stories, all of which have enabled us to put together a true picture of life in the industry.

Thank you to the Work Foundation who carried out the research on our behalf and supported us in shaping our process of collaborative working and co-design.

Thank you to all the experts and experienced individuals inside the industry and beyond, who gave us such valuable insight and advice, and to those who worked over and above to help us deliver this report.

Finally, thank you to the members of the Film and TV Taskforce for Mental Health for championing and funding the Whole Picture Programme and committing to make real change for everyone in the film, TV and cinema industry.

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The Whole Picture Programme

From research and writing, through casting and production, to editing, broadcasting, sales, distribution and exhibition, The Film and TV Charity supports the lives of everyone working behind the scenes in our industry. Established in 1924 as the Cinema & Television Benevolent Fund, we have provided financial and emotional support for people working in the industry for nearly 100 years.

The Film and TV Charity

A note on terminology

Mental wellbeing

Mental wellbeing describes a person's mental state at any one time – how well they are feeling and how well they can cope. Sustained periods of low mental wellbeing can lead to a mental health problem. The survey used an established scale¹ to measure respondents' subjective wellbeing.

Mental health problem

Respondents to the Looking Glass survey were given a list of recognised mental health problems and asked if they had ever experienced any of them. The list was drawn from a 2017 national survey² in which people had also self-reported these conditions, providing a comprehensive and reliable benchmark for our data.

Stress

There is no medical definition of stress. In this report stress is defined as the feeling experienced when an individual comes under a level of pressure that exceeds their capacity to cope with it - we all have different levels of resilience. Work-related stress means the pressure is coming from work. Periods of pressure can help some of us to work well. However, stress can also be contributing factor to mental health problems.

¹Wellbeing scores were calculated using answers to 7 survey questions that comprised the short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS)

²Mental Health Foundation (2017): *Surviving or Thriving? The State of the UK's Mental Health*

Introduction from Alex Pumfrey, CEO of The Film and TV Charity



When The Film and TV Charity launched its 24/7 Support Line in April 2018, we had already sensed problems with the mental health and wellbeing of our industry's workforce. In January 2017 location manager Michael Harm had taken his own life, saying how lonely he had felt in his work and calling on the industry to do more to look after its own. And the signs were undeniably there in the revelations of widespread bullying and sexual harassment that emerged in late 2017, and later in the deaths of several TV show participants.

The calls began to flow into the Film and TV Support Line, and it became clear that poor mental health was behind many of the challenges faced by those working in film, TV and cinema.

In 2019 we took action, commissioning the Work Foundation's comprehensive research into the mental health of our industry's workforce. The *Looking Glass* research was designed to assess the scale and gravity of the problem, but also to understand its underlying causes and identify potential solutions.

The centrepiece of the research was an online survey. As soon as we heard that more than 9,000 people had completed the survey—5% of the eligible workforce - we knew we had hit a nerve. While so many love our industry and its extraordinary creativity, hundreds also shared their stories of stress and struggle, of being bullied, coerced, demeaned, of feeling powerless and voiceless, of being so desperate for a break that they wished physical harm on themselves, or simply wanted to leave.

The headlines from the *Looking Glass* research are startling: **87% of our workforce have experienced a mental health problem**, well beyond the 65% UK-wide figure³. Worse, more than half have considered taking their own life, and 1 in 10 have taken steps to end their life. We saw increased risk factors for the freelance workforce, who make up the majority of our industry. And for those who identify as BAME, LGBTQ+ or disabled, the numbers and risk factors are significantly elevated.

The Work Foundation has confirmed that these findings amount to a mental health crisis in our industry⁴

Analysis of the underlying causes of the crisis reveals three areas with a direct correlation to poor mental health outcomes: **conditions** of work, the industry's **culture**, and its **capability** to provide support for those who need it. The 'three Cs' interact and mutually reinforce one another to create a perfect storm for poor mental health. As such, we must address the

three Cs together if we are to contain or reverse the crisis and provide better support for our workforce.

The scale and gravity of what needs to be done is too big for The Film and TV Charity to tackle alone. Following best practice advice from our research partners the Work Foundation, and looking to the proven experience of other sectors, we shared the research and our understanding of the underlying causes with industry leaders from right across the value chain — development, production, post-production, VFX and animation, broadcasting, distribution and cinema exhibition.

It is in the interests of our industry's business leaders to invest in the mental health of their workforce. The Deloitte report '*Mental Health and Employers*' is framed as a case for investment, offering a return of £5 for every £1 spent⁵. The report estimates that mental health problems including absenteeism, presenteeism and turnover cost the UK economy up to £45 billion every year. On Deloitte's figures, the film, TV and cinema industry is shouldering around £300 million of losses caused by mental health problems⁶; a conservative estimate when considering the worse than average results of the *Looking Glass* research. At a moment when our industry is in rapid growth, this investment in the wellbeing of our workforce is vital.

We invited industry leaders to form the **Film and TV Taskforce on Mental Health** to co-create and co-fund a programme of work to tackle the mental health crisis.

We have been heartened by the industry's overwhelmingly positive response and the Taskforce represents forward-thinking industry leaders from across the value chain.

A strategic and collaborative approach is crucial to address the deep-seated issues identified in the *Looking Glass*. The Taskforce will be supported by our strategic partner Mind and a wide range of industry bodies with valuable experience in this space.

The Whole Picture Programme will launch rapidly in April 2020 as a 2-year urgent response to the research findings, as part of a 10+ year sustainable plan to support the long-term mental health of our industry.

This approach of an urgent response backed up by a longer-term strategy mirrors the recommendations in the Stevenson / Farmer review commissioned by Downing Street in 2017⁷.

Devastating though the findings from our research are, we firmly believe there is cause for optimism. The Whole Picture Programme is an ambitious, evidence-based plan designed for impact. Most importantly it will be both industry-wide and industry-led, and the energy and commitment shown by so many of the leading organisations from film, TV and cinema will pave the way to real change. While there are no quick fixes to the complex causes of our industry's poor mental health, and it will take time and diligence to be able to show improvement, we are looking forward to getting started.

Our 10-year vision for film, TV and cinema in 2030 is one where our brilliant and creative industry has 'great work' which contributes positively to the mental health of our people, and so helps our whole industry to thrive.



³Mental Health Foundation (2017): *Surviving or Thriving? The State of the UK's Mental Health*

⁴The Work Foundation state that the seriousness of these findings "suggest that there is a mental health crisis within the UK film, television and cinema industry", *The Looking Glass*, (2020), pp15

⁵Deloitte (Jan 2020): *Mental Health and Employers: Refreshing the Case for Investment*

⁶Calculated against 180,000 + screen industries workforce estimate of 211,000 minus the 30,000 who work in games. £1,652 x 180,000 workforce = £297m. *Annual ScreenSkills Assessment* (May 2019).

⁷*Thriving at Work: The Stevenson / Farmer review of mental health and employers*

Section 1: Findings from the research

A mental health crisis in Film, TV and Cinema

A workforce in crisis: findings from the Looking Glass

We commissioned the Work Foundation to undertake the *Looking Glass*, a mixed-method, wide-ranging research approach comprised of an evidence review, workforce survey, 30 qualitative interviews and consultations with an industry forum. The evidence review explored existing national datasets and found that, using broad measures, mental health problems were indeed more prevalent in film, TV and cinema than in the national workforce. This insight informed the centrepiece of our research – the first ever survey about mental health and wellbeing in the UK industry.

The response to the survey was overwhelming. 9,399 people responded in 3 weeks in June-July 2019. Moreover, 1,569 of those used the free text box to tell us more and share their personal experiences. The industry had spoken.

The results of the survey were worse than we feared.

87% of workers in our industry have experienced a mental health problem, compared with 65% in the general population.

The Work Foundation has confirmed that these findings

👉 suggest that there is a mental health crisis within the UK film and television industry⁸

Across all available comparators of mental health and wellbeing⁹, experiences were considerably worse than the national average.

- Almost 2 in 3 workers in our industry have experienced depression compared with 2 in 5 people nationally¹⁰.
- More than twice as many workers in our industry have experienced anxiety.

Most concerning was what we heard about self-harm and suicide¹¹.

- A quarter of workers in our industry have self-harmed, which is three times the average.
- Over half of workers have considered taking their own life, compared with a fifth on average.
- 1 in 10 have actually attempted to take their own life, compared with 1 in 15.

Almost two-thirds of workers have considered leaving the industry due to concerns about their mental health.

These are alarming and deeply upsetting findings. Take a moment to pause and reflect upon what these numbers mean for the team in your office, the crew on your production, or the colleagues at your cinema.

⁸See footnote 4.

⁹Comparators available: For experience of mental health problems see MHF 2017 (footnote 10); for wellbeing scores see SWEMWBS score (footnote 1); for rates of self-harm, suicidal thoughts and attempts see APMS 2016 (footnote 11).

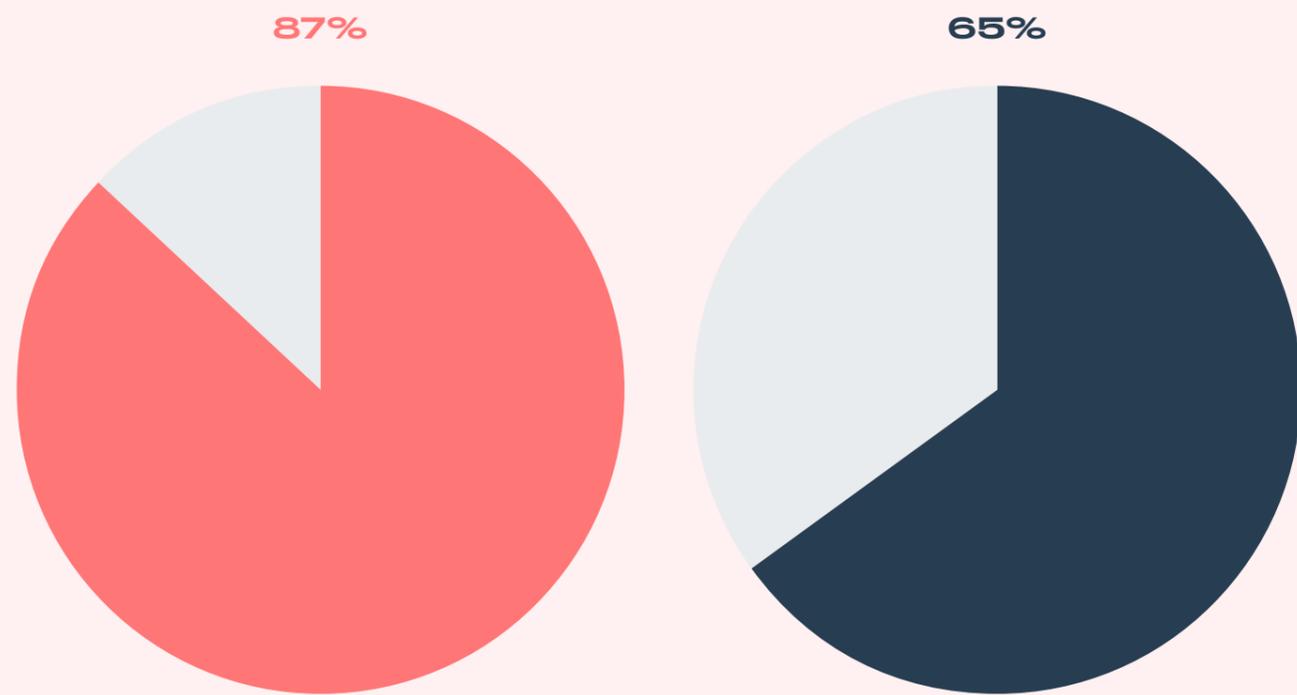
¹⁰General population statistics for comparing types of mental health problem are taken from the Mental Health Foundation / NatCen 'Surviving or Thriving?' research conducted in March and April 2017. The sample size was 2,290 of UK adults aged 18+.

¹¹General population statistics for comparing rates of self-harm, suicidal ideation and suicide attempts were taken from the Adult Psychiatric Morbidity Survey 2016. The sample size was 7,544 people in England aged 16+. This data was used because the UK-wide MHF 2017 survey did not ask questions about suicide or self-harm.

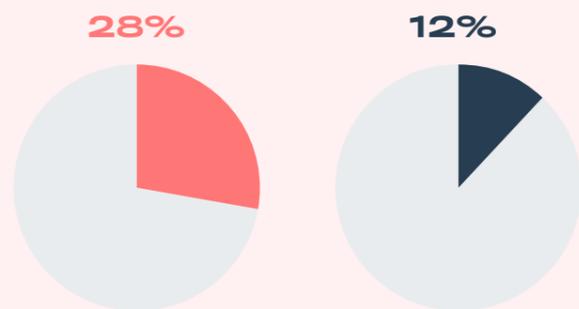
Comparing our industry with national averages:



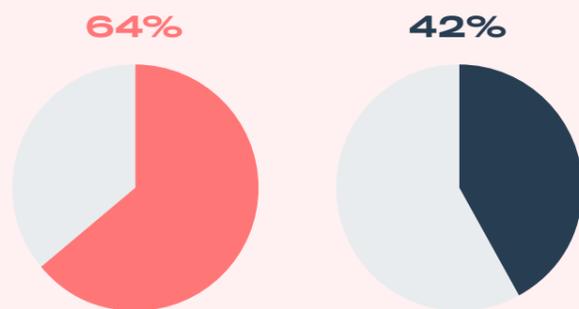
Experience of mental health problems



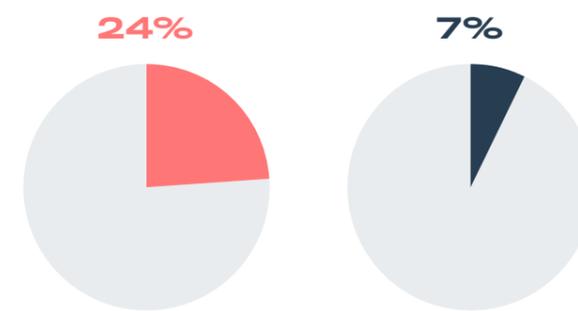
Experience of anxiety



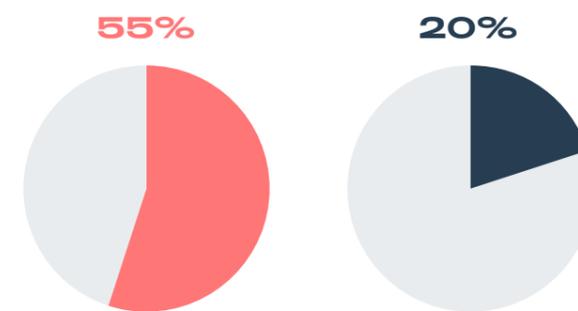
Experience of depression



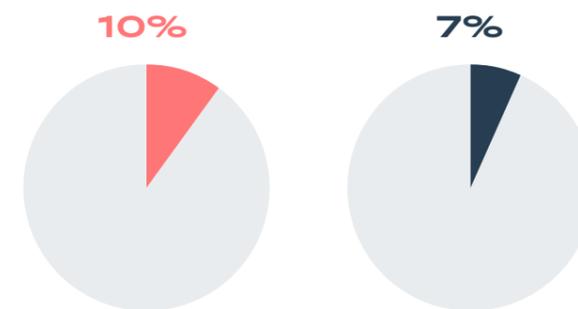
Have self-harmed



Have thought about suicide



Have attempted suicide



The story of the five sub-sectors: what stood out

Production and development: bullying, lack of control over their long working hours

Post-production, animation and VFX: social isolation, alcohol and drug dependency

Broadcasting: bullying, poor mental health past and present, want to leave the industry

Distribution: anxiety, alcohol culture, don't feel valued

Cinema and exhibition: self-harm, suicidal thoughts and attempts

The underlying causes: 'the three Cs'

The research confirmed that there is a mental health crisis in our industry, but we wanted to understand the underlying causes.

Our analysis has highlighted three broad areas of concern, 'the three Cs':

1. **Conditions** – those working conditions which can be challenging and often damaging
2. **Culture** – behaviours impacting wellbeing, as well as stigma around mental health
3. **Capability** – a lack of accessible support and targeted training to support mental health for industry workers

Conditions

Our industry is characterised by unusually high work intensity. 1 in 8 respondents who worked the previous week did more than 60 hours, whereas the national average is 1 in 50. The survey demonstrated that it was the level of control people felt they had over their working hours that correlated with poor mental health outcomes – i.e. being unable to make family commitments, see friends, or get to the school concert can have a detrimental impact.

78% of respondents said they struggled with their work-life balance, compared with 27%¹² in other industries and 83% said that work prevented them from making plans with friends and family.

Over 1 in 10 respondents scored the maximum when using a standard measure of loneliness¹³ – they often felt left out, lacked company and felt isolated.

Our qualitative findings suggest that working conditions are worsening. As budgets tighten and expectations rise, the industry is accelerating and pressure increases.

👤👤 **The pressure to work long hours. It's a culture – almost as if to show how "hard" you are. There is no need to work 12+ hours a day in prep and we should be moving away from it during the shoot as well. I know many senior HoDs, myself included, and other people who at some point during a film reach to point that they would like a small accident so they can be off for a week. Just to make the pressure stop. The pressure on all HoDs to pull a rabbit out of the hat to solve other bigger production problems is ridiculous.** Survey respondent

👤👤 **It's a shame because working in TV could be the best job in the world, the reality is that it's one of the few industries that gets away with working conditions, pressures and workloads that leaves many people burnt out and unwell. I have no doubt that it'll take a high profile incident or death to make a change.** Survey respondent

Culture

Our industry's working culture can be unhealthy.

The extraordinary prevalence of bullying is one of the report's most serious findings – 82% of workers had experienced or witnessed bullying. Plus, the lack of accountability perceived by so many in the qualitative responses and interviews indicates a deep-seated problem that exists right across our industry.

👤👤 **Bullying is commonplace and ignored. I once complained to the head of production and her advice was to resign.** Survey respondent

4 in 10 women had experienced sexual harassment. While there are positive signs that awareness of sexual harassment has improved thanks to #metoo and the work of Time's Up, bullying remains prevalent, especially for women – two-thirds of female respondents had experienced bullying compared with half of male respondents.

We can be cautiously optimistic about our industry's attitudes to mental health. Although only 24% of respondent felt that attitudes towards mental health in the industry in general were positive, 47% felt that the people they worked with day-to-day had positive attitudes.

¹²UK Government (2011): *Workplace Employment Relations Study (WERS)*

¹³This refers to the UCLA Loneliness Scale

Nevertheless, 42% of those who'd had a mental health problem said the fear of not being offered future work had actually stopped them seeking help.

In our free-text responses, the words workers most commonly used to describe themselves were **'disposable'** and **'expendable.'**

In the qualitative data, there was a common narrative of needing to be 'tough' to succeed and to wear one's toughness as a 'badge of honour'. This attitude demands individuals conform to entrenched and harmful cultures and ways of working, undermining all of the good work being done to build a more inclusive industry, open to diverse people, personalities and voices.

Capability

We wanted to know if our industry had the skills and resources needed to support its workforce.

Only 7% of survey respondents (and only 2% of freelancers) said they would go to their manager if they had a mental health problem. Of those who had discussed a mental health problem at work, only 28% said it had improved the situation, compared with 41% in a survey of over 100 organisations by Mind¹⁴.

Yet when asked what would most help improve mental wellbeing, 55% of respondents said it was support at work.

Clearly we do not have the required capability to support our workforce if and when they ask for help.

For some workers in challenging environments, additional support is not being provided where it is needed. For example, those working with vulnerable contributors (which can occur across factual, entertainment, reality and

news); as well as those working with traumatic content, most commonly in documentaries and news.

👤👤 Our emotional labour with contributors (interviewing, phone calls, lunches, meetings, active listening) is often overlooked or not considered and can have a huge impact on our wellbeing. This kind of work needs so much more attention including managers training producers in how to maintain boundaries, to support contributors effectively, debriefing and optional control over how the relationship with the contributor is managed through the process and afterward."

Survey respondent

Only 14% of those working with vulnerable contributors said they received enough support to manage their own mental health.

It was also important to identify the barriers and obstacles to accessing support. 48% of respondents said they simply did not have the time to get support for their mental health. 42% were too afraid of being judged. Only 7% said they'd accessed support experienced with no barriers.

The 'three Cs' – conditions, culture and capability – interrelate and mutually reinforce one another. An environment where working practices pose greater risks to mental health, where support is not readily available, and where mental health is also stigmatised and people feel unable to speak up, creates a perfect storm.

Equally, as we begin to look for the solutions to our mental health crisis, we must consider the three Cs in parallel.

The picture on freelancers

Research suggests that more than half of the industry workforce are freelancers or mix freelance work with periods of employment. Freelancers are the lifeblood of our industry, yet they don't have access to the benefits, security or workplace support of permanent employees.

We anticipated that these factors might result in higher incidence of mental ill health and lower wellbeing in the freelance community, but surprisingly this was not the case. That is despite the fact that freelancers were more likely to work longer hours and experience bullying and harassment than their employed colleagues and were less likely to feel valued by or to seek support from their employer.

👤👤 There's a strong consensus that if you express your mental health concerns to a line manager then you won't be employed again. There really is no one to go to and any problems that would normally be helped by a HR department are met with a 'tough luck' attitude because we are freelance. It's a horrible industry to work in – I haven't seen my friends for so long and there is significant strain on my relationship at home but it always feels like there's nothing that can be done about it, so I power through and my mental health suffers." Survey respondent

This is a puzzle without clear answers. Is it that the life of freelancers has some mitigating benefits? Or is it that freelancers have learnt to normalise and manage some fairly damaging working conditions – where only the toughest have 'survived'?

Whatever the answer it's clear that the life of a freelancer can be precarious, damaging and difficult to sustain, and this is having an impact; 66% of freelancers had considered leaving the industry due to concerns over their mental wellbeing and this increases to 77% of freelance women aged 30-39.

The picture on our diverse workforce

Our research indicates that BAME, LGBTQ+ and disabled workers are not feeling well supported in the industry and are impacted significantly more than their white, heterosexual and non-disabled counterparts as a result.

- 69% of black men had experienced bullying compared with 50% of all male respondents.
- 94% of LGBTQ+ respondents have had a mental health condition and 22% had attempted to take their own lives.
- Disabled workers reported significantly lower levels of wellbeing than other respondents and 95% had experienced a mental health condition.

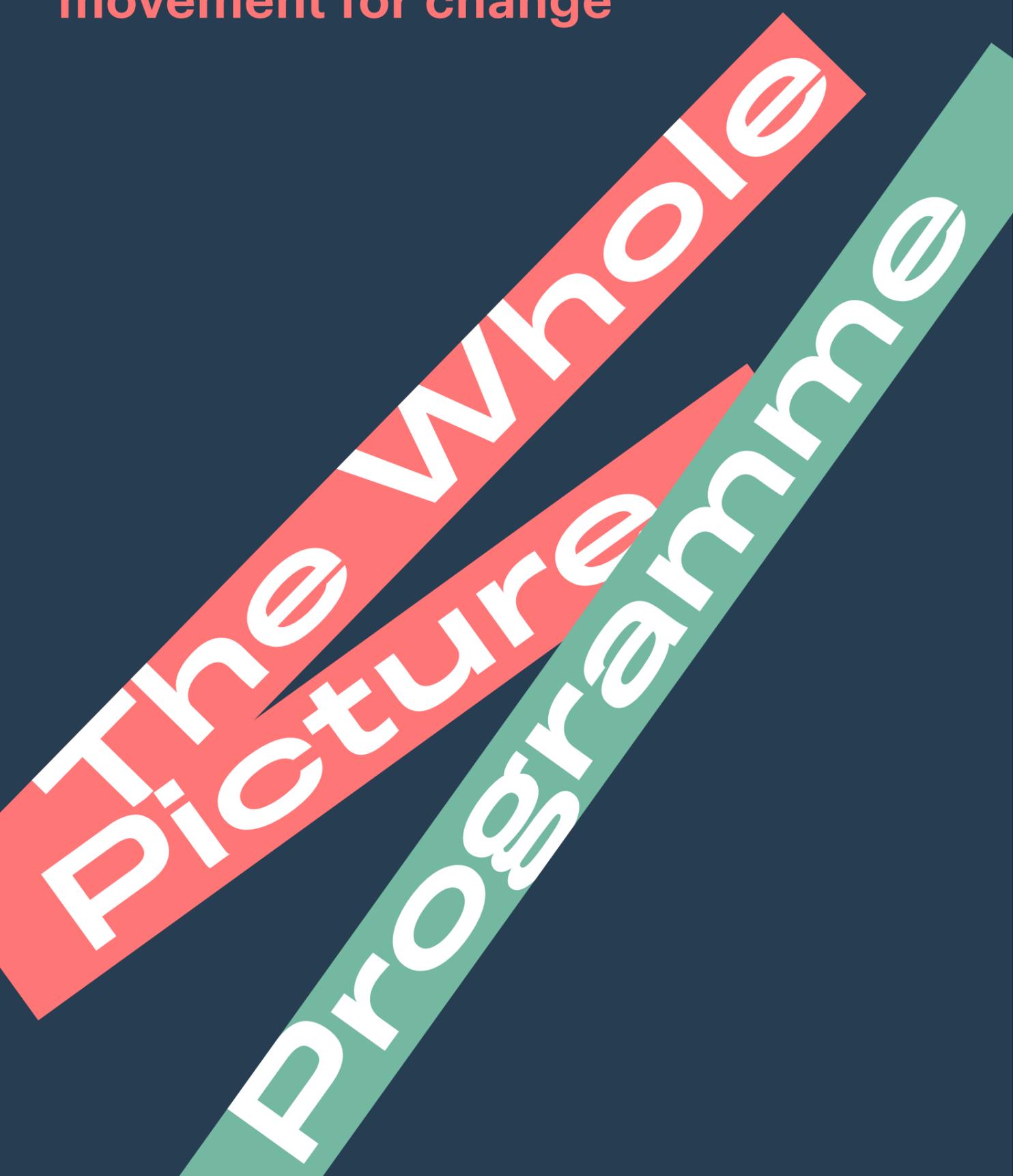
Where these factors compound, the effects can be felt even more severely.

Our industry fully understands the business and creative case for ensuring a diverse and inclusive workforce and has committed time and funding to a variety of laudable schemes to attract diverse talent into our sector. Yet, our research suggests that we risk a revolving door, with our diverse, talented workforce more likely to consider leaving the industry because of concerns over their mental health and lack of support.

¹⁴Mind Workplace Wellbeing Index 2018-19. Survey of over 43,000 employees employed across over 100 organisations

Section 2:

A pioneering, industry-led movement for change



A collaborative movement for change

The principles of the Whole Picture Programme

1. Industry-wide, industry-led
2. Evidence-based, impact-focused
3. Collaborative, additive and amplifying
4. Transparent and inclusive
5. Pioneering and persistent

Having established the scale and underlying causes of mental health problems within the film and TV industry, how can we design a programme to effect real change?

The Film and TV Charity always intended this work to be focused on solutions. But the scale and nature of the problems we have found go wider and deeper than the charity alone can address. These are issues woven deep into the conditions, culture and capability of our industry, and require an industry-wide and industry-led solution.

This is the spirit of the Whole Picture Programme: a collaborative and evidence-based approach to tackle the underlying causes of our mental health crisis. It is not about sticking plasters, it is about creating fundamental change. The programme must be designed for impact, and must monitor, learn and adapt as it moves forwards.

The case for industry collaboration is important: while there are many good examples of mental health support amongst different industry organisations, it's clear that culture and working practices run right across our industry, and that freelancers move fluidly between projects and

organisations and often fall down the cracks between them.

There is a growing body of evidence from other industries that collaborative approaches are the most powerful, and the case for collaboration is endorsed by Mind's CEO:

👤 The Film and TV Charity's research has revealed the scale of the mental health crisis in the film, TV and cinema industry – and a collaborative and industry-led approach to tackling this is crucial. I am totally behind the principle that 'it will only work if we do this together', and am really pleased to see such widespread and positive engagement from the industry. At Mind we look forward to working with the Film and TV Taskforce to make a real difference for the mental health of the industry." Paul Farmer, CEO of Mind

We are pleased to be working with Mind on the Whole Picture Programme; their support and expertise will be invaluable.

Targeting the underlying causes of poor mental health

The Whole Picture Programme is designed to address the 'three Cs' that are the underlying causes of our poor mental health, by committing to:

1. **Increasing support**
2. **Building capacity**
3. **Changing behaviours**
4. **Improving ways of working**

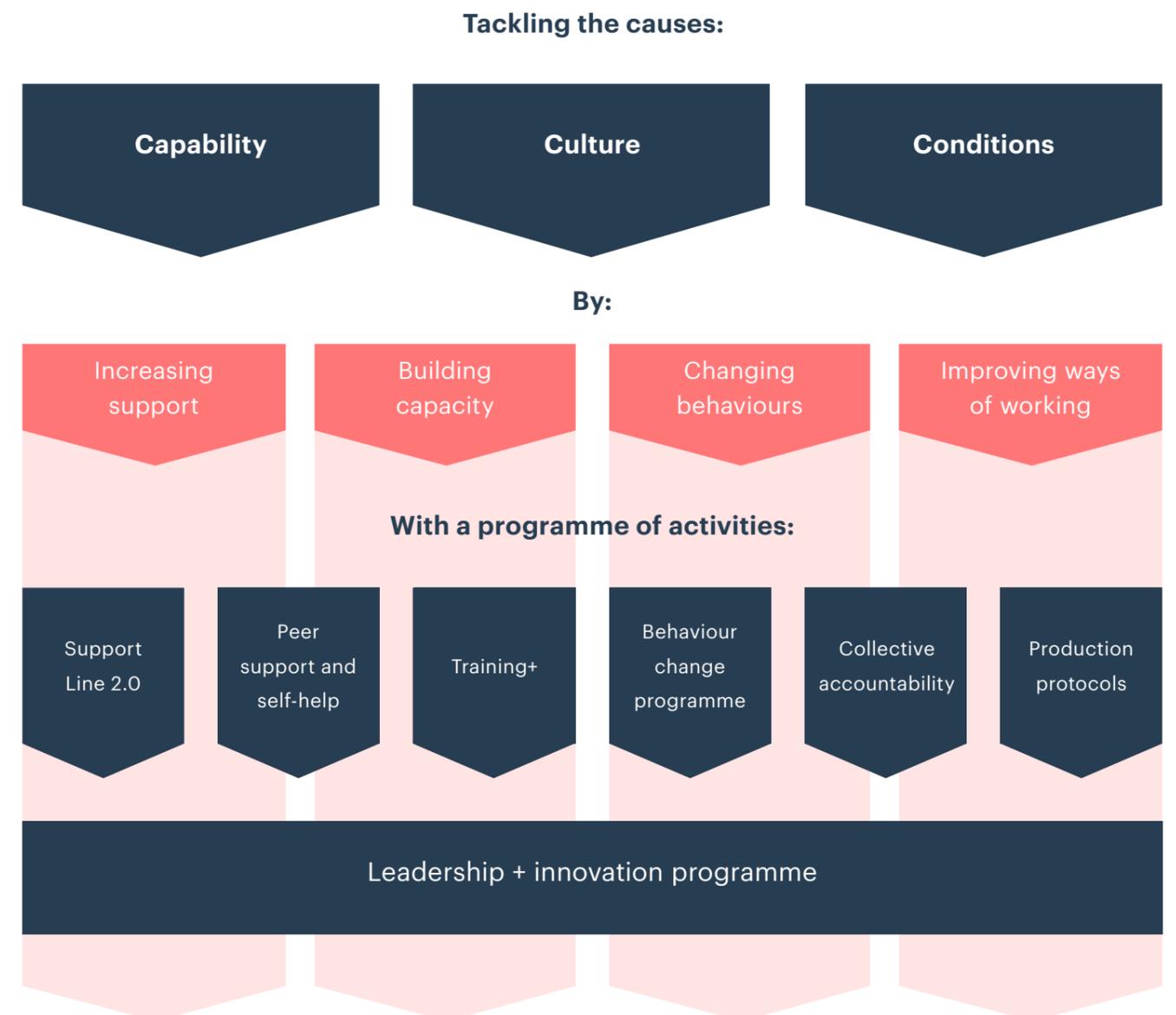
The Work Foundation's research included a number of case studies of initiatives in other industries and other countries, which they tested with an industry forum to help shape what would work best in our industry.

The first 2 years of the Whole Picture Programme will comprise 7 activities:

1. **Support Line 2.0** growing the reach and expanding the support offered by the current Film and TV Support Line to include a bullying advisor, and new therapy options
2. **Peer support and self-help** building an industry-wide community for support and self-help, likely to be based on digital solutions and augmented by in-person connections
3. **Training+** a structured programme of mental health training for the industry, based on a needs assessment and review of current offerings
4. **Behaviour change programme** a long-term campaign to reduce stigma around mental health and promote open, healthy workplaces by addressing bullying and harassment and promoting our industry's values
5. **Collective accountability** working collectively to address the bullying that is endemic in our sector, complementing and building on the important work led by the BFI, to develop industry-wide systems to prevent, monitor and report incidents of bullying and harassment
6. **Production protocols** convening industry to develop its own set of best-practice guidelines for TV or film productions, creating workplaces that protect and support the mental health and wellbeing of production staff
7. **Leadership + innovation** connecting the activities, sharing knowledge, fostering innovation, evaluating progress and moving the programme forwards

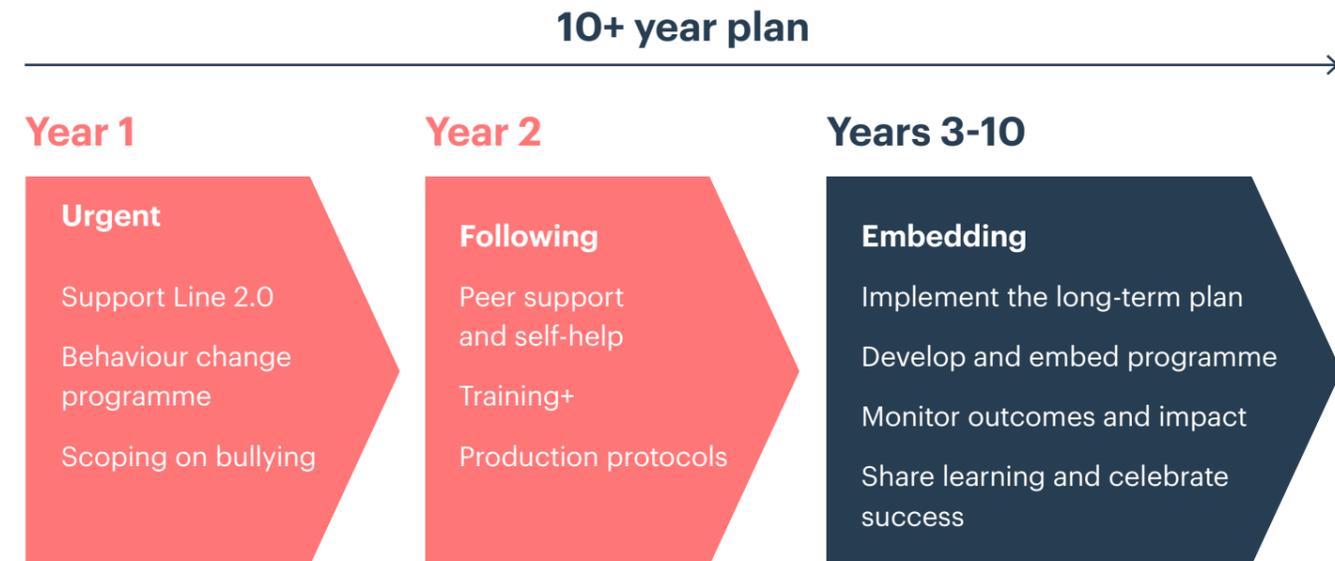
In the same way that the 'three Cs' interrelate and mutually reinforce, so do the solutions. We need to pursue the full breadth of these solutions to address the mental health crisis, and each area of work reinforces and relies on others.

The Whole Picture Programme: a working model for change



An urgent 2-year response and sustainable long-term strategy

An urgent but sustained response to a mental health crisis



The Whole Picture Programme will launch on 1 April 2020 as an urgent 2-year response to the crisis we have found. The 2-year plan will work on the seven areas of activity, and formulate the long-term, 10+ year and sustainable strategy for supporting the mental health of our industry.

This approach mirrors the recommendations of the 2017 *Stevenson / Farmer Review of Mental Health and Employers*:¹⁵

“Achieving change will not be easy. We believe a 10-year plan is required to achieve the levels of cultural change required...but this underpinned by urgent action required in the next 2 to 3 years.” The Stevenson / Farmer Review

The first wave of activities will respond to the crisis with an immediate increase in professional and peer support, followed by the launch of a behaviour change programme. Prevalence of bullying has been a key finding of the research, and work will start early in the programme to scope possible responses to this, with a review of training needs and ways of working following soon after.

¹⁵Thriving at Work: The Stevenson / Farmer review of mental health and employers, October 2017

Led by the industry, organised by The Film and TV Charity

The Taskforce will lead and champion the Whole Picture Programme, making key decisions as we design and develop the programme.

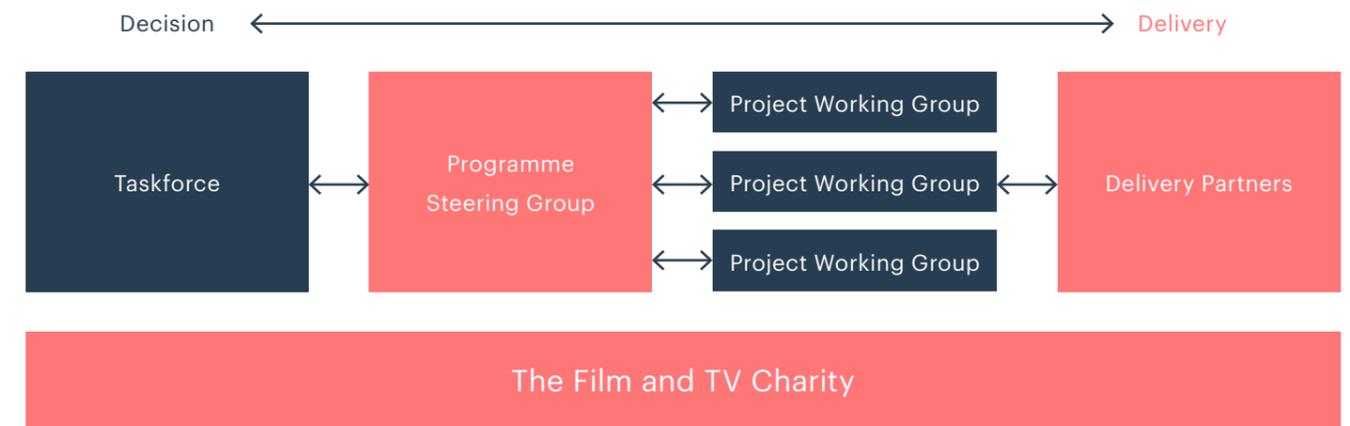
The Taskforce will be supported and guided by the Programme Steering Group who will oversee, steer and advise the programme as it develops and will help ensure that we include professional expertise, industry insight, lived experience and diverse perspectives across the whole programme design.

Each of the 7 work areas will be implemented via Project Working Groups, comprised of industry stakeholders and others with relevant clinical or project expertise. Across the working groups we will ensure we include individuals with lived experience and represent the diversity of our industry.

Through all of this The Film and TV Charity will act as a ‘backbone organisation’ supporting and co-ordinating the Taskforce, Programme Steering Group and Project Working Groups, maintaining open communications across the industry and helping guide the development of longer-term strategy. The charity will also lead the delivery of the ‘support’ elements of the programme, continuing to support those working in the industry as it has done since 1924.

Our goal is to enable the whole industry to come together and co-ordinate efforts on this most important and pressing of issues.

An inclusive design and delivery model



Support Line 2.0

To increase support to industry workers we will expand the existing Film and TV Support Line, and work with the Taskforce to ensure it is widely promoted.

The Support Line is 24/7, independent and confidential, offering access to counselling, regulated legal advice, guidance and information around debt, budgeting and benefits, as well as referral to the charity's grants. Those referred for counselling can have sessions on the phone or in person, and online CBT (cognitive behavioural therapy) is also being rolled out.

Support Line 2.0 will offer an enhanced service, initially by adding a specialist

bullying advisor and expanding the therapy options, including the option to have therapy sessions over videophone, a useful option for those working long hours or away on location.



Peer support and self-help

With a working title of *Freelancers Inc*, we will build an industry-wide community, where anyone in the industry can connect with their peers, support each other and access resources and information. This will likely begin with a digital, web-based solution, but with the intention of enabling both online and in-person connections.

This industry-wide resource will be of particular benefit to freelancers, but will be able to meet needs across the industry and adapt as it grows, led by the dynamic workforce.

A behaviour change programme

The harmful aspects of the culture of our industry are both deeply-rooted and strongly linked to workers' mental health and wellbeing. A behaviour change programme will target reducing stigma around mental health and promote open, healthy workplaces. It will be about mental health, but it will also be about bullying and harassment, about values and feeling valued.

Behaviour change in our industry will require a long-term integrated marketing campaign, including senior leaders and other workers acting as role models. Running for several years, it will feed into and be reinforced by other activities in the Whole Picture Programme. This is a gradual process – it takes time to shift the needle, but other industries have shown it can be done.

We are champions of the film, TV and cinema industry. We want it to be creatively and commercially successful, and a happy and healthy place to work.

Championing change: the Film and TV Taskforce on Mental Health

The new Film and TV Taskforce on Mental Health is comprised of sector-leading organisations committed to an ambitious, pioneering programme of change. These industry leaders will co-design and co-fund the Whole Picture Programme.

“The findings in the Looking Glass report are sobering and we are delighted to support the crucial work of The Film and TV Charity, which has gone beyond the data to really examine the underlying causes of the mental health crisis in our industry. The Whole Picture Programme identifies positive ways in which our industry can change, and by supporting talent at all levels and from all backgrounds, we can continue to grow and thrive.” Lucinda Hicks, Chief Operating Officer at Endemol Shine

In January 2020 the inaugural meeting of the Taskforce was attended by representatives of all parts of the value chain, from development and production, through to broadcasting, distribution and exhibition.

Our growing list of industry collaborators includes Amazon, Apple TV, Banijay and RDF, BBC and BBC Studios, Channel 4, Digital UK, eOne, Endemol Shine, ITV, Sky Group, STV, Universal Pictures, ViacomCBS and Paramount Pictures, Vue Entertainment and Disney.

“Channel 4 actively supports the collaboration with other industry leaders to provide better mental health care and support for our people. An industry’s culture cannot be changed by one organisation acting in isolation, so by working together, we are sending a clear message to employees, freelancers and the next generation: your mental health and wellbeing are our priority.” Jonathan Allen, Chief Operating Officer at Channel 4

The Taskforce will work with our strategic partner Mind, and industry bodies including BAFTA, the BFI, BECTU, Directors UK, the FDA, the MPA, PACT, Time’s Up, ScreenSkills, the UKCA and the UK Screen Alliance. It is a core principle of the Whole Picture Programme that its work should be collaborative with industry partners, amplifying of their aligned activity, and additive to existing work.

The success of the Whole Picture Programme will manifest in a number of positive outcomes for our industry and its workforce. We anticipate improved productivity, improved attraction and retention of talent, and improved opportunities for sustained, genuine diversity in our industry. With a stronger, more resilient and more valued workforce, the entire industry will benefit from the successful implementation of the Whole Picture Programme — we will remain the nation’s fastest-growing sector and the world’s preferred production destination.

Anticipated investment over the first 2 years of the Whole Picture Programme is £3 million, of which the Charity has contributed £500,000 and the Taskforce will contribute the remaining £2.5 million.

“The Film and TV Charity has delivered a compelling case for investment in the mental health of our industry’s workforce. We are proud of Sky’s reputation as a great place to work, and the Whole Picture Programme will allow us to enhance the support available to our own employees and extend valuable services into the freelance community and across the industry. We want to provide an exciting, vibrant and safe place to work, knowing that our industry will put people first. We are delighted to play our part in the funding and creation of the Whole Picture Programme.”

Zai Bennett, MD Content at Sky

While we are compelled to respond to this crisis with urgency, we know there are no quick fixes. We are developing a longer-term strategy and funding model to ensure a sustained programme of activity and support for our workforce.

The Film and TV Charity is immensely grateful to the membership of the Taskforce, our strategic partner and collaborative industry bodies for acting decisively and putting people first. Thank you.

Closing message

The scale of the mental health problems faced by the film, TV and cinema industry is beyond what either The Film and TV Charity or Work Foundation could have anticipated when the research was commissioned.

The findings and personal testimonies have shocked and moved us. They have also given us a sense of great responsibility, and galvanised our commitment to catalyse change. We owe it to the thousands of people who entrusted their private stories in us in the hope of changing the industry they love.

The reasons to strive for change go beyond the obvious moral imperative. The economic and cultural imperatives are equally strong. Businesses in our industry cannot afford to ignore the £300 million p.a. cost of poor mental health, and we want the content we create and share to continue to be celebrated and award-winning. We want the UK to remain the world-leading destination for production and talent recruitment, and for our industry to continue to attract inward investment and outpace the rest of the economy's growth.

We think mental health is also the next frontier for diversity and inclusion in our industry. Workers who identify as BAME, LGBTQ+ or disabled are more likely to experience mental health problems – and this can compound for individuals with more than one of those characteristics. The creative case and business case for diversity are proven, and the industry's investment in the diversity of its workforce is at risk if our collective mental health is not prioritised. Our diverse workforce needs additional support to progress and to thrive.

We also see longer-term risks to the industry's ability to attract new talent in the future. For a long time our industry has been aspirational: glamorous, glitzy, exciting and over-subscribed. But younger generations are significantly more literate on the topic of mental health, and much more critical of their employers' actions on it. Research conducted by Mind Share Partners in the US showed that millennials are twice as likely as baby boomers to believe that it is very or extremely important that a company they might work at has a culture of supporting mental health; and 75% of Gen-Zers and 50% of millennials had left roles for mental health reasons; compared with just 10% of baby boomers¹⁶. We should expect those now under 22 — the core of our workforce in 10 years' time

— to look much more critically at our industry and how it works, and perhaps it won't seem as enticing as it always has.

We are champions of the film, TV and cinema industry. We want it to be creatively and commercially successful, and a happy and healthy place to work. These outcomes are not mutually exclusive by any means, but are intrinsically linked.

The 2017 Stevenson/Farmer Review of mental health and employers, Thriving at Work, set out a vision that in 10 years' time people

🏠🏠 in all types of employment will have "good work", which contributes positively to their mental health, our society and our economy."

Our vision for the film, TV and cinema industry of 2030 is one where our brilliant and creative industry has 'great work', which contributes positively to the mental health of our people, and so helps our whole industry to thrive.

¹⁶Mind Share Partners with Qualtrix and SAP: *Mental Health at Work*, 2019. Note: Gen Z = 4-22 years old; Millennials = 23-38 years old; Gen X = 39-54 years old; Baby Boomers = 55-73 years old.

What can I do?

5 ways to help

Seek help

If you, or anyone you know, have been affected by anything in this report there's a free, confidential, listening ear 24/7 via our Film and TV Support Line on **0800 054 00 00**.

Our trained advisors can also offer access to professional counselling for commonly diagnosed mild to moderate mental health issues.

You can encourage your employers and networks to promote the Support Line wherever possible using our print and digital resources here:

filmtvcharity.org.uk/resources



Talk and share

Everyone struggles sometimes and it can really help to be open. Why not use this report to start a conversation at work, and set the scene to bring up your own experiences, past or present?

Sharing your experiences will help to tackle the stigma of mental health and let others know that they are not alone.

Join our movement for change

The mental health crisis in our industry will only be resolved if individuals and organisations across our sector join forces. We want to work alongside everyone who wants a long-term solution to the issues in this report. You can register for updates from us at:

filmtvcharity.org.uk/keep-in-touch

Donate

Our work relies on the generosity of our kind supporters. Help us to continue to support people through the highs and lows of working in film and TV, and make better mental health a priority for our industry, by donating at:

filmtvcharity.org.co.uk/donate

Partner with us

If your employer has not yet joined the Taskforce encourage them to get in touch at:

mentalhealth@filmtvcharity.org.uk

Smaller organisations and supporters of our industry can contribute to this movement by becoming an Industry Friend at

filmtvcharity.org.uk/support-our-work/partner-with-us



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