

CEO Report 24/25

This last year has continued to challenge us, both as an industry and individually, with a slower than anticipated build in productions of scale being 'green lit' and continued uncertainty around budget levels when they are.

Undoubtably though we are seeing a renewed pickup in the pace of UK filming and, for our members of PGGB, more of you who are showing as 'in work' when it comes to your availability. This continues to assure us that there is renewed optimism ahead.

We absolutely know that continuing to provide a platform for our members and partners to meet, learn, share experiences and knowledge, question, guide and support each other is at the very heart of what you want, and what we can and will continue deliver for you and with a refreshed vision.

We represent our members across multiple platforms, working alongside our many industry partners as well as government to share our collective knowledge, experience and best practices, from groups such as Action For Freelancers and Make Freelancing Pay to National Task Force teams and regional steering bodies.

We have also continued our work on industrial relations, reaching final agreement for the two-year MMP Pact/BECTU Lighting Technicians Agreement this year. Thank you to each and every member of our working groups involved to represent PGGB's views.

This year has also seen great strides on our work to safeguard industry sustainability – both in terms of a greener filmmaking future, and in providing a pipeline for emerging talent from a variety of backgrounds, to ensure a diversity of voices and skills in UK film and TV production. To this end, we were thrilled to relaunch our EDI Committee with a focus on streamlining processes to allow the committee to make the necessary recommendations to advance our work around inclusion, health and wellbeing.

Our flagship EDI event, the annual Talent Showcase and Duke of Edinburgh Film & TV Inclusion Award, continues to go from strength to strength, while our green filmmaking technologies open day Sustainability Behind the Lens has cemented its place in the industry calendar with a hugely successful second iteration at Sky Studios Elstree. We warmly acknowledge the support and commitment of all those who share our passion to make our industry a safer, greener and more inclusive place to be.

Training and development for our members is a cornerstone of the Guilds work, and we are extremely proud that we have completed our first year Mentoring Scheme, which ran over a six-month period and successfully paired 15 partnerships from across our grades. We will continue with this programme in the year to come, aligning it with our current short and bespoke courses and the second year of our Talent Development Fund, sponsored by Netflix and EP Partners, which delivered 50% of its training across the Nations and Regions.

Finally I want to celebrate our ability to bring you all together, from the bi-annual Awards show in September 2024, through 10 major headline events that we delivered throughout the year, and to the many more select gatherings, curated to support you all.

Finance

The audited accounts for The Production Guild of Great Britain (PGGB) and The Production Guild Limited (PGL) 24/25 are attached.

PGGB made an operating deficit of £77,700, with total brought forward reserves of £246,771.

PGL made an operating profit of £37,070 (profit after tax is £38,433 which reflects a deferred taxation adjustment of £1,363; no tax charge for the year was due after applying group tax relief), with total brought forward reserves of £442,880.

Overall, between the two companies there was an operating deficit of £40,630 (or £39,267 after tax).

The Production Guild of Great Britain is in a financially stable place, with reserves in the region of £650,000.

Thank you to PGGB's finance committee for supporting and overseeing the finance function: Lara Sargent (Treasurer), Bianca Gavin, John Graydon, Michael Kilpatrick, Andrew Noakes

Departmental Activities:

Events

N&R events = 5, Awards = 1, Talent Showcase event =1, Sustainability Behind the Lens exhibition = 1, Industry Events = 4

- PGGB Spring Drinks Reception, April 2024
- N&R: Yorkshire Launch Event, May 2024
- New Members Networking, May 2024
- Sustainability Behind the Lens 2, June 2024
- Filming in England Connect, June 2024
- N&R: North West (Liverpool), June 2024
- N&R: Wales Networking Event, July 2024
- PGGB Summer Drinks Reception, July 2024
- AGM, July 2024
- PGGB Awards, September 2024
- N&R: Bristol & South West Networking, October 2024
- Talent Development Fund Reception for Year 2, November 2024
- PGGB Christmas Drinks Reception, November 2024
- FOCUS London, December 2024
- Members Mentoring Wrap Event, January 2025
- Universal Talent Mixer Event, February 2025
- N&R: Scotland Event (Glasgow Film Festival), March 2025
- Filming in England Manchester Mixer, March 2025
- PGGB Talent Showcase, March 2025

Digital

Total online sessions = 22 (inc. 2 sessions for Educational Partners)

- Redefining Excellence in Sustainable Production with Green Eyes, April 2024
- Dealing with a Crisis On-Set - 6Ft From the Spotlight, April 2024
- Ask the Expert: Candice Campos, April 2024
- Wicked - How The Film Physios supported the journey from Elstree to Emerald City, May 2024
- IFTC & AVEC Updates Webinar, May 2024
- PGGB Membership Mentoring Programme Q&A Session, May 2024
- Educational Partners Session: Film & HETV Careers Session, May 2024
- Wiggin – A Holiday Pay Revolution?, May 2024
- Wicked - How The Film Physios supported the journey from Elstree to Emerald City, May 2024
- CAMA, Reuse and Circularity for Productions, June 2024
- Maximizing Budgets: Tips for Efficient Music Clearances, July 2024
- Ask The Expert: Production Management & Production Finance - Netflix, July 2024
- Introduction to BS7909 Code of Practice, October 2024
- Wiggin LLP – The Biggest Upgrade to Workers Rights in a Generation?, October 2024
- Corpay - Foreign Currency Exchange, November 2024
- Wiggin LLP - Reaction to prevention - A guide to the employer's new duty to tackle sexual harassment, January 2025
- Taking Production Out of the Dark Ages - Film & TV Charity – Toolkit, February 2025
- Educational Partners Session: The Role of The Production Accountant, March 2025
- Your Finances: Planning for Happiness, March 2025

Membership

Full membership breakdown from April 2024 to March 2025.

767 Full Members (64 cancellations)

151 Supplementary Members (20 cancellations)

32 Overseas Members (2 cancellations)

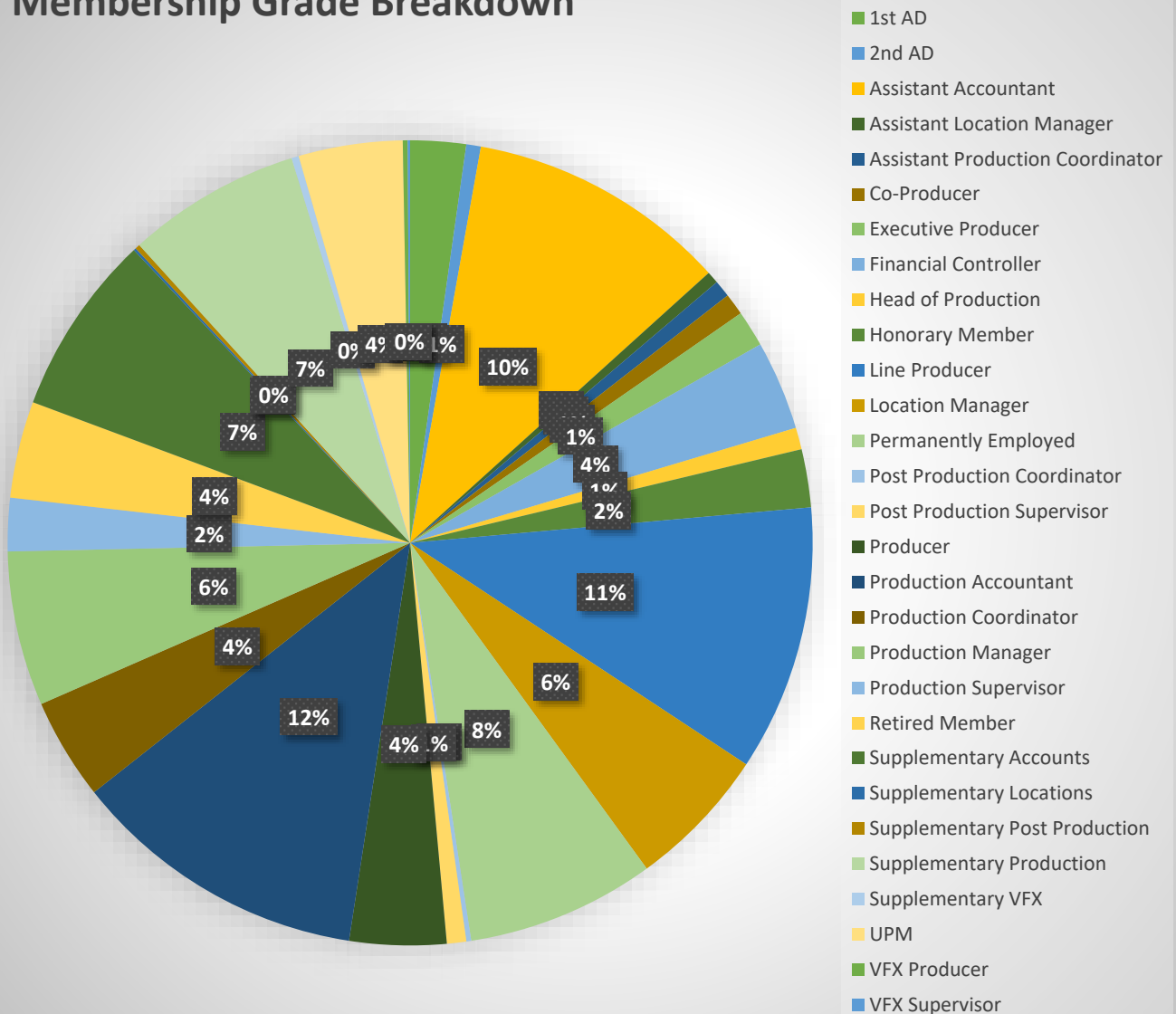
27 Honorary Members

48 Retired Members

Total membership = 1030 (86 cancellations)

A total of 86 new members joined PGGB in 2024/2025.

Membership Grade Breakdown



A total of 90 alumni accounts were issued to trainees from PGGB long courses.

Business Development

Total 164 commercial partners:

- 6 platinum partners
- 21 business partners
- 120 affiliates (inclusive of 18 film offices all counted as individuals)
- 17 supporters

(of which 26 new partners in financial year '24/5):

- 3 new business partners
- 18 new affiliates
- 5 new supporter

(Business):

- Access Bookings (stepped up from Affiliate)
- Great Point Studios
- Pholex

(Affiliates)

- Bristol Television & Film Services
- BTP Professional Pest Control
- Buddha Group
- Compass Travel Management
- Farnborough International Studios
- Garden Studios
- iMAG Displays
- Location Guide/FOCUS
- Maloney & Associates Location Services
- Molinare
- Ragley Hall
- RD Studios
- SK Media Rooms
- Spotlight
- Tag UK
- The Base Camp Co.
- The Story Works
- Production Air Charter (stepped down from BP)

(Supporter):

- British Film Designers Guild
- Call Time Company
- Final Pixel
- InterContinental Park Lane
- MARS Volume

Training

Talent Development Fund (TDF), in partnership with Netflix and Entertainment Partners

TDF Totals – Year 2

- We ran 6 training courses – with 50% being in the nations & regions. (2 courses in Glasgow and 1 in Manchester.)
- We trained 70 people in year 2 across the courses.
- Courses ran with Netflix –2 x Step Up to Production Management (SUPM) courses, one in London and one in Glasgow and a Step Up to Production Accountant (SUPA) course.
- Courses ran with EP –2 x Step Up to Production Accountant (SUPA) courses – one in Scotland and one in Manchester. We ran a 1st Assistant Production Accountant course in Leavesden.

- For TDF alumni we exclusively ran an online masterclass on latest AVEC rules with Lloyd Gunton. We also organised a complimentary training day in Virtual Production at The Garden Studios for the trainees from our production management courses.
- As an additional value and support, we introduced Alumni Accounts for all TDF trainees – a 6-month trial of membership, which provides the alumni access to all PGGB resources and discounts for further training, so we can keep in touch and help with professional development. (We backdated this offering to Year 1 trainees, who are not already supplementary or full members as well.)
- Worked with several new trainers to lead sessions – E.g: Peter Gallagher who lead the SUPM Glasgow course, to great success.

Year 3

- In March we ran our 1st TDF course for Year 3 – 1st Assistant Production Accountant course with Lucy Drake.
- Year 3 shaping up, finding lots of brilliant new training talent to lead the programmes – e.g Elena Rubio Hall and Mark Strainge.
- NAPATS is combining with TDF, to be NAPATS DDN to be the third and final Netflix course for TDF Year 3.

Netflix International

Line Producer Mentoring, Poland, 2nd iteration of this scheme.

- We matched UK-based PGGB Line Producers with Poland based PM/Line Producers, working on Netflix productions. The scheme ran until end of January 2025.

Short Courses

- Between 1st April – 31st March 2024 we scheduled 17 short courses.
- We introduced 40% off the cost of the short courses for members.
- We ran our first free (half day) short course Latest on US Unions: SAG, DGA & WGA. We hope to offer a free short course like this as a yearly offering for our members. There was no cap to how many people could join this training and 54 attendees attended.
- Since June 2024 we have been allowing up to 2 complimentary short course places, per course, for people who have asked for a bursary.
- 61 members & 38 non-members booked on to the short courses across the year.
- 9 bursary spots were used across all courses.
- The most popular short courses were: Movie Magic Budgeting, Finance for Production Managers and Running UK Payroll.
- 5 courses got cancelled due to lack of bookings: How to Mark Up, Tag and Prep Scripts (Final Draft), Budgeting for Location Managers, Location Agreement Essentials for Location Managers, Movie Magic Scheduling, Movie Magic Budgeting Advanced.

Educational Partners

- 1 new educational partner onboarded – London Film School
 - We currently have 7 Educational Partners across the UK.

- Launched the Student PGGB login in September 2024; 1 Graduate Student login per institution. This access is exclusively available to final year students from TV & Film courses.
 - The login gives access to: PGGB's jobs board, entry level jobs are marked "For our Educational Partners" PGGB's knowledgebase and News Stories.

Marketing

Social Media

- PGGB attracted a huge year-on-year rise in followers to our key social media channels, with our Instagram seeing an increase of up 22.2% to 4,646, and LinkedIn up 16% to 16,585. These channels and follower increases allow us to grow our wider industry footprint, ensuring the Guild remains a key voice in film and TV industry conversations.
- Content reach, especially thanks to events such as our Awards, sustainability work and annual Talent Showcase, extends well beyond these followers – reaching nearly 100,000 views from 42,000 unique Instagram accounts in the first few months of 2025.
- In the last year, our LinkedIn posts have been viewed a total of 371,000 times from 191,979 unique LinkedIn accounts.
- Social media engagement rates remain well above industry standards on all channels, again particularly for Instagram (at 6.1%, this is 291% higher than the industry average of 1.56%) and LinkedIn (2.15%, which is 104% up on the industry average of 1.05%).

PGGB Newsletter and Direct Comms

- Our weekly newsletter open rates are perhaps the best recurring metric to show how engaged our Members and stakeholders are with regular updates from the Guild.
- Our base level of open rates is 66.5% - almost double the industry standard of 34.2%. Readers engage most with industry information, networking receptions, PGGB initiatives, and comments on industry news.
- Around 75% of Members open every email, while the figure for partners is closer to 50%.
- The most engaged-with pieces from this year include a new year's comment from Bianca, PGGB's comment on Donald Trump's proposed tariffs, a guide to making the most of PGGB Membership, and the launch of the second PGGB mentoring scheme, as well as ticket releases for our Summer Reception.
- We have had a strong year for press coverage, with **63** press breaks focusing on a broad range of subjects from the growth and success of our Sustainability Behind the Lens event through the launch of our new EDI committee and to our annual talent showcase and the bi-annual PGGB Awards.

Thank You

I have been overwhelmed by the support and encouragement so many of you have given me since I was announced as the new CEO of PGGB and equal thanks for your warm welcome now that I am in post. On behalf of my **Deputy CEO Michael Beavan** and our wider team, thank you to our PGGB members for your continued support over this last year and all that you do. A huge thanks also to our platinum and business partners, affiliates and supporters for your continued guidance and commitment to supporting PGGB and our members.

Thanks to our membership committee for their dedication and experience in reviewing applications and to the finance committee for working with our financial controller, **Alex Burke** to ensure our stability and growth.

Our members commitment to PGGB, giving their time and their expertise across a wide range of committees and steering groups must also be celebrated. **For our six Nations & Regions committees**, covering Scotland, Wales, Northern Ireland, Yorkshire, The North West and the South West, who guide and advise us and who are a very real barometer for crew and productions across the UK – Thank you. For the work of our **Sustainability Committee** and their continued building on the success of our ‘Sustainability Behind the Lens’ summer events, taking them to larger and wider audiences and which celebrate the commitment of many companies and individuals, making a very real difference to our productions, Thank you again. And to our **EDI Committee**, newly formed in 2024 and all passionate advocates for a healthier, more inclusive industry, your continued focus in shining a light on all those who strive for change, individuals or whole organisations, you are nothing short of brilliant.

My heartfelt gratitude to the PGGB board, vice chairs and co-opted members, who are all so engaged and willing to assist to ensure PGGB’s vision and direction and I very much look forward to working closely with you all. In particular, I cannot thank enough our Executive Committee of **Chair Bianca Gavin, Vice-Chairs John Graydon and Debbie Virtue** and **Treasurer Lara Sargent** for appointing me to be your new CEO.

Special thanks to **Alex Boden**, who after serving two terms and supporting PGGB loyally for the last eight years, four of which were as Chair of the Board, must now stand down in line with our constitution. I trust Alex that you will continue to be a guiding light for us all and that you may consider offering your service and experience again when that is possible. I also want to thank **Brian Donovan** as he completes his four-year term with us, especially given his wise council and long service as a PGGB member. Finally, to **Bianca Gavin**, who has also completed her first four-year term. She has not only led the Board as Chair these last two years, but has passionately championed PGGB, its members, partners and wider industry advisors, always for the greater good of our collective professional growth, health and wellbeing. The Guild has continued to shine under your leadership and all of those that work with you have benefited from your unwavering commitment to them.

Finally, a huge thank you to the PGGB staff team. I am excited to be working with you all and recognise you as champions of our work, dedicated, loyal and committed through and through. My special thanks to Deputy CEO Michael Beavan for working so tirelessly and

with such dedication as Acting CEO since Lyndsey's departure. Michael has also been a huge support to me personally and has ensured I have everything I need to get up to speed as I step into the role and has offered the warmest of welcomes. Finally, I want to extend our thanks to the whole team, Julia, Alex, Hannah, Michael, Becky, Amy, Pippy, Susanna, Stina, Aidan, Keighley and Jaz.

I am very much looking forward to helping shape the next chapter of The Guild and getting the chance to work with you all.