

---

# BAFTSS

British Association of  
Film, Television and  
Screen Studies

---

Provost and Acting Vice-Chancellor Professor Christine Bovis-Crossen  
Chair of Council, Vice-Chancellor's Office Dr. Sally Howes, OBE.

British Association of Film Television and Screen Studies  
BAFTSS <https://www.baftss.org>  
25<sup>th</sup> July 2023

Dear Professor Christine Bovis-Crossen and Dr Sally Howes,

I am writing to you on behalf of the Executive Committee of the British Association of Film, Television and Screen Studies [BAFTSS]. BAFTSS is a national subject association, which represents the interests of staff and students in UK Higher Education Institutions and is international in its membership. The compulsory redundancies that you have proposed have been the focus of sustained criticism in the national press for designating 31 of the 36 cuts to the university's faculties in Arts and Humanities. We call on you to review your decision for its undue and potentially devastating impact on the School of Film, Television and Media. BAFTSS' Executive Committee is extremely concerned that this approach fails to recognise the educational and economic value of film, television, screen and media studies to the future of the University of East Anglia.

We write in support of colleagues in the School of Film, Television and Media Studies as HEI teaching in film, television, screen and media studies has been noted for its intellectual and practical contribution to the creative arts, a sector that government statistics state is growing faster than the national economy. In the last year, the creative industries contributed £111.7 billion to the UK economy, signalling growth of 7.4% from the previous year. Thus, BAFTSS Executive Committee urges you to have the courage to remember that the University of East Anglia has a history of innovation in developing the first UK film studies department, and courses in women's studies, film archives, and creative writing. We encourage you to invest in the future reputation of UEA by working with students and staff in the Faculty of Arts and Humanities to avoid any reduction in the number of academic and non-academic roles. It is vital that you endeavour to maintain the collaborative and cohesive working relationships of all staff across the Faculty of Arts and Humanities as intrinsic to the future reputation in research, teaching and economy of UEA.

BAFTSS Executive Committee notes that the REF 2021 exercise ranked Film, Television and Media Studies in the top 20 of research-intensive UK universities, a result that you celebrate on UEA's website. The Professorial staff in the School of Film, Television and Media were integral to this success through their publications, funding and dedication to developing a research environment that attracts new international and national students to UEA. The impact of their work is valued across our subject areas. Further, the REF2021 recognised 94% of research outputs in the Film, Television and Media as 'world leading' or 'internationally excellent' and an

extraordinary 100% of the research environment was ranked as “world leading” or “internationally excellent.” This clearly directs you to the overview report by main REF Panel D, which recognises research and impact in these subjects as intrinsic to a diverse range of national and international cultural and industry partners. The REF report states that research and teaching in film, television and media “forms a crucial element of the UK creative industries sector, seeding industry activity across the devolved administrations and providing the backbone for local, national and international cultural infrastructures.” The broad range of research collaborations undertaken in the School of Film, Television and Media Studies “is integral to cultural regeneration and the development of regional economies.”

We draw your attention to the critical skills taught and developed through the provision of television, screen and media studies as areas of academic, social and professional importance. For example, the Association of Graduate Careers Advisory Service recognises the specialist skills learned through teaching and research in our subject areas as intrinsic to post-course employment. AGCAS 2023 report states that 86.7 % students of cinematography and photography and 81.9% in media studies are in work or further study at fifteen months after graduation. All Professors and Lecturers in the School of Film, Television and Media Studies are integral to this nuanced area of study in nurturing these specialist skills that are highly valued by employers.

Reports from the UCU indicate that the proposed cuts are needless. We urge you to work with your staff, students and unions to identify alternatives that demonstrate your understanding of the highly skilled and regarded work of colleagues in film, television and media studies.

Yours Sincerely

Dr Elizabeth I Watkins  
Chair of BAFTSS  
On behalf of the Executive Committee.

**References:**

**Prospects report** ([71145492-99f4-4134-9e6f-8e694edb398f\\_what-do-graduates-do-2023.pdf](https://www.prospects.ac.uk/71145492-99f4-4134-9e6f-8e694edb398f-what-do-graduates-do-2023.pdf)) ([prismic.io](https://www.prospects.ac.uk/))

**Association of Graduate Career Advisory Services** ([AGCAS – The Association of Graduate Careers Advisory Services](https://www.agcas.ac.uk/))

**UK’s Creative Industries contributes almost £13 million to the UK economy every hour – GOV.UK** ([www.gov.uk](https://www.gov.uk/))

**REF 2021 Overview report on Panel D** (<https://www.ref.ac.uk/media/1913/mp-d-overview-report-final-updated-september-2022.pdf>)

**University of East Anglia REF Results on the UEA website**

<https://www.uea.ac.uk/research/about-uea-research-and-impact/our-ref-results>