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**Film support and the challenge of ‘sustainability’:  
On wing design, wax and feathers and bolts from the blue**

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**Abstract**

In recognition of the importance of film in generating both economic and cultural value, the UK Labour Government set up a new agency – the UKFC - in 2000 with a remit to build a sustainable film industry. But, reflecting a plethora of differing expectations in relation to the purposes behind public support for film, the UKFC’s agenda shifted and broadened over the organisation’s lifetime (2000-2011). Apparently unconvinced by the UKFC’s achievements, the coalition Government which came to power in May 2010 announced the Council’s abolition and reassigned its responsibilities as part of a general cost-cutting strategy. Based on original empirical research, this paper examines how the UKFC’s sense of strategic direction was determined, how and why the balance of objectives it pursued changed over time and what these shifts tell us about the nature of film policy and the challenges facing bodies that are charged with enacting it in the 21<sup>st</sup> century.