

BBFC Board of Classification Meeting

Monday 13 March 2023

Present

Natasha Kaplinsky	President
Murphy Cobbing	Vice President
Kamlesh Patel	Vice President
David Austin	Chief Executive
Faye Harcourt	Director, Marketing and Outreach
Siobhan Smedley-Wild	Finance Director
Matt Tindall	Senior Policy Officer (minutes)

Apologies

Dave Barrett	Deputy Chief Executive
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Minutes of the previous meeting

1. The minutes of the previous meeting were agreed.

Matters arising

2. There were no matters arising.

Guidelines Research

3. Chris updated the meeting on the progress of the 2023 Guidelines Research. The team are in the process of finalising stimulus material choices to illustrate the decided research topics. Working with the appointed researchers, We Are Family, they have assessed which areas can be covered, creating a hierarchy of proposed areas and adapting the choices and reducing the number in order to give the primary topics sufficient space to be explored in depth and robust findings created. They are in the process of selecting which focus groups (e.g. parents of 8-12 year olds) shall cover which modules so that We Are Family can commence the recruitment process.
4. In parallel, the Compliance Managers are composing the list of proposed questions for each module area and sourcing clips to be used as stimulus material. Focus groups are planned to

begin in May, with the quantitative stage beginning in July/August. Additional stimulus material will be incorporated into the surveys.

5. The Board discussed initial ideas to publicise the launch of the new guidelines in 2024, to highlight the research findings and demonstrate to audiences how BBFC classification decisions are based on public opinion. The Board agreed to continue this discussion at the next meeting in April.

AOB

6. There was no other business.

Date of next meeting: 24 April 2023