

# Award-winning television company launches new 'Films for Business' unit

Richard Nicholls, the Managing Director of Swift Films speaks to Insider Magazine



**W**hen starting up Bristol based Swift Films in 2004, documentary filmmaker Richard Nicholls had a vision to bring new, inspirational voices to the screen.

In five short years he has done just that. "I wanted to focus on making films that I really wanted to watch", says Richard, "the kind of programmes that evoke strong reaction, that entertain, inspire and create debate."

Swift Films' first big production was a six part documentary series about Fire and Rescue services for ITV and Sky. Since then the company hasn't looked back.

"We've been fortunate enough to establish a portfolio of films about subjects which really appeal to us". In 2006, the company shot a feature documentary about a 4000 mile journey to The Gambia in a second-hand car bought for £100. Later the same year, Swift Films won *Best Regional Documentary* at the Royal Television Society Awards for a film about the Football World Cup.

The company has since pursued an interest in adventure programming and made a number of films about extreme

endurance. *Race Across America*, a cycling documentary was recently nominated for 'Best Television Production' at the Media Innovation Awards 2009 and *Race Across the Atlantic* documented four rowers as they attempted to cross the Atlantic ocean.

But now the company is launching a new venture, by bringing its programme-making skills to producing innovative films for businesses.

"We want to diversify and we want new challenges", explains Richard. "We want to offer our award-winning programme-making skills to a different market and to work with businesses to produce exceptional, cost-effective films for the corporate communication sector. What separates us from our competitors is our passion and expertise for filmmaking. This extends across every facet of the production process. We have a flexible, but meticulous approach to delivering the best quality film for each client, whether that is a broadcaster or a business."

One of the first companies to take advantage of Swift Films' new 'Films for Business' unit has been Thirty Three, a recruitment and employee communications business.

"We needed something turned round quite quickly which is any supplier's nightmare", explains Thirty Three's

**ABOVE LEFT** Screen shot from a recent business film.

**ABOVE RIGHT** World Cup documentary – winner of 'Best Regional Documentary' at the Royal Television Society Awards.

Creative Director Chris Bennett. "Swift Films provided us with exactly what we needed and our client was delighted with the results. We've used them ever since. What I like about Swift Films is that they will always be proactive in offering advice and ways of improving our vision. In this economic climate, budget is quite often an issue, but I can't fault their pricing structure. And they're decent people too which is important to us."

Swift Films is now starting to work with a variety of businesses from small start up enterprises to large corporations. "We're working with law firms, construction and insurance companies as well as those in the public sector", says Richard. "We are starting to produce promotional and recruitment films as well as educational and marketing documentaries. These are exciting times for all businesses to be harnessing the internet and using the power of film and video to convey the right message about their company".

**RACE ACROSS AMERICA** nominated for 'Best Television Production' at the Media Innovation Awards.



For a free consultation about the variety of ways you can use video to help promote the aims and objectives of your company, contact Swift Films.

Email: [info@swiftfilms.co.uk](mailto:info@swiftfilms.co.uk)  
Telephone: 0117 902 1531  
[www.swiftfilms.co.uk](http://www.swiftfilms.co.uk)