

BOARD OF TRADE

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*The Report on the  
Census of Production  
for 1954*

Volume 11: Industry G

CINEMATOGRAPH FILM PRODUCTION



*Presented by the Board of Trade to Parliament in pursuance of the  
Statistics of Trade Act, 1947 (10 & 11 Geo. 6 Ch. 39, Sec. 7)*

LONDON: HER MAJESTY'S STATIONERY OFFICE

1957

PRICE 1s 6d NET

# The Report on the Census of Production for 1954

VOLUME 11, INDUSTRY G

## CINEMATOGRAPH FILM PRODUCTION

THIS REPORT relates to firms engaged in the production of cinematograph films. Firms producing cinematograph films were asked to value their output on the basis (a) of the amount charged (for films made for other firms) or (b) of the total cost of production up to and including the making of the final married print, covering all materials purchased and used, salaries, wages and other overhead charges (including payments for copyrights, hire of studios, etc.) properly attributable to the production of films. Included in the total is the cost of films or parts of films made abroad. Where films were not completed entirely within a producer's business year, only the cost of the work done during the year is included.

The value of the gross output of the industry shown in Table 2, consists primarily of the cost of work done on films during the year and the amount received for facilities provided (e.g. studios and equipment hired out by studio owners) and other work done.

Net output for this industry is calculated by deducting from gross output the cost of materials and fuel, the cost of films made abroad and amounts paid for work given out, for the hire of studios, equipment and facilities, and for royalties and copyright. Because output is valued mainly in terms of the cost of work done and not - as for most other manufacturing industries - in terms of the selling value of the products, no figures are shown in Table 2 or elsewhere for net output per head.

There were no firms in Northern Ireland in the register for this industry in 1954 or 1951. Firms in Northern Ireland, if any, were excluded in 1948.

This industry corresponds to minimum list heading 195(1) in the Standard Industrial Classification.

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IMPORTANT NOTES and definitions appear on the next page. In interpreting the data in the tables, it is essential to bear these in mind.

The following notes describe terms in general use in the tables of the report. More detailed explanations of the terms used and a description of the scope and method of taking the census are given in the separate booklet entitled 'The Report on the Census of Production for 1954 - Introductory Notes' (price 1s. 6d. net).

**Industrial Classification:** Establishments are classified to industries according to the nature of their output and, as far as possible, in conformity with the Standard Industrial Classification. Certain products are identified as the principal products of individual industries, the principal products for a given industry being of a similar nature or commonly associated in production. The principle of classification normally followed is that an establishment is classified to an industry if its output of the principal products of that industry accounted for a greater proportion of the value of its output than did its output of the principal products of any other industry.

**Specialist producers** normally comprise those establishments 50 per cent. or more of whose total output by value is accounted for by the characteristic products of the specialist group.

**Intermediate products:** For some industries figures are given showing the total quantities made during the year of intermediate products, i.e., products which may be further processed in the establishments in which they are produced.

**Larger establishments:** The information given in the report relates mainly to 'larger establishments' i.e., establishments of firms employing on the average more than 10 persons. In most cases an establishment comprises the whole of the premises under the same ownership or management at a particular address (e.g., a mine or factory). Offices, warehouses, laboratories and other ancillary places of business situated apart from the producing works are not regarded as separate establishments and are included in the return for the works.

**Small firms** are those employing on the average 10 or fewer persons.

The estimates for the industry as a whole given in Table 1 are normally obtained by increasing the other items shown in the same proportion as total employment.

**Gross output (production)** is the total value of goods made and other work done during the year: it is obtained by adjusting the value of sales and work done during the year for changes in the value of stocks of products on hand for sale and work in progress.

**Net output** is the amount left after deducting from the value of gross output the aggregate of the cost of materials and fuel used, the amount paid for work given out, and, for 1951 and 1954, any transport payments made. This represents the value added to materials by the process of production, and constitutes the fund from which wages, salaries, rents, rates and taxes, advertising and other selling expenses and all other similar charges have to be met, as well as depreciation and profits.

**Sales** means sales during the year of goods made in the establishment covered by the return or made on commission for it, whether produced in the year or not. The value of sales is the net selling value, i.e., the amount charged to customers, whether on an ex-works or delivered basis, and net of any trade discounts, agents' commissions, allowances for returnable cases, purchase tax, etc. For goods charged on a delivered basis to customers overseas, firms were required to give the f.o.b. value.

**Materials and fuel:** The total cost of materials and fuel purchased includes all purchases during the year of materials for use in production, and of fuel (includ-

ing oil, gas and electricity) for all purposes: packing materials, including the full cost of returnable cases when first purchased; workshop and office materials; water charges; materials for repairs to buildings, plant and vehicles when carried out by firms' own work-people included in their returns; consumable tools; and parts for machinery purchased as replacements. Purchases of goods for merchanting are excluded. The cost of materials and fuel used, given in Table 2, is obtained by adjusting purchases for changes during the year in the value of stocks.

**Stocks:** Firms were required to give stocks of materials and fuel, products on hand for sale, and work in progress, at income tax values.

**Customs and Excise Duty** paid on materials purchased is normally included in the cost of materials. Finished goods are similarly valued as they were sold, duty-paid or duty-free. The net amount of any duty paid is deducted in arriving at net output.

**Employment:** Total employment includes working proprietors, administrative, technical and clerical employees, and operatives, but excludes outworkers, canteen employees and persons engaged in merchanting or any other activity not covered by a firm's return, who are shown separately as excluded employees. Employees are persons on the pay-roll (i.e., persons whose National Insurance cards were held by employers), whether employed full-time or part-time.

**Working proprietors** are proprietors of businesses other than limited companies, together with members of their families who worked in the business without receiving fixed wages or salaries. Any persons working less than half the normal hours are excluded. For Northern Ireland directors of limited companies (other than those paid by fee only) are also included.

**Administrative, technical and clerical employees** include directors, other than those paid by fee only (except in Northern Ireland); managers, superintendents and works foremen; research, experimental, development, technical and design employees (other than operatives); draughtsmen and tracers; travellers; and office (including works office) employees.

**Operatives** include all other classes of employees, i.e., broadly speaking, all manual workers.

**Outworkers** are persons employed by the firm who work on materials supplied by the firm in their own homes.

**Wages and salaries** include all overtime payments, bonuses and commissions without any deductions for income tax, insurances, contributory pensions etc. They exclude payments to working proprietors.

**Capital expenditure** includes expenditure on new building work, and on plant, machinery and vehicles, charged to capital account during the year, including any transport and installation costs involved. It includes expenditure in respect of establishments in Great Britain which had not begun production before the end of the year (which has not previously been included in the Census of Production reports for individual industries).

**Symbols used:**

.. for not available

- for nil or negligible (less than half the final digit shown).

Where figures are rounded, e.g., given to the nearest £ thousand, there may be apparent slight discrepancies between the sums of constituent items and the totals shown. In some cases, figures have been combined with others of a similar nature where publication of separate details might disclose information relating to an individual undertaking.

## Industry summary

TABLE 1 - Estimates for the industry as a whole

Since the particulars given in the following tables relate to all firms in the industry, this table is not applicable.

## Summary of returns received

## All firms

TABLE 2

	Unit	Great Britain	United Kingdom	
		1948	1951	1954
Number of returns	No.	118	120	126
Gross output (production)	£'000	19,502	12,949	12,747
Purchases of materials and fuel	"	1,549	1,172	1,318
Stocks of materials and fuel	{ at beginning of year	272	372	379
	{ change during year	101	42	28
Cost of materials and fuel used	"	1,448	1,129	1,346
Cost of films made abroad by United Kingdom firms (a)	"	788	424	622
Amount paid for film printing, developing, etc.	"	644	608	844
Amount paid for hire of studios, equipment and other facilities	"	4,337	1,919	1,436
Royalties and copyright payments	"	363	285	178
Net output	"	11,922	8,583	8,321
Average number of persons employed (b)	No.	10,480	6,316	5,803
Wages and salaries of persons employed, other than crowd artistes	£'000	8,142	5,519	5,415
Payments to crowd artistes	"	285	199	220
Capital expenditure				
New building work (c)	"	822	66	198
Plant and machinery	{ acquisitions (c)	1,351	208	155
	{ disposals	49	29	44
Vehicles	{ acquisitions (c)	56	35	42
	{ disposals	7	11	16

(a) Including the following amounts paid as wages and salaries for work abroad to employees normally resident in the United Kingdom: £138,000 in 1954, £112,000 in 1951 and £149,000 in 1948.

(b) Excluding crowd artistes and including working proprietors.

(c) Excluding expenditure for firms not yet in production which amounted to £252,000 in 1954.

## Analysis by size, 1954

## All firms in the United Kingdom

TABLE 3

Average number employed (a)	Returns	Gross output	Net output	Employees			Remuneration			Capital expenditure (c)
				Operatives	Others (b)	Artistes on contract	Operatives	Others (b)	Artistes on contract	
	Number	£'000	£'000	Number	Number	Number	£'000	£'000	£'000	£'000
1 - 10	68	1,212	519	64	218	38	34	178	73	24
11 - 24	23	1,046	677	64	250	54	35	253	93	7
25 - 49	15	1,444	835	100	388	88	50	382	92	25
50 - 99	7	1,128	798	35	379	67	28	318	88	18
100 - 199	8	2,177	1,576	519	499	142	303	476	121	36
200 and over	5	5,741	3,916	1,400	1,407	86	910	1,443	535	285
Total	126	12,747	8,321	2,182	3,141	475	1,360	3,052	1,003	394

(a) Excluding outworkers and including working proprietors.

(b) Administrative, technical and clerical employees.

(c) Capital expenditure on new building work and on acquisition of plant, machinery and vehicles, excluding expenditure for firms not yet in production.

## CINEMATOGRAPH FILM PRODUCTION

TABLE 4 - Analysis according to specialisation within the industry, 1954

All firms in the United Kingdom

No specialisation within this industry was distinguished.

Sales or production of the principal products of the industry,  
including amount charged for production of these products by  
establishments classified to other industries

All firms in the United Kingdom

Summary of cost of work done on films and amount charged for hire of studios and  
other services provided during the year of return

TABLE 5(A)

	1951		1954	
	Cost	Entries	Cost	Entries
	£'000	Number	£'000	Number
Cost of work done on films completed in the year whether wholly produced in that year or not (see Table 5(B))	9,618	..	11,044	..
Cost of work done on films not completed by the end of the year	3,737	..	3,685	..
Cost of work done, unclassified	-	-	53	..
Less cost of work done before the beginning of the year on films not completed by the beginning of the year	3,272	..	4,689	..
Total cost of cinematograph film production during the year	10,083	..	10,092	..
Cost of work done on films by establishments classified to other industries (see Table 6) (a)	44	5	53	..
Total cost of cinematograph film production during the year by firms in the industry	10,039	..	10,039	..
Studios, equipment and facilities let out on hire by studio owners (including any sub-let by tenants of studio owners)	2,900	38	2,579	45
Other work done	66	24	149	22
Still pictures for advertising	3	6	6	15
Total amount charged	2,969	..	2,734	..
Less amount charged by establishments in other industries (see Table 6) (a)	65	..	62	..
Total amount charged by firms in the industry (b)	2,904	..	2,672	..
Total cost of cinematograph film production and amount charged for hire of studios and other services provided during the year by firms in the industry (b)	12,944	120	12,711	126

(a) This relates to larger establishments (employing more than ten persons) only.

(b) Owners of studios letting out space, equipment, etc. to producing firms returned as the value of their output the total amount charged for these services. The figures for cost of work done on films include payments for hire of studios, equipment, etc. totalling £1,436,000 for 1954; £1,919,000 for 1951; £4,337,000 for 1948. (see Table 2). The totals recorded in this table for amounts charged for hire of studios, equipment, etc. therefore, involve some duplication with the figures recorded for the cost of work done on films.

## CINEMATOGRAPH FILM PRODUCTION

Analysis of cost of work done on films completed in the year,  
whether wholly incurred in that year or not

TABLE 5(B)

(i) On standard film (ii) On sub-standard film	1951			1954			Entries
	Quantity	Value	£'000	Quantity	Value	£'000	
	No.	Th.lin.ft.			No.		Th.lin.ft.
Sponsored films (excluding cartoons)							
Sponsored by Government Departments (including official trailers for circulation with newsreels)							
For training of personnel	{ (i) 15 (ii) 41	{ 37.4 16.6	71	{ 19 1	{ 46.1 2.3	90	8
Other	{ (i) 304 (ii) 15	{ 279.6 5.0		268	{ 29 41		
Commercially sponsored (including films sponsored by State owned corporations, e.g. the National Coal Board)							
Black and white or monochrome	{ (i) 195 (ii) ..	{ 228.2 347.6	379	{ 157 16	{ 217.7 ..	390	30
Colour	{ (i) 36 (ii) ..	{ 15.1 182.3		212	{ 27 161		
Other (e.g. training films, films sponsored by learned societies, religious bodies, social groups, educational authorities, political parties, charitable organisations, etc.)	{ (i) 89 (ii) 27	{ 122.8 9.7	138		{ 56 16	{ 81.4 13.6	112
Commercial entertainment, i.e. films made primarily for exhibition in commercial cinemas (excluding newsreels, sponsored films of all descriptions, religious and educational films, trailers and cartoons) (a)							
Dramatic							
Exceeding 6,500 ft.							
Black and white or monochrome	51	397.0	5,421	40	296.2	2,652	20
Colour	4	37.8	1,518	26	217.4	5,206	13
Exceeding 3,000 ft. but not exceeding 6,500 ft.	13	60.8	173	29	167.1	376	16
Not exceeding 3,000 ft.	61	100.2	87	72	153.6	186	8
Factual (e.g. 'documentary')							
Exceeding 3,000 ft.							
Black and white or monochrome	7	36.6	31	9	45.2	54	5
Colour	-	-	-				
Not exceeding 3,000 ft.							
Black and white or monochrome	93	78.8	40	159	171.0	114	18
Colour	-	-	-	22	22.5	20	7
Newsreels (a)	1,798	1,518.4	526	{ 1,470 ..	{ 1,090.8 ..	{ 436 170	{ 10
Cartoons (a)							
Commercial entertainment (i.e. made primarily for exhibition in commercial cinemas)	{ 2 ..	{ 2.8 4.6	16	{ 9 1	{ 8.0 ..	114	..
Other cartoons (including advertising)	222	18.5		88	{ 23 19 ..		
Other kinds of films produced including trailers and shots produced for other film companies (a)	{ 632 .. ..	{ 315.5 104.9 ..	234	{ 423 ..	{ 159.2 2.8	453	27
Sound track recorded separately (a)	{ 326 ..	{ 400.4 147.8		{ 51 8	{ 21 11 ..		
Total			9,618			11,044	126

(a) Photographed on film not separately distinguished between standard and sub-standard film.

Amount charged for production of principal products of the industry by establishments classified to other industries

Larger establishments in the United Kingdom

TABLE 6

	1954			Principal industries in which produced (a)
	Quantity	Value	Entries	
Work done on films	..	£'000 53	..	11H
Amount charged for studios, equipment and facilities let out on hire by studio owners (including any sub-let by tenants of studio owners)	..	62	..	11H
Total	..	115	..	

(a) The volume number and industry references given are to the industries shown in the list at the back of this report.

TABLE 7 - Sales in the industry of other than principal products

All firms in the United Kingdom

The total value of sales and amount charged for work done in the industry of other than principal products amounted to £36,000 in 1954.

TABLE 8 - Total make of intermediate products

All firms in the United Kingdom

This table is not applicable to the industry.

Purchases of materials and fuel, 1954

All firms in the United Kingdom

TABLE 9

	Quantity	Cost
	Th.lin.ft. (a)	£'000
Materials		
Raw film or stock (mute and sound)	46,374.7	545
Purchased negatives (library material), sound recordings, etc.	546.6	21
	Th.cu.ft.	
Wood and timber	184.0	74
	..	18
Other set construction materials (e.g. plaster, paint, scenic canvas, paper, scrim, nails, etc.)	..	137
Wardrobe	..	43
Properties	..	50
All other purchased materials	..	235
	Th.tons	
Fuel and electricity		
Coal	2.3	12
Coke	0.9	5
Liquid fuels (including creosote/pitch mixtures)		
	Th.gal.	
For use in internal combustion engines		
Motor spirit (petrol) for use in road vehicles and derv. fuel	95.0	20
Other	304.9	16
For burning in furnaces, boilers, kilns, etc.	830.8	34
	Th.therms	
Gas purchased		
From Gas Boards	185.2	13
From other sources, including other departments of the same firms	-	-
	Th.kWh.	
Electricity purchased (b)		
From Electricity Boards	7,914	65
	..	17
From other sources, including other departments of the same firms	..	14
All other purchased fuel		-
Total cost		1,318

(a) On the basis of the standard width of 35mm.

(b) The total quantity of electricity generated in firms' own establishments in this industry in 1954 was 3,384 Th.kWh.

## CINEMATOGRAPH FILM PRODUCTION

Average number of employees and wages, salaries and superannuation payments (a)  
All firms in the United Kingdom

TABLE 10

	1951		1954	
	Number		Number	
Average number of employees				
Operatives	2,178		2,182	
Artistes (b)	434		475	
Administrative, technical and clerical employees	3,702		3,141	
Total	6,314		5,798	
	£'000		£'000	
Wages and salaries (c) paid to				
Operatives	1,105		1,360	
Artistes (b)	1,309		1,003	
Administrative, technical and clerical employees	3,105		3,052	
Total	5,519		5,415	
	£		£	
Wages and salaries (c) per head				
Operatives	508		623	
Artistes (b)	3,016		2,111	
Administrative, technical and clerical employees	839		972	
			£'000	
Superannuation and other pension funds for employees and dependents				
Employers' contributions	..		63	
			Number	
Employees covered	..		858	
			£'000	
Pension, etc. payments to former employees and dependents	..		10	

(a) The following persons, not included above were also employed in this industry ('other workers' includes, for example, employees engaged on film distribution). No outworkers were recorded in this industry.

	1951		1954	
	Number		Number	
Canteen workers				
Male	19		21	
Female	130		126	
Total	149		147	
Other workers				
Male	159		118	
Female	130		111	
Total	289		229	
Total excluded employees	438		376	

(b) Excluding crowd artistes. Payments made to crowd artistes amounted to £220,000 in 1954 and £199,000 in 1951. The total number of man-days worked is shown below:

	Man-days	
	1951	1954
Artistes on contract	36,652	28,853
Crowd artistes	62,921	53,201

(c) Including bonus and commission payments.

Employment in a specified week (a)  
All firms in the United Kingdom

TABLE 11

	Number					
	1951			1954		
	Males	Females	Total	Males	Females	Total
Working proprietors	1	1	2	2	3	5
Operatives	2,496	79	2,575	2,224	136	2,360
Artistes (b)	309	97	406	317	74	391
Administrative, technical and clerical employees	2,759	929	3,688	2,318	818	3,136
Total employees	5,564	1,105	6,669	4,859	1,028	5,887

(a) Week ended September 22, 1951, or October 30, 1954.

(b) Excluding crowd artistes.

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