

BRITAIN'S HIDDEN FISHES

SHORT FILM CAMPAIGN



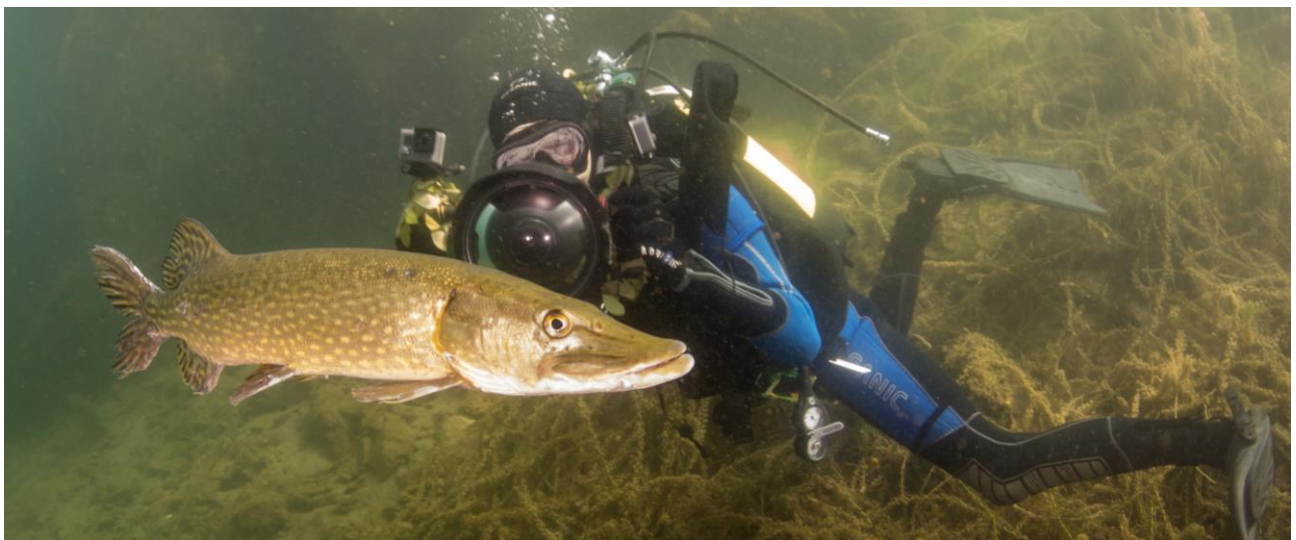
"Uncovering a hidden underwater world around Britain's many rivers, lakes, ponds and seas"



Britain's fish are often overlooked and under-appreciated and I think it is about time we put them in the spotlight! My name is Jack Perks and I'm a professional wildlife cameraman and photographer. Over the course of my career I've filmed every freshwater fish in the UK and many of the marine species giving me a unique understanding and appreciation for our fishy denizens.

We have many amazing wildlife spectacles on our doorstep all unfolding beneath the waterline and this film aims to showcase hidden, untold stories about British fish. It would be in the format of a 1-hour film with narration. We have an extraordinarily talented crew of editors, composers, consultants and camera operators.

This is a once-in-a-lifetime opportunity to create a cinematic-looking film about some of the most incredible creatures we have in the British Isles, everything from tiny sticklebacks to behemoth basking sharks. We are looking to launch the project in February and start filming straight away. Depending how filming goes this may extend into the year after so the



film won't be finished until at least 2022.

Who's Jack?

Based in Nottingham, I spent seven years traveling across Britain to film every species of freshwater fish and have developed and refined techniques for filming them, including scuba, snorkelling, camera traps and pole cams. I successfully crowd-funded two films, one on fish called "Beneath the Waterline", which looked at the people working with fish, and "Wildlife Exposed: Shetland Diaries". I orchestrated the UK National Fish Vote in which the Brown Trout won, have written two books on fish and contributed to many more. I have also written columns for Angler's Mail & Fallon's Angler. I also routinely film for television on many BBC nature documentaries and angling programmes.

Basically I quite like fish.

Why Fund this Project?

This campaign is the only option to create a short film about fish as most see them as brown, slimy, boring things. However they are so much more than that, with the ruby reds and kingfisher blues on a grayling's dorsal fin or the deadly patience of pike waiting for an unsuspecting shoal of rudd to pass by. This is a chance to put modern filming techniques into practice. We'll be using high definition underwater cameras, drones for a birds-eye view and beautiful, scenic cinematography. It's an all or nothing project as I want to make it right so if we don't hit the target, it simply won't happen. If we do reach and exceed the target it will open more doors such as extra time filming, more equipment and other narratives we can follow.

The Team

This isn't a solo project and I have a team behind me helping the production, from composers making original music (www.tomwanless.com) to editors, camera operators, consult-



ants and of course Jeremy Wade who has agreed to narrate the film.

It will also involve many members of the public and people working with fish as we are on the hunt for different stories and ideas. We are hoping to film and document things rarely seen by the great British public to interest them in something they didn't realise was on their very doorstep, perhaps in the local canal or village pond.

Link to crowd funding page - https://www.indiegogo.com/project/coming_soon/preview/cca4cdb7

What can you do to help?

First of all, any funds once the campaign is open are greatly appreciated but I understand that not everyone will have the funds to help financially. You can also share the project around for nothing which would be fantastic, particularly to your memberships, readers and onto your own social media. We'll be launching on 4th Feb 2021 so this is the best time to share the crowd-funding link to any newsletters, social media etc. This will give you time to get it into any printed media for your members.

Indiegogo has share tools at the top of the page, and we also have our Twitter and Facebook pages. You contribute to the project via Indiegogo which transfers funds via PayPal only if the project is successful.

If your organisation is interested in helping we can share a link to your group on our own social media and list you on the campaign as one of our "Supporters" which should get wide coverage and media attention once it's live and online.

Facebook - <https://www.facebook.com/UkMiniFishStudy/>

Twitter - <https://twitter.com/RiverFishUk>



Instagram - <https://www.instagram.com/britainshiddenfishes/>

Prior to release of the campaign I'm also looking for interesting and unusual rewards to offer backers. You can see in the links what I have so far to give you an idea. It may be access to a fishery at a reduced rate, a day's fishing on an exclusive or private boat, reduced membership fee etc. Think of the auctions that many NGOs do. I'm open to suggestions.

Whats the end result?

It's a non-profit film and the idea is to showcase fish in a film everyone can see so it will be made available online. I'd like to have a premiere but given the current climate we'll see how that goes! It's all or nothing so if we don't reach the £30,000.00 target the film won't get made. It sounds like a lot of money but it's a tiny budget for a wildlife documentary.

Jack's Contact Details:/// jackperksphotography@hotmail.co.uk /// 07722536029

Supporters

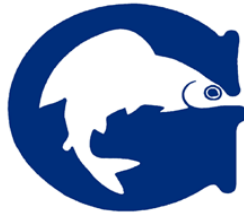
Please note supporters do not necessarily financially back the project but also help with advice, research and planning.



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