



BFI National Archive presents

Living for Kicks

From the Associated Rediffusion Collection

Available to screen from 10 July.

Certification: 12A TBC

Programme copy

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Living for Kicks

From the Associated Rediffusion Collection

Step into the burgeoning British youth culture of the 1950s and 60s with this selection of excerpts from the BFI National Archive's Associated-Rediffusion collection.

Launched in 1955 as part of the fledgling ITV. Associated-Rediffusion was one of the very first independent television companies that, among other achievements, shook up the world of documentary TV.

In this vibrant compilation, discover the rise of the teenager, the teddy boy and the coffee bar; the importance of pop music to the post-war generation; and the newfound freedoms that have come to define these landmark years in British cultural history.

Programmes courtesy of Archbuild Limited.

TRT approx. 65 mins for full programme (with option to screen individual shorts)

Included titles & running times (in running order):

1. **Fan Fever (1956)** - 22 mins
A spirited look at the rise of fandom amongst teenage girls, capturing the rising tide of pop obsession in dance halls and clubs.
2. **This Week: Teddy Boys (1956)** – 8 mins
A probing snapshot of the Teddy Boy subculture, spotlighting its bold style and the concerns it stirred nationwide.
3. **Celebrity: Cliff Richard (1959)** – 5 mins
An early portrait of Cliff Richard as he rises from Britain's music scene to become a defining pop idol.
4. **This Week: Leamington Spa Teddy Boys (1958)** – 7 mins
A revealing dispatch from Leamington Spa, showing how Teddy Boy culture took root beyond the major cities.



5. **Living for Kicks (1960)** – 11 mins

A vivid study of youth culture in Brighton as teenagers chase excitement and define their identities in a fast-changing consumer culture.

6. **The Beat City (1963)** – 11 mins

A fast-paced portrait of Liverpool which captures the energy of youth music culture as it surges through the city's clubs and dance halls.

Booking terms

- **Licence fee for complete programme (DCP):** 35% / £100 MG + VAT
- **Licence fee for single short film (DCP):** £30 + VAT per short

Booking contact

Bookings to: bookings@bfi.org.uk

Copy in: Selma Kerlow, Head of Cultural Partnerships, selma.kerlow@bfi.org.uk

For interest in in-person introductions from the BFI curatorial team, please email Selma Kerlow to discuss (subject to availability).