



New Approaches to Engaging Audiences in Diverse cinema: On and offline



Photobooth - Photos by Ruby Walker and Gnome Photo by Phoebe Holman part of Future Producers 2015



2014: Highest admissions ever: 138,430 against a 5% drop in attendance in the UK. Presented 385 films

- 52% European films / 57 countries represented

“Watershed is one of the most culturally upbeat and lively venues in the UK”

Mark Kermode, Journalist / Film Critic

- **Being consistent in our approach to film culture**
- **Offering routes for audiences to engaging deeper with the content**
- **Flexibility in programming and being able to respond quicker**

@wshed

watershed.co.uk

WATERSHED



Recent Europe wide audience research concludes that there's a real appetite for watching films and that digital is enabling film to be more accessible than ever.

97% of respondents said they watch films.

It also reveals that communities with no film venue less than 30 minutes away from their home *“do not make up for the lack of a nearby cinema by using other viewing platforms. They have a more distant relationship with film in general, whatever the film type, genre, origin and platform.”*

Report: http://ec.europa.eu/culture/media/about/about-studies_en.htm

— get LOST —



>take a risk



on a book

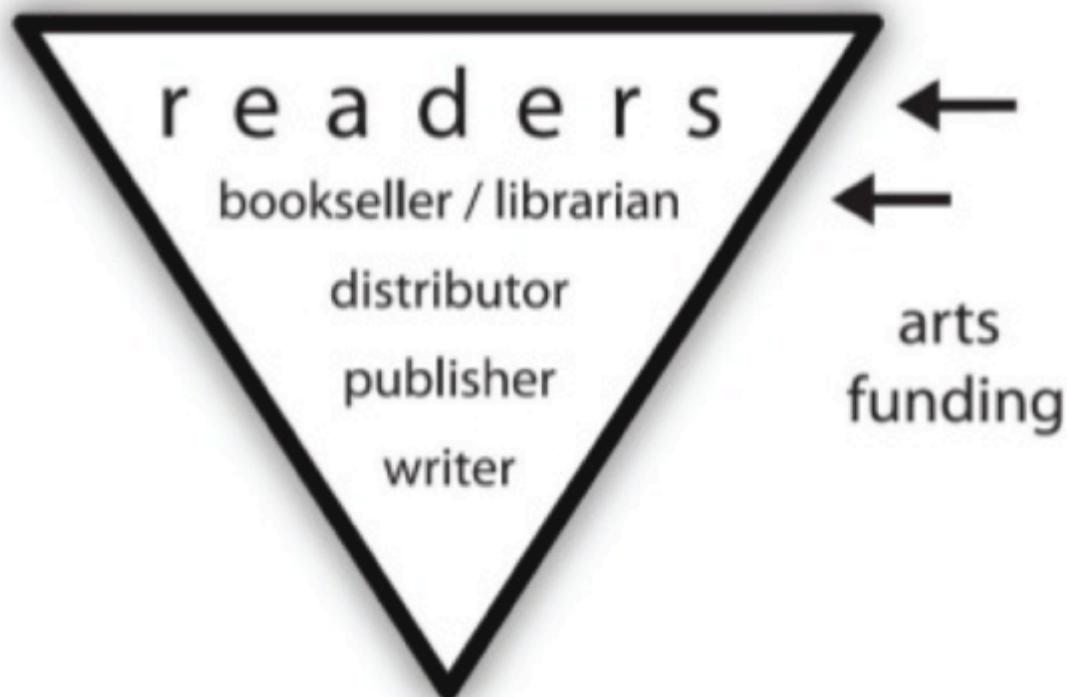
Inviting viewers in -
a new approach to
audience
development

Rachel Van Riel

www.openingthebook.com

Reader development model

Is the best way of supporting writers to find them an audience?





Rife Magazine - Bristol's youth-led online platform – rifemagazine.co.uk

They have a get involved page where anyone can suggest story ideas, as well as a list of specific stories we want covering.

The connect with other young people using social networks. Share-ability are where it's at (find RIFE on Instagram, Vine, Youtube, Tumblr, etc...) Their most popular page, is a piece about Stoke's Croft and gentrification.

Little Ryan went and seen The Raid 2... Find out what [he thought](#).

Be
terrified
for just £4.50 at
WATERSHED

Unmissable cinema, anytime, any day, for anyone aged 24 and under



@wshed
watershed.co.uk
Harbourside, Bristol

Bristol has a growing population of young people – and a more diverse one at that. But it is becoming harder for them to access opportunities...

They are our audiences of the future and a strategic priority. We believe that investing in young people is investing in all our futures; more diverse audiences and talent is vital to the future health of our community and the Creative Industries.



Watershed @wshed · Jul 8

Remember: if you're 24 or under you can now see any film, at any time, on any day and still have change from a fiver!



[View photo](#)

Fall in
LOVE
for just **£4.50** at
WATERSHED

Unmissable cinema, anytime, any day, for anyone aged 24 and under



@wshed
watershed.co.uk
Harbourside, Bristol

We hope will go some way to resolve the financial barriers to attendance that this section of our audience may face...

'@wshed Thank you for the transparency and openness in regard to pricing.'

Plus some unsolicited thank yous via Twitter and feedback to Box Office....

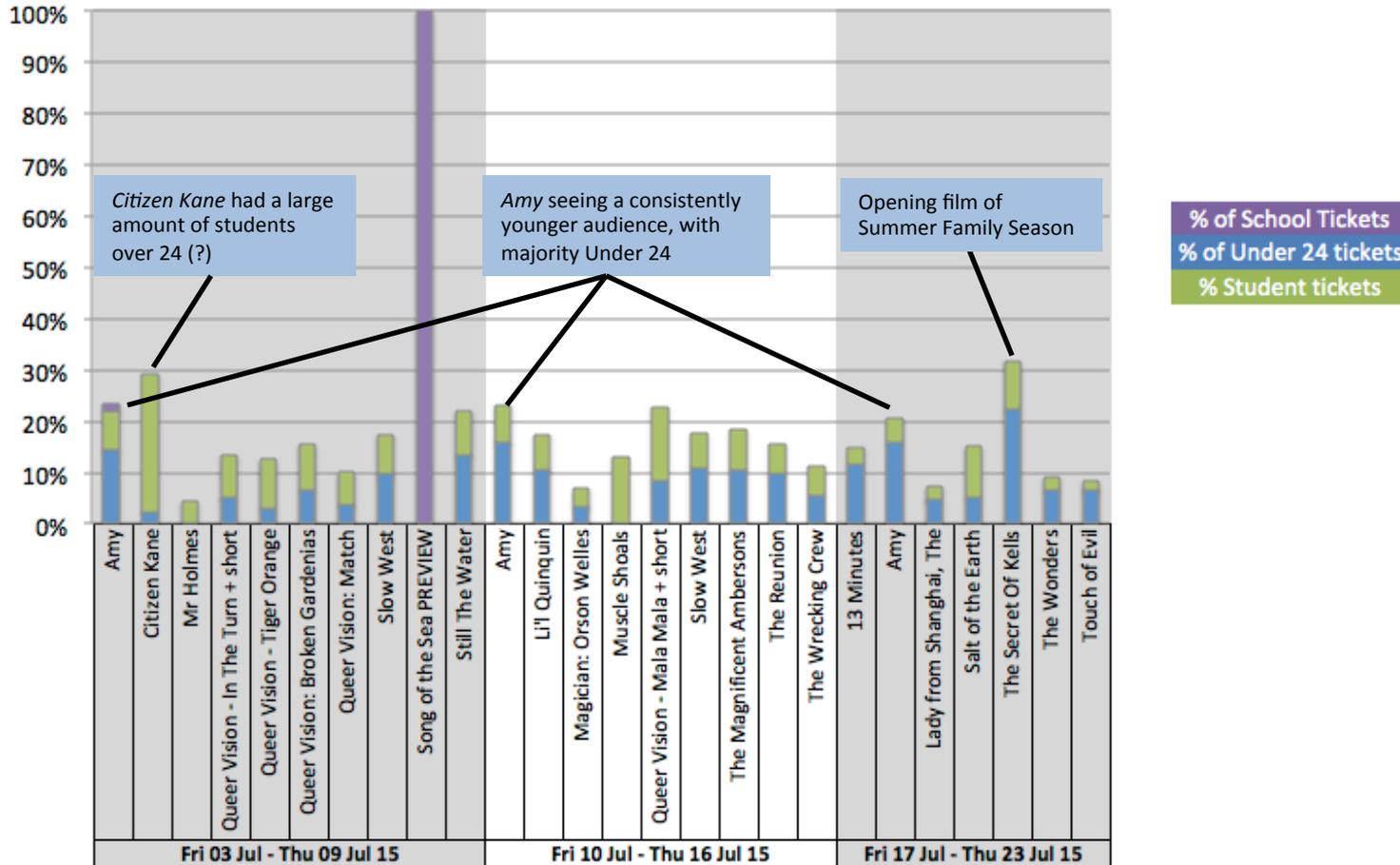
This is great! Thanks [@wshed](#) for recognising limited opportunities and access for young people

4.50 cinema tickets!

Once again the [@wshed](#) leads the way! Kudos to you

Under 24 and Student Trend Analysis - as % of Tickets Purchased

Detail of 3 Weeks since new pricing structure launched (with School detail)



BFI gives young people extraordinary cinema for less with new £3 ticket offer at BFI Southbank



Tuesday 3 November 2015, London

BFI Southbank today announces the launch of a brand new scheme for 16 to 25 year olds, offering incredible savings on tickets to screenings, events and Q&As at BFI Southbank. The **25 & Under** scheme will allow young people aged 16 to 25 to buy last minute tickets 45 minutes before any event or screening for **just £3**, a saving of over £8 on regular priced tickets. The scheme follows on from a successful trial at this year's **BFI London Film Festival**, where last minute £5 tickets were offered to young people for the first time. So whether it's the latest critical hit, a must-see indie flick or a Q&A with talent such as recent guests **John Waters**, **Judi Dench** or **Nicolas Winding Refn**, the BFI Southbank has an event to suit every taste.

Film – the start of a conversation...



Jan – July '15

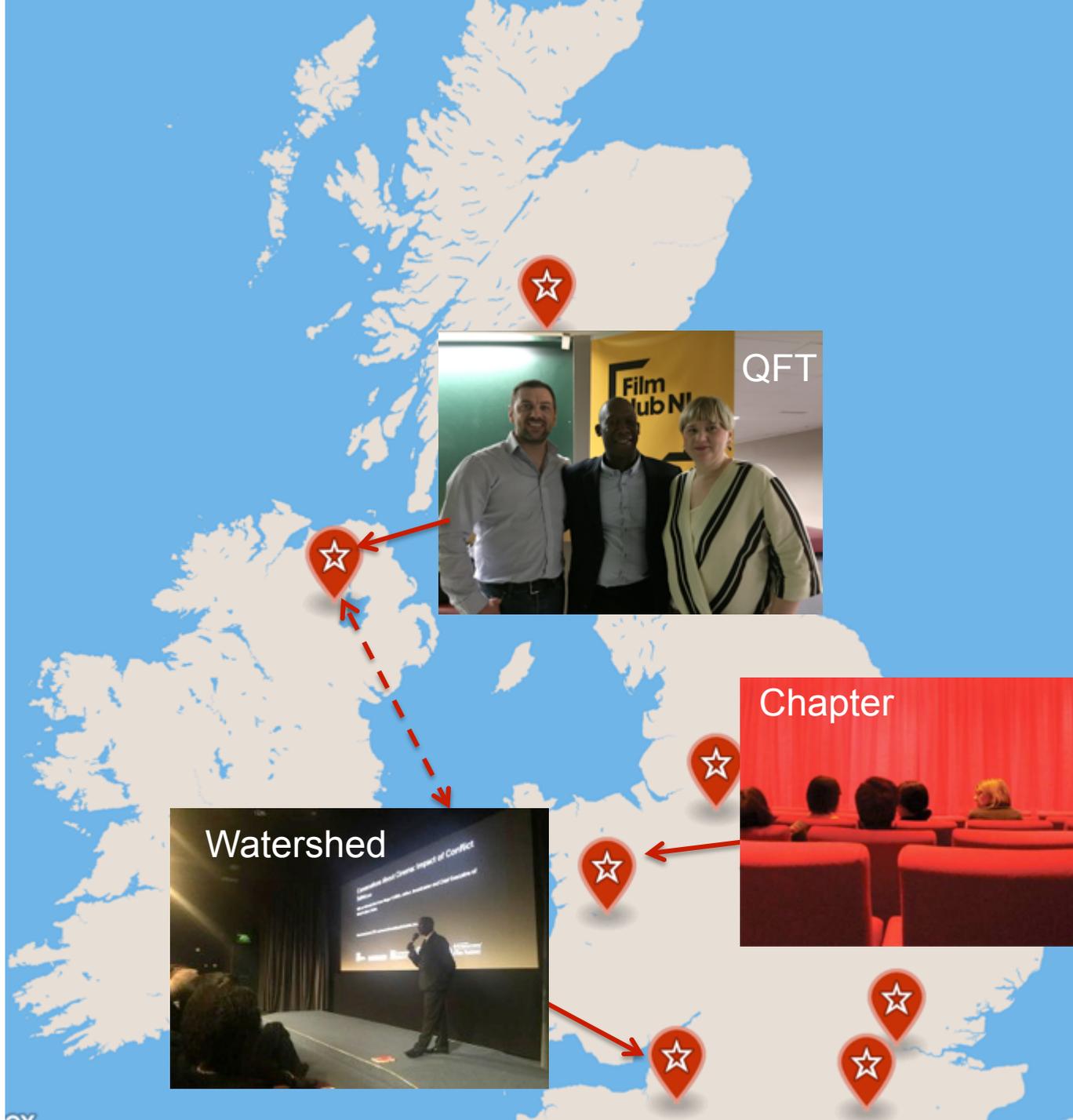
Lead Partners:

- **Watershed** +
Bristol University
(South West &
West Midlands)
- **Chapter** (Cardiff,
Wales)
- **QFT** (Belfast,
Northern Ireland)

25 + organisations
(cultural, social,
academic, political)

25,611 admissions

80 films and close to
57 special events



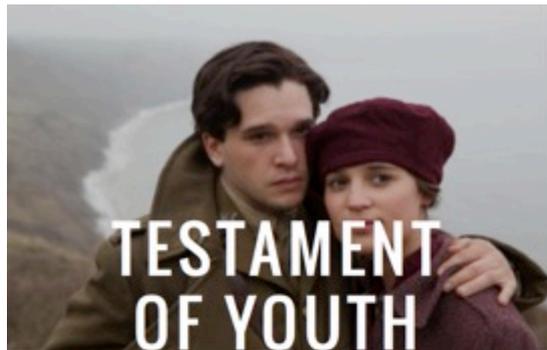
I THINK... The aim was to:

- Open up and widen engagement with diverse films UK wide around the universal theme of the 'Impact of Conflict'
- Make those conversations more visible on and offline
- Create the demand for films that might be perceived as 'challenging' from the ground up;
- Ultimately, impacting on the sector's confidence in taking cultural 'risks'...

**Budget was 206364 Euros (108K Euros came from Lottery Funding through the BFI PDF Award.)
3.80 Euro Subsidy per head.**



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conversationsaboutcinema.co.uk



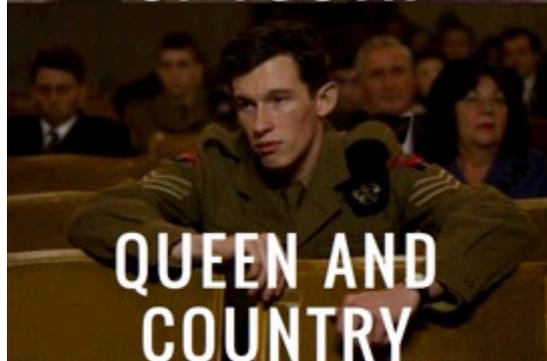
TESTAMENT
OF YOUTH



SELMA



TIMBUKTU



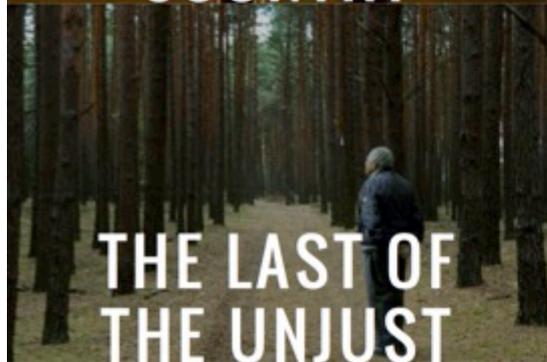
QUEEN AND
COUNTRY



AU REVOIR
LES ENFANTS



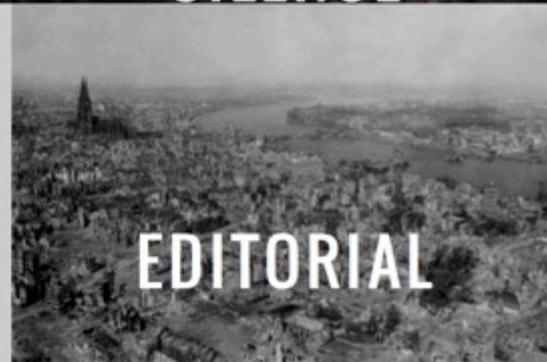
THE LOOK OF
SILENCE



THE LAST OF
THE UNJUST



RED ARMY



EDITORIAL



ConversationsAboutCinema.co.uk



Selma: An Introduction by Edson Burton
36 views • 8 months ago



Selma: Audience Reactions
91 views • 8 months ago



Au Revoir Les Enfants – An Introduction
1,622 views • 8 months ago



Testament of Youth Introduction by Professor Sarah Street
42 views • 9 months ago



Testament of Youth Audience Reactions
36 views • 9 months ago

“The project has a clear pedagogic value as well as helping academics to look at their research in a new light and to engage with members of the public in meaningful dialogue rather than dissemination alone.” **Dr Victoria Bates, University of Bristol** , [Engagement Awards 2014/15](#)

I THINK...

85% of survey respondents rated their experience as good/ brilliant.
59% took part in value-added activities.

"There is something life affirming about watching a terrific film at QFT with other like minded people which cannot be replicated at home." **Audience comment, QFT, Belfast**

"Stunning, memorable, powerful film with a crucial message of understanding and empathy. The best part was the Q&A that delivered a message that ever one of us should be open to hearing."
Audience comment about The Look of Silence



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Twitter engagement: 433,900 tweet impressions, with 7,495 engagements from Dec 14-July 15 with boosted visibility through partners' networks (cinemas, festivals, universities) and influencers (Cerys Matthews, Gail Porter, etc)



Convos About Cinema @ConvoCinema · Jun 23

Watch: Joshua Oppenheimer masterclass
Absolutely enthralling background to
[#TheLookofSilence](#)
conversationsaboutcinema.co.uk/ioc/lookof-si ...

Sheffield Doc/Fest, Showroom Cinema, Joshua Oppenheimer and 7 others



20 16

View

Twitter chat with Signe Byrge Sørensen



The Look of Silence

@lookofsilence

Follow

[#lookofsilence](#) [#convocinema](#) "@zatannatypes: what did Adi's mother think of the film?"

1:49 PM - 16 Jun 2015

1



Convos About Cinema

@ConvoCinema

Follow

[.@lookofsilence](#) [@ZatannaTypes](#) SB:She saw the film &was v moved, both by the film &the developments it's triggering in Indonesia [#convocinema](#)

1:56 PM - 16 Jun 2015



Simultaneous Facebook campaigns worked well. The Look of Silence had a reach of 30,407 with 434 unique clicks and 306 resulting actions.

Feedback across all venues noted the efficacy of promoted Facebook posts. Marketing Manager of Queen's University Belfast commented:

“The level of engagement was much higher than an unsponsored post would have reached...it very effectively helped to spread the word and create buzz and conversation before the event, which in turn lead to increased audience numbers for a film that may have got lost in the noise of daily posts.”

I THINK...

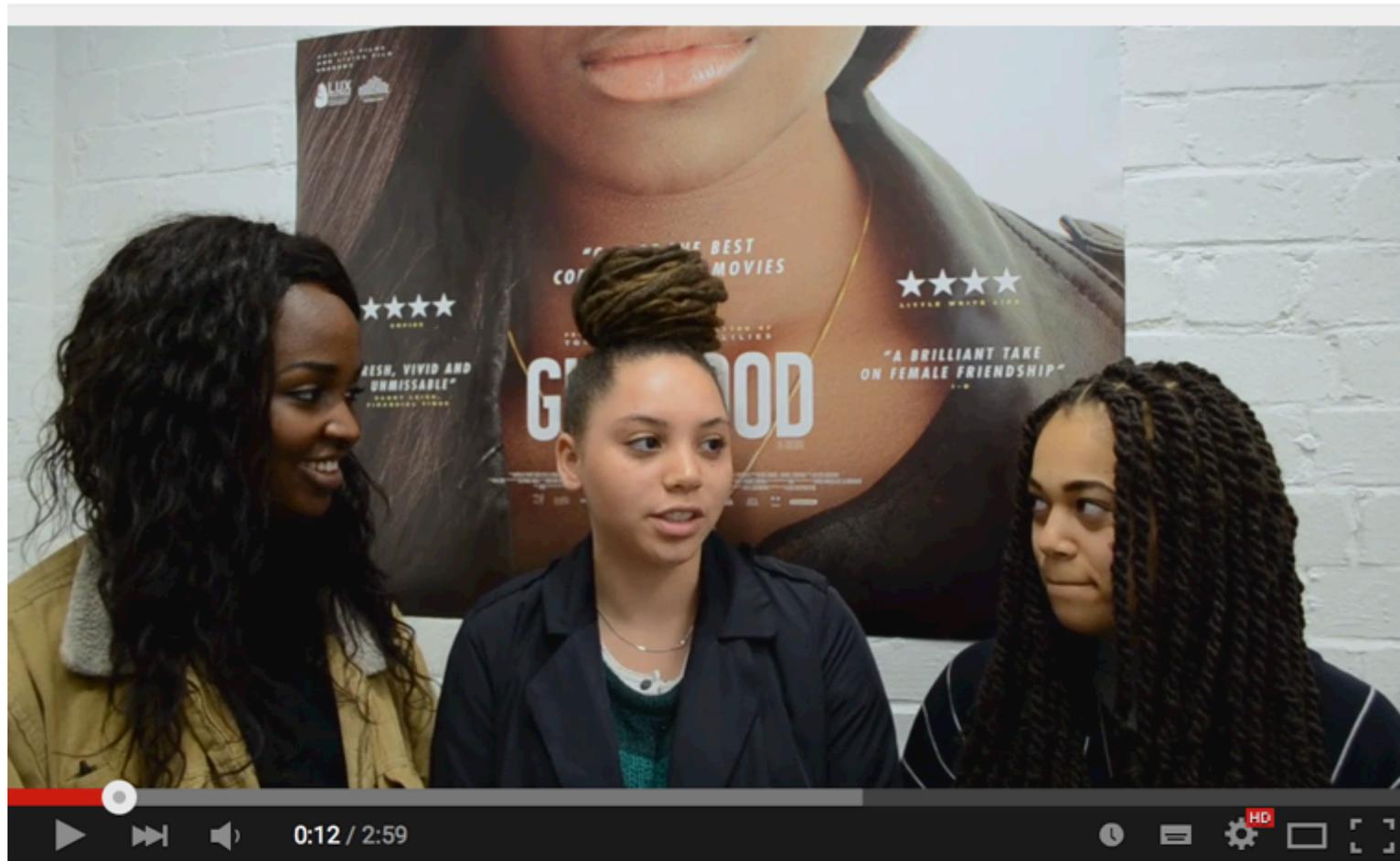
"This is an extraordinary programme. [It demonstrates] an unwavering commitment to audience value...creating value for what people really need. Not supply-led programming."

Russell Willis Taylor, Consultant and former President and CEO of National Arts Strategies, USA, AMA conference 2015

"The additional engagement generated by Conversations About Cinema undoubtedly contributed to this fantastic result... it's clear the initiative has a real impact in driving audiences towards specialist films. We'd love to continue to be involved." **James King, Theatrical Sales Manager at Curzon**



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conversationsaboutcinema.co.uk



GIRLHOOD - Audience Reactions



Adam Bell Film

Subscribe 1

548 views

+ Add to Share ... More

7 0



I'm going to the cinema... bags

In March 2015, Europa Cinemas held its second *Audience Development & Innovation Lab* in Bulgaria as part of the Sofia International Film Festival.

Marynia Gierat, manager of **Kino Pod Baranami** in Krakow, shared some ideas she had come up with to create a buzz about her cinema. These included use of branded assets (bags, badges, etc) and guerrilla strategies in the streets for some events (stencilling on streets, branded paper flowers in flowerbeds) kinopodbaranami.pl



Sylvain Chevreton *Le Méliès / St François* in Saint-Etienne, France
lemelies.com

SKYPE ME IF YOU CAN WITH JEFF NICHOLS

<https://vimeo.com/63910582>

ST FRANCOIS PARKING CAMPAIGN

<https://vimeo.com/128715050>


theguardian

Dementia Special film screenings to get people with dementia singing in the rain

A project in Lancaster giving those with dementia and their family members the chance to go out and enjoy movies together is proving a hit

Roger Clough

Wednesday 20 August 2014 07:30 BST






< Shares 873 Comments 2

 Save for Later



 Winifred and Richard Holt with Ann and Ray Dixon after a film at the Dukes theatre in Lancaster. Photograph: Steve Pendrill photography

Some top tips from The Dukes:

- *Loud music was turned off*
- *Artistic signs to lavatories were changed to clearly printed "men" and "women"*
- *Exit signs were lit more brightly*
- *Additional volunteers were available*
- *And there were training sessions for staff*
- *While the general public were welcome to attend, the cinema was adapted to be as supportive as possible.*

JOURNEYING TOGETHER... DEMENTIA SCREENINGS

The Dukes in Lancaster has been providing people with dementia and their families access to arts activities and film screenings working with Age UK. The first film, Singing in the Rain.... The people with dementia and family members involved wanted musicals!

With the support of Film Hub North West Central, the project is expanding...

filmhubnwc.org / dukes-lancaster.org

Filmjukebox

kino Nadsklepi

Halloween

At vyjde ten pravý

Brindhouse: Planeta Teror

Děvicení

Vymítač ďábla

18/4 22.00

Hororové kultovky za 50 kaček



Vyber si svůj film
www.filmjukebox.cz



Europa Cinemas 2014 Entrepreneur of the Year Ivo Andrlé (Kino Aero, Bio OKO and cinema Svetozor, Prague and co-owner and CEO at Aerofilms):

“This is our step into the “Cinema-on-Demand” universe, where you ask your audience what they want to see. We use the FJB as a “poll” activity and active communication with our audiences. We try to preselect films that we’d like to show anyway and basically let people choose the most wanted one. It’s been working well, many cinemas in the territory joined us and use our web platform for their own events.”

kinoaero.cz/cz/ / aerofilms.cz/en/



42 countries, 596 cities, 977 cinemas, 2,350 screens

MEDIA : 31 countries, 547 cities, 902 cinemas, 2,130 screens

EURIMAGES: 6 countries, 44 cities, 69 cinemas, 205 screens

MAE: 5 countries, 5 cities, 6 cinemas, 15 screens

19TH EUROPA CINEMAS NETWORK CONFERENCE

27 - 29 NOVEMBER 2015, PRAGUE

**THREE DAYS OF DEBATES AND WORKSHOPS
MORE THAN 500 PROFESSIONALS FROM ALL OVER EUROPE**

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www.europa-cinemas.org**