

FREE
FREE
FREE



INTO
FILM



INTO FILM FESTIVAL

2022 Summary





The Into Film Festival is a mass-scale audience development initiative that has seen over 3 million young people and teachers heading into UK cinemas for free since 2013. After two years of pandemic-related disruption and restrictions, we were delighted to be back to full capacity in November 2022.

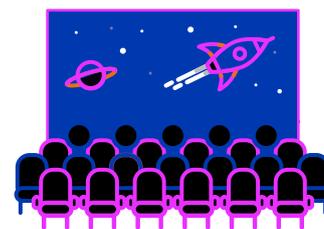
We were delighted to reach a final attendance of 351,514 young people and educators attending a programme of 2,500 screenings and events across 500 UK cinemas.

The event reminded children and young people how wonderful it is to see films on the big screen and share that experience with their friends. An estimated 37,100 young people had their first ever cinema trips at this year's festival. Through industry support we can give them memorable cinematic experiences at a time when their social habits are forming.

Through our year-round in-cinema offer, it's clear from teachers that being able to provide an enjoyable treat for their students is seen as a valuable boost to their wellbeing along with the educational value we provide. One challenge that schools face in attending the festival is the cost of travel, which can be prohibitive at times, so we worked on two partnerships to alleviate this concern. We partnered with Platform, a rail education charity who offered free train travel to the Into Film Festival in the Southwest of England. We were also sponsored by Sky Cinema who supported the bursary offer to schools.

FINAL ATTENDANCE TOTAL

351,514



(AN ESTIMATED)

37,100

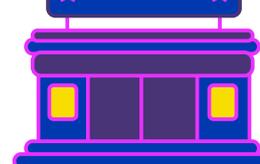
HAD THEIR FIRST EVER CINEMA TRIPS AT THIS YEAR'S FESTIVAL

2,500

SCREENINGS AND EVENTS ACROSS

500

☆ UK CINEMAS ☆





As a small school, with a small budget and being located in area of multiple deprivation, outings like this can be few and far between for our pupils. However the possibility of a completely free cinema trip as a result of the travel bursary has been a game changer. Go raibh mile maith agat - a thousand thank you's!

PRIMARY SCHOOL TEACHER, CO. DOWN NI.

As part of our commitment to further make the festival as accessible as possible for all young people, more screenings than ever had closed-caption subtitles switched on for the hearing impaired this year. Audio-description was also made available where possible and autism-friendly screenings were being offered widely meaning that over 80% of the programme was accessible. This is up from just over 50% in previous years.

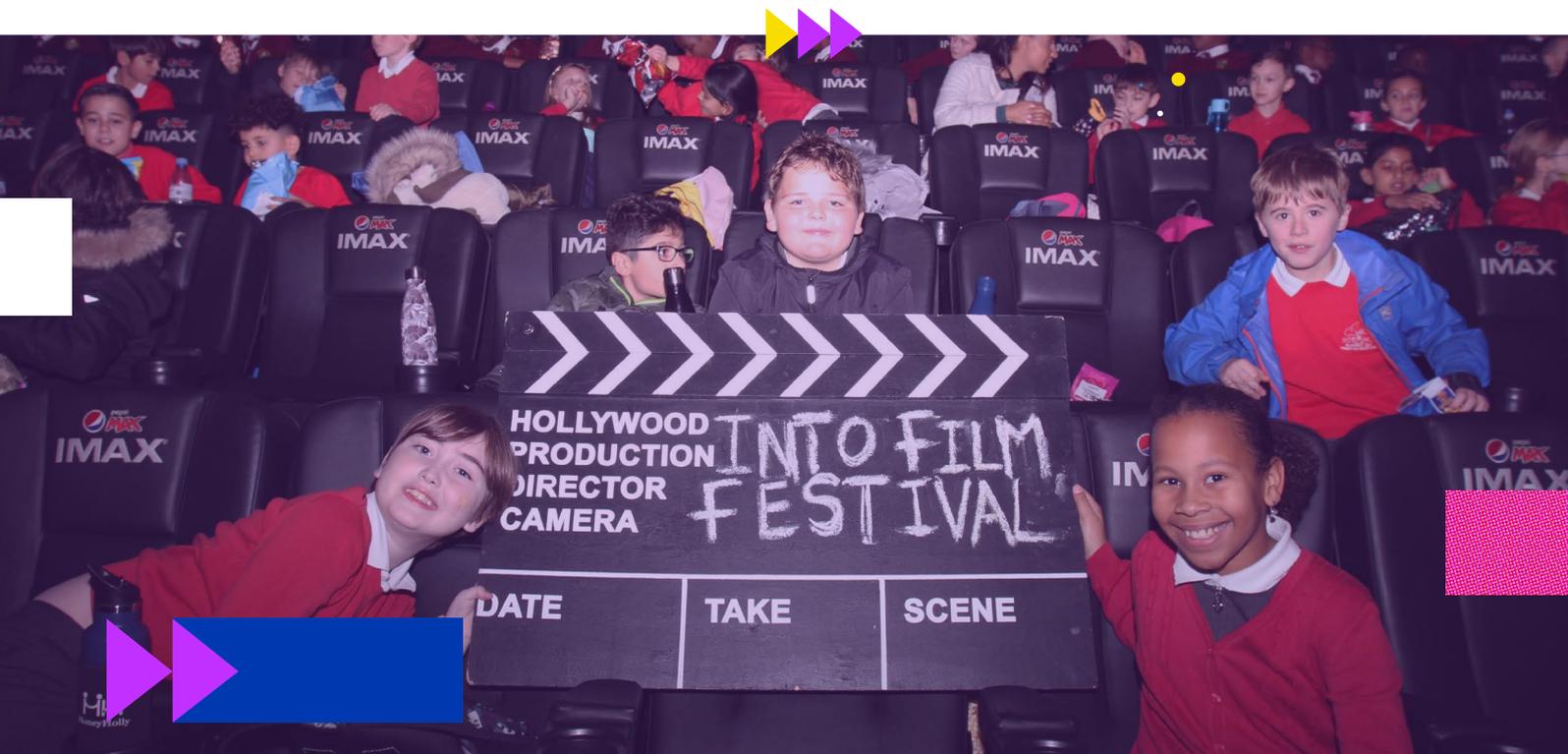
This year's programme included big cinematic titles coupled with films aimed to provoke discussion and stimulate debate on issues relevant to today's generation of young people. Through an offering of over 60 titles all accompanied by film guides and resources which map to the curriculum, the festival programme was designed to help teachers get clear educational value out of their festival experience. The festival strands this year were Exploring History, Finding Your Voice, Fantasy & Adventure, Health & Wellbeing and Community & Togetherness.

80%

OF THE PROGRAMME WAS ACCESSIBLE



St. Ann's Year 6 Class @SaYear6 · 54m
Y6 went on their first trip of the year and it was a huge success! Linked with our history topic of World War, we went to the cinema to watch - The Railway Children! @intofilm_edu #ZestForLearning #IgnitesCuriosity #Idbslat





We launched the Festival with UK-wide previews of *Roald Dahl's Matilda The Musical* offering the VIP treatment which involved being driven to the events in limousines for some lucky attendees which was a memorable and celebratory start that set the tone for a magical three weeks of cinema. We also previewed *The Woman King*, *Lunana (A Yak In the Classroom)*, S4C's *Deian a Loli Christmas Special*, *Till*, *The Amazing Maurice* and we closed the festival with a special screening of *Strange World*.

The programme included a range of other films, such as *Top Gun: Maverick*, *Encanto*, *Ghostbusters: Afterlife*, *The Railway Children Return* and *Thor Love & Thunder*. Other highlights included animations like *The Bears' Famous Invasion of Sicily*, *Flee and Lu Over the Wall*, the classic Hitchcock *Psycho*, National Theatre Live's *Much Ado About Nothing* and Lena Dunham's new film *Catherine Called Birdy*.

We partnered with many stand-out festival venues like the BFI Southbank, the Depot in Lewes, Kinema In The Woods and Edinburgh Zoo. We showcased cinema in its most immersive form through multiple IMAX & Dolby Atmos screenings.



The screenings have been great. New people coming and a very diverse crowd, which is great. Best year of the festival so far for us. Thanks very much indeed.

EXHIBITOR

.....



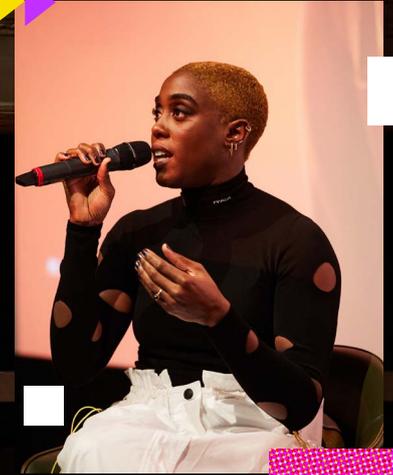
We thoroughly enjoyed welcoming all the children and teenagers to our cinema. We all really enjoyed it as much as the kids!!

EXHIBITOR





As part of our goal to demystify the film industry for aspiring entrants, we ran over 40 Q&As, panels and workshops, welcoming a range of industry speakers to the festival this year. Lashana Lynch attended a preview of *The Woman King* and spoke about the acting craft along with her journey to working on *Bond*, *Marvel*, and other huge productions. Other examples include the director of British horror *Censor* Prano Bailey-Bond, the filmmakers, and subjects from parkour documentary *Off The Rails* speaking to students across the UK and the BBFC talking about horror along with other talks inviting students to think about the classification process. We ran skills workshops with costume designer Jo Conti in partnership with BAFTA, a focus on the role of locations management with Creative England and the Director of Photography for *Benediction* Nicola Daley speaking about her role on a production. We also screened a short that we produced in partnership with BAFTA, *The Journey Of A Film* which is designed to demystify the industry for aspiring entrants.



It's important that we all come together and share these experiences so that we can feel them as one. If you're at home, it's really easy to log off so it's important to have a collective experience, share space and have important conversations with each other, with your schools/colleges and with yourself. This is special.

QUOTE: LASHANA LYNCH (ACTOR, INTO FILM AMBASSADOR)



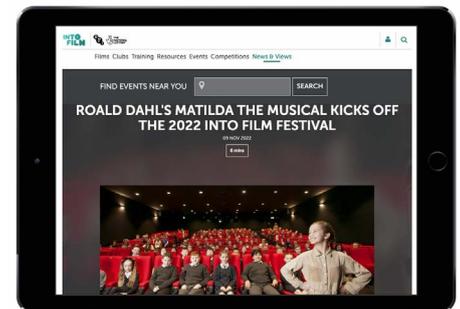


Other stand-out events included the ICO speaking alongside archive content, partnership events with the London Film Festival at the Royal Festival Hall, the London Transport Museum and the Cary Come Home Festival in Bristol, Eric Wong the designer behind hit *Anime Belle* talking about and demonstrating his process in designing the beautiful scenes, a costume character and the producer speaking at our preview of *The Amazing Maurice* with Sky Cinema and a Q&A with the subject of *Can I Live?* Fehinti Balogun in partnership with Doc Society. We had our first partnership event with Netflix and Complete Fiction previewing their new TV show *Lockwood & Co* with director Joe Cornish, producer Rachael Prior and author Jonathan Stroud in Q&A with film critic Anna Smith hosting. And we ended with a female producers panel with Nira Park, Amelia Granger and Nisha Parti hosted by film critic Rhianna Dhillon.

“The Into Film Festival is such a great initiative because for young people to watch and do something that initially just looks like fun is helpful and empowering. Then discussing how the film came about and who was involved might make them realise this could be a career path for them. They also realise that each journey is different - it's never linear and there's always ups and downs. Hopefully, this will empower them and inspire them, and events like this might just come full circle in the future!

QUOTE - ERIC WONG, DESIGNER, BELLE

The 9th Into Film Festival was a special moment, a chance for young people and teachers to enjoy exciting cinematic moments and for the industry to develop young audiences at a time when they could not be more important.



INTO FILM FESTIVAL 2022
Roald Dahl's *Matilda the Musical* launch round-up can be [viewed here](#).



Quotes Young People

What did you like most about your trip to the cinema?

“The film stirred my heart, and I am grateful to the people that gave me such a heartfelt emotion. I don't usually go to the cinema and this experience will encourage me to go in the future.”

AGED 10 - GLENDOWER PREPARATORY SCHOOL, LONDON - WHERE IS ANNE FRANK?

“I made a new friend, and I don't make friends that easy, and the movie was a really enjoyable movie. I am really happy I seen it because I don't really like films like that”

AGED 12 - EMILY MACMILLAN ALVA ACADEMY – GHOSTBUSTERS: AFTERLIFE

“It was so big and amazing and funnest ever. 20 million stars!”

AGED 5 - HOME EDUCATION. LOCHGILPHEAD, SCOTLAND - CLIFFORD THE BIG RED DOG

“I liked watching the short bafta it really helped me understand what happens behind the scenes of movies and the different jobs that you can get into within the media/ movies”

AGED 14 - ELTHAM HILL SCHOOL, ELTHAM, LONDON - UNCHARTED PLUS JOURNEY OF A FILM BAFTA SHORT

“Watching the movie and singing the magical song to get in the cinema and doing some of the actions from the movie because I was getting so excited about the movie, I just couldn't let me excitement in my body... I liked everything about the cinema because it was so amazing that I had so much laughter and joy inside of me - thank you everyone”

AGED 8 - SONIC THE HEDGEHOG 2

TEACHER SURVEY

FOLLOWING THIS YEARS FESTIVAL,



AGREED THE FESTIVAL HELPED YOUNG PEOPLE TO HAVE EXPOSURE TO DIFFERENT TYPES OF FILM TO SOME EXTENT (50% TO A GREAT EXTENT)



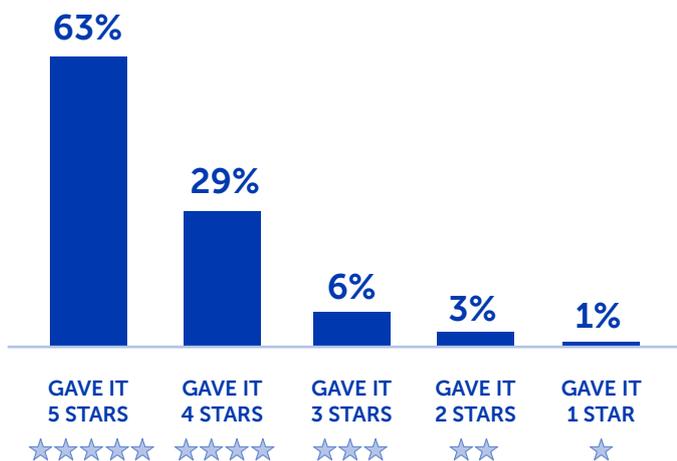
LIKELY TO TAKE YOUNG PEOPLE TO A FUTURE INTO FILM FESTIVAL AND 92% TO OTHER FREE IF SCREENINGS; 88% WANT TO TAKE STUDENTS TO THE CINEMA



YOUNG PEOPLE SURVEY



OF YOUNG PEOPLE RATED THEIR TRIP TO THE INTO FILM FESTIVAL AS 4 STARS OR ABOVE



SAID IT WAS THEIR FIRST EVER TRIP TO A CINEMA (est. 37,106 Young people)



SAID IT WAS THEIR FIRST EVER VISIT TO THIS VENUE (est. 139,444 young people)



WENT TO SEE A TYPE OF FILM THEY WOULD NOT NORMALLY GO TO SEE AT THE INTO FILM FESTIVAL



OF YOUNG PEOPLE SAID THAT THEY LOVED THE CINEMA THEY WENT TO, AND WOULD LIKE TO GO BACK AGAIN

