

Into Film Spring Screenings 2019

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*"Working with Into Film is a great way for us to reach new audiences. Many of the people who attended our screening had no idea our cinema existed and were keen to return."*

- Exhibitor

The Spring Screenings series is run by Into Film in partnership with BFI Film Audience Network (FAN) venues and with support from Stonewall, the BFI FAN Queer Film Network and BFI Flare.

This year, Into Film themed the season to coincide with LGBTQ+ History Month. Films selected by exhibitors in the programme from a curated package included: *Before Stonewall*, *The Greatest Showman*, *Love, Simon*, *Moonlight* and *Tomboy*.

**2,742 students and teachers attended 35 free screenings** – ten of which were complemented by speakers and Q&A sessions by representatives from organisations working to support LGBTQI+ rights including **Hart Gables**, **Liverpool Pride** and **One Body One Faith**. Most of the season was aimed at 16-19-year-old students. Into Film estimate that **1,200 16-19-year olds attended partner venues**, many visiting them for the first time.

Into Film's short film **encouraging respect for Intellectual Property and paid cinema admissions** – *See What You Did* – was shown before all screenings, as well as a short archive film highlighting LGBT history in Britain, shot in Bristol. Children were further encouraged to return to the cinema as paying customers through a range of incentives offered by participating venues.

A theme page ([www.intofilm.org/lgbt](http://www.intofilm.org/lgbt)) was set up and sent to educators to host **educational resources, informal film discussion guides** and **blogs** to contextualise some of the films in the programme. In addition, a list of other LGBT themed titles available to order on the Into Film catalogue was included to encourage educators to explore more titles related to the theme when back in their classroom or Into Film Club. To help educators and young people navigate some of the complex themes raised in the films, Into Film also linked to some of **Stonewall's educational materials and resources**.

### Our impact

*"Into Film are an amazing organisation that really encourage young people from all backgrounds to come and engage with our venue and the projects we do. It's quickly become a very important part of our programme"*

- Exhibitor

The Spring Screenings encouraged young people to attend FAN venues for the first time. **Three in four young people attending screenings at FAN cinemas had not visited the venue before.**

One in two teachers were first time visitors to the venues too. Almost all of them said that **they were more likely to return to the venue after their Spring Screenings visit.**

Exhibitors also felt that the events attracted new audiences. Over half said that the **events brought a new audience to their venue.** Almost all agreed that the LGBTQ+ theme was a great way of encouraging young people to visit the cinema.

It is clear that young people were inspired by LGBTQ+ film. From **teenagers cheering in their seats at *Love, Simon*** to animated post-film discussions about Sean Baker's *Tangerine*, the season empowered young people to discuss LGBTQ+ issues with their peers.

With the help of supporting teaching resources, offered in partnership with Stonewall, educators used the screenings to achieve a range of learning outcomes. Almost all teachers surveyed agreed that the **screenings raised their confidence teaching LGBTQ+ issues**, speaking to the long-term impact of the Spring Screenings in classrooms across the country.

## Going forward

With nearly **90% of teachers agreeing that they are now more likely to use cinema trips to enrich curriculum**, Into Film are confident that the Spring Screenings have significant audience development potential – especially for young people aged 16-19.

For future series, Into Film will look to evidence behavioural change amongst young people more directly. We will also aim to signpost accompanying teaching resources more clearly, so that educators and young people can make the most of the screenings as an educational and cultural experience.