INSPIRING A NEW GENERATION OF CINEMAGOERS

The Into Film programme directly engages over a million 5-19-year olds every year – in classrooms, through extracurricular activities, in cinemas and online. The festival is the key initiative in a year-round programme of opportunities aimed to drive this audience into cinemas and to learn more about film both in and out of the classroom. In 2019 the festival reached its 7th year with the biggest audience to date seeing 600 cinemas welcoming over 500,000 attendees across the 3,000 screenings & events on offer.

503,687 ATTENDEES

3,000 SCREENINGS & EVENTS

130 FILM TITLES

236 SPECIAL EVENTS

600 VENUES

4,122 SCHOOLS INVOLVED

The ODEON cinema is amazing, I will definitely be going back - I’d really like to take my family and watch some different films there next time.

PUPIL, 10 YEARS OLD, ST MARYS SHAFTESBURY

Such a lovely venue (The Castle Cinema, Homerton). Really nice for the kids to experience a different kind of cinema, as opposed to the ones they are used to.

TEACHER, SKINNERS’ ACADEMY, LONDON

Into Film Festival 2019 Report
The festival plays a vital role in developing curious cinema-going audiences of the future - giving young people a chance to see films they wouldn’t usually see or visiting venues they may not have been to resulting in memorable cinematic experiences at a time when their social habits are forming. It remains crucial that the industry engages the cinemagoers of tomorrow – reminding young people that the ultimate way to see a film is on the big screen.

As exam and curriculum pressures don’t have as much impact on primary school trips as they do for secondary schools, the audience is predominantly made up of 5-11 year olds. There were 410,507 primary attendees making up 82% of total attendance, with 93,180 secondary attendees this year.

86% of young people are more likely to go and see other films at the cinema as a result of the festival.

64% of young people went to see a film that they wouldn’t normally have chosen to see and liked it.

75% of attendees had not been to that particular venue before.

160,000 Bounceback vouchers given out.

21,629 redemptions post festival, a 14% redemption rate.

30,000 first time cinemagoers.

The children were in awe of the experience and didn’t move for the entire length of the film! That’s how great film and new experiences can captivate you.

GILL LAMBERT, TEACHER, WINDMILL PRIMARY SCHOOL, TELFORD

#IntoFilmFestival

Into Film Festival 2019 Report
VENUES & AUDIENCE REACH

The festival supports exhibitors to develop and strengthen their relationships with young people, teachers and parents in their local area. Bringing half a million young people and their teachers into cinemas, giving them a memorable and positive experience, leads to them returning as paying customers with friends and family.

This year through active venue recruitment we increased our participating festival venues by 9% with a total of 600 venues involved. These included our ongoing partnerships with all major UK operators including ODEON, Vue, Cineworld, Empire, Showcase, Picturehouse, Everyman and others. Key arts and cultural centres included the BFI Southbank, Cervantes Institute Manchester and the MAC in Birmingham. This wider spread of venues further enabled us to make cinema accessible to 5-19 year olds across the UK.

ACCESSIBILITY

Further to our commitment that the festival’s activities are accessible for all young people we ensured that half of the screenings on offer were accessible to attendees with a visual or hearing impairment through audio-description & subtitling with autism-friendly screenings made widely available as well as having over 7,300 wheelchair spaces across our venues.

We took 10 children, some of whom have complex SEN including Autism, moderate learning difficulties, profound deafness. They were all jumping up and down in their seats with excitement the whole way through, so I am sure will remember the event for years to come.

TEACHER,
STOKE PARK INFANT SCHOOL RESOURCE PROVISION, EASTLEIGH
The cultural capital available for these students is immeasurable and it opens up their worlds, which can be very small due to poverty. A large proportion of our students have never been to a cinema or they haven’t been for many years. Cinema is so accessible, so universal. Every child should have access to film.

STACIE ERIKSSON, TEACHER, OUTWOOD CITY FIELDS, WAKEFIELD

The best thing about my festival trip was going to the cinema with my classmates, going to a different cinema - I didn’t know this venue showed films - I really enjoyed it.

PUPIL, 9 YEARS OLD, YSGOL GYMRAEG MORSWYN, HOLYHEAD

FESTIVAL PROGRAMME

The Into Film Festival continues to support Into Film’s core audience development goals - showcasing the benefits of watching film on the big screen while introducing young people to films they’re less familiar with, helping to develop cinema-going habits at a formative age.

Proving the education value of the programme is crucial to getting the older age group out to the festival. Through an offering of 130 titles all accompanied by film guides and resources which map to the curriculum, along with special events and speakers, the festival programme is designed to help teachers get clear educational value out of their festival experience. With festival strands including Mental Wellbeing & Identity, The Natural World, Rebellion and Debate – we offered an ambitious programme relevant to teachers of all age-groups across the UK.

Across the festival programme, we included some of the best blockbusters of 2019 including Captain Marvel, The Secret Life Of Pets 2 and Bumblebee. For secondary audiences, films that have clear curriculum links performed well - documentary was especially popular this year with Diego Maradona and the Oscar-winning Free Solo doing well. British films featured throughout including Sorry We Missed You, Mary Queen of Scots and Dirty God. From our musicals strand we had classics like Grease, Singin In The Rain and Annie and we screened awards-season winners including The Favourite, If Beale Street Could Talk and Green Book. New for this year, we began a partnership with National Theatre Live, screening Twelfth Night across a small spread of cinemas. Titles that performed above expectations for secondary students were Yesterday and Fantastic Beasts: The Crimes Of Grindelwald which points to the wider appeal of PG/12A titles.

82% OF TEACHERS SAY THE FESTIVAL HAS MADE THEM MORE LIKELY TO BRING THEIR STUDENTS TO THE CINEMA AGAIN

81% OF PARENTS SAID THAT THE FESTIVAL IMPACTED ON THEM COMING BACK TO THE CINEMA AS PAYING CUSTOMERS
SPECIAL EVENTS, PREVIEWS AND PUPIL PREMIERES

One of the key objectives of the festival is to introduce new ideas to young people, spark wider discussions and impact on attitudes and behaviours towards film and film-watching. During the festival we hosted a range of special events including Q&A’s, workshops and talks to add this extra value.

In partnership with UNICEF, we launched this year’s festival with 40 simultaneous Pupil Premierses of award-winning, climate change documentary, 2040. We had a live-streamed Q&A with the director Damon Gameau and many activities focussed on the positive changes young people can make to the world. Following the eco-theme, we also previewed the sustainable-farming doc The Biggest Little Farm in partnership with Greenpeace.

Other standout events included a screening of Mary Queen Of Scots at Stirling Castle with a Q&A with actor and Into Film Ambassador Jack Lowden, for the first time we partnered with the London Film Festival on two exclusive previews of The Aeronauts and Abominable with filmmaker Q&As we closed the festival with an exclusive preview of Frozen 2.

At all of these events young people had the opportunity to interact and ask questions directly to the speakers, be inspired by their stories and further develop their passion for film by being exposed to topics through a range of different formats. These events provided memorable cultural and learning experiences and acted as a valuable springboard for further engagement with film.

We love working with Into Film Festival, the club structure and direct relationship with schools means teachers and pupils are willing to take risks in their film screening choices which creates a vibrant festival programme.

REBECCA MCSHEAFFREY, GLASGOW FILM THEATRE
IMPACT ON FUTURE PAYING AUDIENCES

During the festival, half a million attendees are treated to the unique experience that only cinema can offer – feedback from young people and teachers in the post-festival survey demonstrates how the festival is nurturing a love of cinemagoing among those attending. Teachers reported students saying the experience was amazing and inspirational, saying that they still talk about their experience days later and intend to go back with friends and family.

By taking advantage of the buzz during the festival we worked with our exhibitor partners to drive the festival audience back into cinemas as paying customers, demonstrating Into Film’s direct impact on cinema-going. 60% of cinemas took this opportunity to directly promote to this audience through introductions, welcoming the audience to their venues, handing out programmes, promoting paid schools activity and offered incentives to return. Every year we offer all industry partners – exhibitors and distributors – the chance to work with us to run a bounceback offer – either operator or title-specific. In 2019, Vue took this opportunity by printing and distributing 160,000 direct bounce back voucher incentives to festival attendees.

The offer, a complimentary child or teen ticket, handed by cinema staff to attendees with no title restrictions and running throughout the festive period epitomises a successful model. The direct to customer contact, the very attractive offer and the lack of restrictions led to the best performing festival bounceback in 7 years. There were 21,629 redemptions (a 14% redemption rate). When speaking about the offer, Otto Turton, Group Director of Content at Vue International, said ‘we’ve seen great benefits to our business of running this initiative – people get a voucher when they come to one of our cinemas which they can redeem on a future visit for free, [...] so these are visits that we couldn’t have relied on otherwise.’

What a fantastic opportunity for our children, many had not visited a cinema previously so it was a completely new experience. The setting, the film and the Venue staff were all valuable in this first introduction to the cinema experience.

LISA LUNN, TEACHER, SPRINGWELL ALTERNATIVE ACADEMY, BARNSLEY

TWO THIRDS of exhibitors felt that the festival would encourage young people to come to see films more often and bring the cinema experience to large numbers of young people that may not come at all

64% of exhibitors surveyed said they encouraged the audience to return as paying customers through additional activities on site

235,000 young people have been back to the cinema post-festival and 63% of these say that the festival was a factor
CONCLUSION
2020 AND BEYOND

We are constantly striving to grow and improve the festival’s impact with new and exciting initiatives each year. We introduced a weekend screening strand this year which enabled us to reach new audiences – families and teenagers out of school time - working with venues who have struggled with enticing these groups. We also ran an industry-facing symposium focussed on young audiences, presenting research we conducted on youth film consumption, tackling barriers to young people going to the cinema. Within the years to come we’ll be looking into how we can further enhance activities like these and to stay up to date with developing industry trends and technologies.

The Into Film Festival continues to harness the core values of what the organisation sets out to achieve - providing children and young people with a range of opportunities to experience films as the filmmakers intended: on the big screen. The festival is a powerful audience-builder whilst also being culturally enriching and helps foster a lifelong love of cinema.

Our ambitions for the future of the festival will focus on the brand resonating throughout the year, targeting the older age group, focusing on the touch-points where there is an opportunity to engage this demographic during and out of school. We look forward to working with partners to help harness the festival momentum which is now so embedded into people’s calendars. Through the year-round offer we will aim to become bigger, better and more impactful, working with new and existing venues to reach a wider audience, aligning ourselves with distributors to screen the most highly anticipated films of the year, creating first class events to further engage the audience, create memorable experiences and ensuring the impact on paid-admissions continues to be evidenced.

It has been a truly humbling experience for me as, for more than half of the children in the school, this was their first experience of attending a big screen event. I was moved to tears at comments such as “This has been the best day of my life”. None of this would have been possible without Into Film.

JANE BAXTER, TEACHING ASSISTANT, DUNN STREET PRIMARY, JARROW