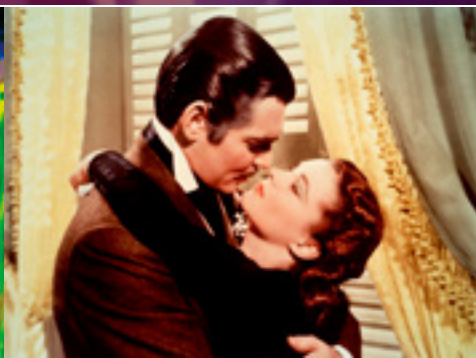




LOVE

Evaluation of BFI's *LOVE* season

March 2016



► morris
► hargreaves
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LOVE

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The BFI Film Audience Network are **delivering two major programmes** across the UK in 2016- both in partnership with the BFI and with funding from the BFI Programme Development fund.

LOVE is the third of the BFI generated 'blockbuster' projects and it is expected that there will be around **679 screenings delivered in 384 locations**.

Britain on Film will coincide and complement the launch of the BFI's online Britain on Film searchable website of digitised moving images drawn from archive collections across the UK. In 2015 it is envisaged that there will be approximately **83 screenings in 49 different locations**.

Your objectives for both evaluations are to understand:

- The audience reach of the project e.g. did it attract new, broader audiences
- The impact of marketing and communication activity undertaken at local and at UK wide level
- An assessment of any (potential) longer term impacts on engagement with specialised film and the delivery organisations involved
- The degree to which the projects contributed to the aims and objectives of FAN as outlined in the FAN Evaluation Framework.

Overview of methodology

Paper survey

A survey was developed that was distributed at *LOVE* events and screenings at venues across the country. The responses were collated by the hubs and returned to MHM for analysis.

A total of 2,831 surveys were received, processed and analysed.

Summary

A female dominated audience

Attendees at the *LOVE* screenings and events tended to be female, perhaps unsurprising given the nature of the theme. There was an even spread by age, with a slightly higher proportion in the older age groups.

Over half of respondents were employed and the majority did not have a disability.

Most were from a White background and over three quarters were heterosexual.

Venues attracting first time visitors

Nearly half of all respondents stated that they were on their first visit to the venue, attracted by one of the *LOVE* season events.

Younger groups were most likely to be on their first visit, with older groups tending to visit more regularly.

Word of mouth is main driver for visit

Word of mouth and personal recommendations were the main drivers for visits to the *LOVE* events.

Younger age groups were more likely to have found out via Facebook and older age groups are more likely to have seen email newsletters or leaflets and brochures.

A positive experience for the majority

Satisfaction with the film and overall experience at the *LOVE* screening and events was very high, with the majority of respondents scoring 8,9 or 10 for both the film and the overall experience.

A range of reasons was given for this high satisfaction, including the opportunity to see a classic on a big screen, the atmosphere and ambience created in the venues and the additional extras, such as discussions and refreshments.

Positive outcomes from the experience

Awareness of the *LOVE* season was relatively modest before the screening. However, over half of respondents indicated that they intended to see other films in the *LOVE* season and around a third were unsure.

Over two thirds indicated that they were more interested in attending special events and

screenings as a result of the *LOVE* event they attended. This indicates a potentially positive picture for the long term impact for organisations, with people likely to return and search out similar events which provide something different, informative and entertaining

Positive contribution to the delivery of FAN objectives

Overall, the findings indicate that the *LOVE* season has contributed to the achievement of a number of the FAN objectives, specifically offering more diverse opportunities to view a wider range of films and building confidence through formal and informal educational activity.

A female dominated audience for *LOVE*

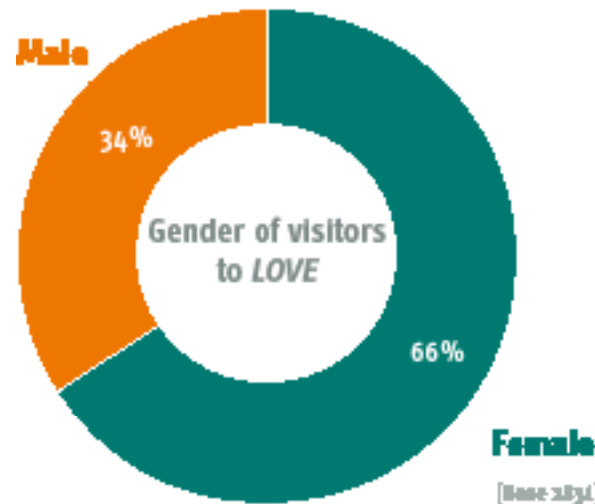
Attendees at the *LOVE* screenings and events **tended to be female**, perhaps unsurprising given the nature of the theme. There was an even spread by age, with a **slightly higher proportion in the older age groups**.

Over half of respondents were **employed** and the majority **did not have a disability**.

Most were from a **White background** and over three quarters were **heterosexual**.

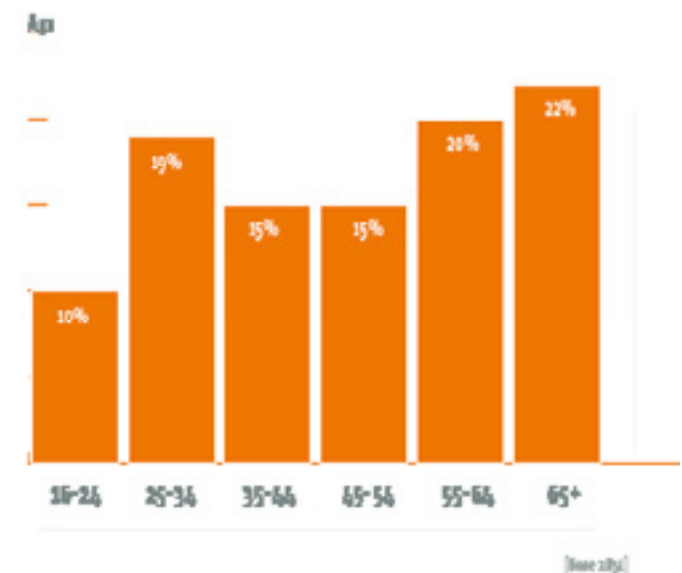
LOVE attendees most likely to be female

Around two thirds of attendees at *LOVE* screenings were female. This compares to 58% for *Britain on Film*. Given the theme of *LOVE*, it is maybe not unsurprising that there was a higher proportion of females than for *Britain on Film*.



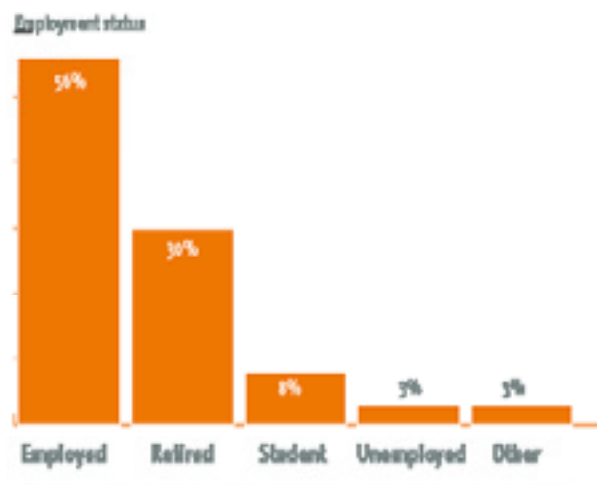
LOVE attracted a mix of ages

There was a mix of ages attending the *LOVE* screenings and events, with a slightly higher proportion in the older age groups (55 and above). Compared to *Britain on Film*, this represented an older age profile, with a higher proportion of 25-34 year olds attending those events.



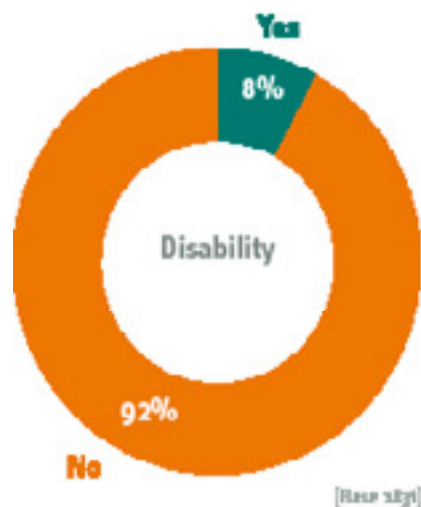
Attendees most likely to be employed

Over half of respondents (56%) to the survey were employed, including full-time, part-time and self-employed. Under a third (30%) were retired and 8% were students. The proportions were similar for *Britain on Film*.



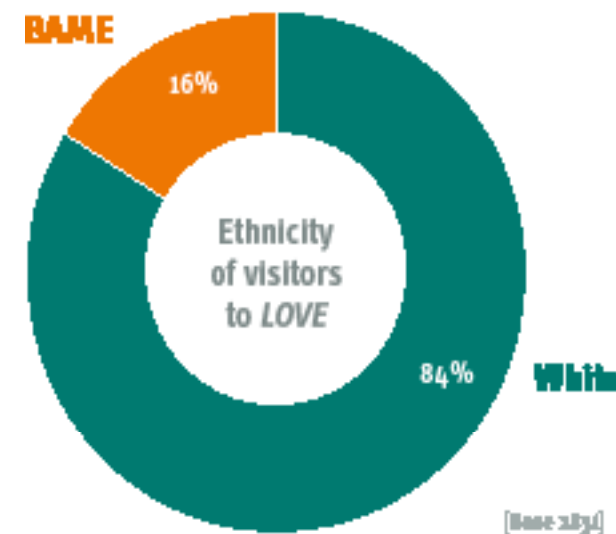
Disability

The majority of respondents at the *LOVE* events stated that they did not have a disability. Again there were similar proportions for the *Britain on Film* respondents. This compares to a national figure of 82% for people with a long term health problem or disability (Census 2011).



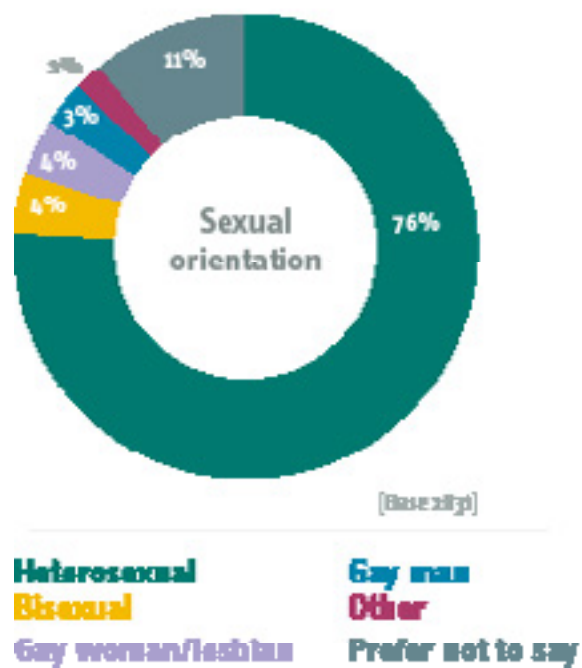
Ethnicity

84% of respondents stated they were White. In total around 7% were from a Black/African/Caribbean/Black British background, 4% were from an Asian/Asian British/South Asian background and 3% were Mixed/Multiple ethnic groups. This was similar for *Britain on Film*.



Sexual orientation

Around three quarters of respondents stated they were heterosexual. Around one in ten (11%) preferred not to say. The remaining 13% was split between bisexual, gay men or women and other. Compared to *Britain on Film*, there was a slightly higher proportion of lesbian, gay and bisexual respondents.



Venues attracting first time visitors

Nearly half of all respondents stated that they were on their **first visit to the venue**, attracted by one of the *LOVE* season events.

Younger groups were most likely to be on their first visit, with older groups tending to visit more regularly.

An attraction for first time visitors

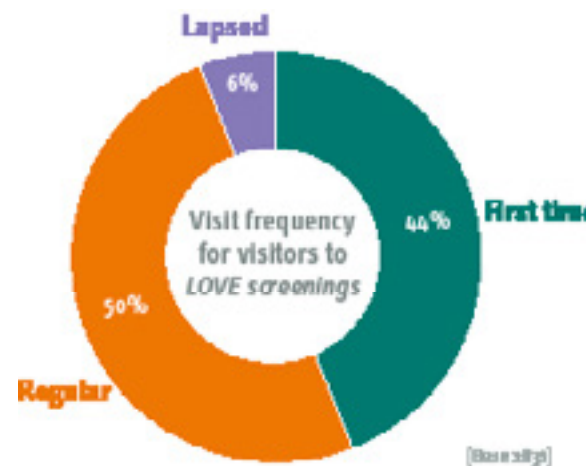
44% of survey respondents were visiting the venue of the *LOVE* screenings for the first time. A further half were regular visitors, in that they had visited in the previous 12 months.

The younger age groups were most likely to be making their first visit to the venue. 65% of 16-24 year olds were there for the first time, as well as 56% of 25-34 year olds and 51% of 35-44 year olds.

First time visits were also significantly more likely than average to be made by gay men (58%), those from a BAME background (54%) and those who are employed (49%) or a student (62%).

Older age groups tend to visit more regularly

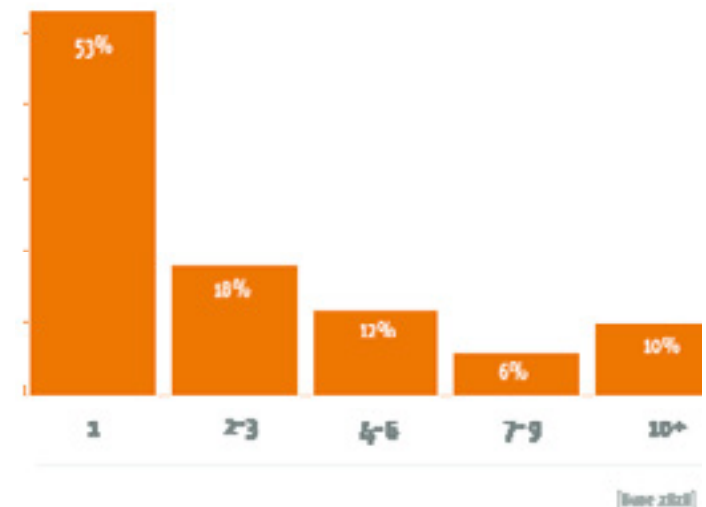
Current visitors made, on average, 6.95 visits to that venue in the past year, including the film/ event they were visiting. Those aged 55 and over were most likely to be current visitors and tended to make a higher number of visits (7.5 per year), compared to 4.6 for those 16-24.



A core of regular attendees

Over half of respondents were on their first visit to the venue in the previous 12 months, so had been attracted by the event or screening they were at. One in ten of respondents are very regular attenders, having been more than ten times in the previous 12 months.

Number of times visited venue in past 12 months



Word of mouth is main driver for visit

Word of mouth and personal recommendations were the main drivers for visits to the *LOVE* events.

Younger age groups were more likely to have found out via **Facebook** and older age groups are more likely to have seen **email newsletters or leaflets and brochures**.

Word of mouth informed nearly a half of visits

Under half of respondents were visiting that particular screening in response to word of mouth or recommendation by friends or family (45%).

An email newsletter was the source of the visit for around a fifth (22%) of respondents, with 17% seeing a brochure/leaflet.

Current visitors were most likely to have seen email newsletters (33%), posters (17%), and the organisation's website (16%). This is likely to be due to a long standing relationship they have with the venue and the fact that they are likely to be

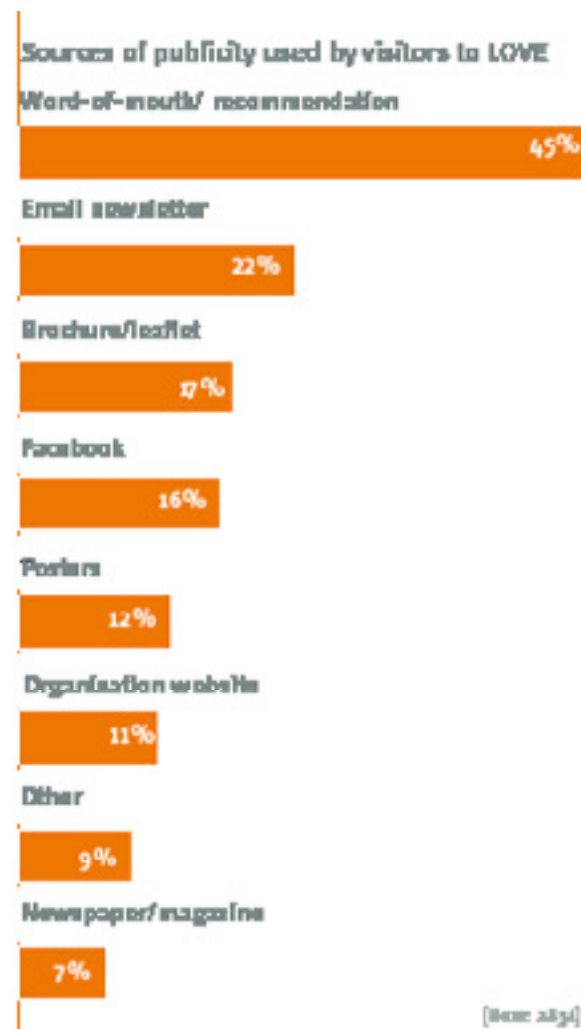
on mailing lists or looking out for events at that venue.

First time visitors were most likely to be there due to recommendation from friends or family (25%).

Younger age groups were more likely to hear about the screening via Facebook, with 30% of 16-24 year olds using this source. Similarly bisexuals (30%), gay women (29%) and gay men (27%) were significantly more likely to have been aware via Facebook.

Older age groups were significantly more likely to have seen email newsletters or brochures/leaflets.

Publicity sources were largely similar to those for *Britain on Film*, the main difference being that email newsletters were cited by 22% of respondents for *LOVE* and 10% for *Britain on Film*.



A positive experience for the majority

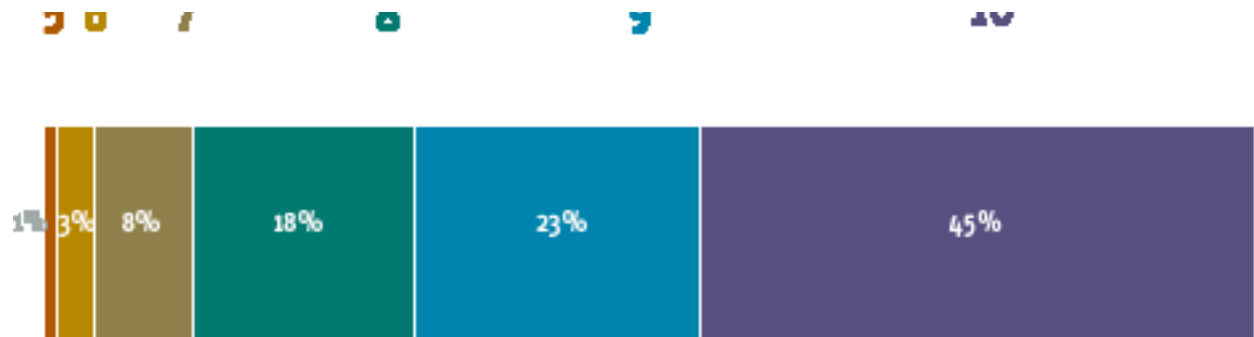
Satisfaction with the film and overall experience at the *LOVE* screening and events was **very high**, with the majority of respondents scoring 8,9 or 10 for both the film and the overall experience.

A range of reasons was given for this high satisfaction, including the opportunity to see a **classic on a big screen**, the **atmosphere** and **ambience** created in the venues and the **additional extras**, such as discussions and refreshments.

High ratings for film

The majority of respondents to the survey were very satisfied with the film they had chosen to see. On a scale of 1 to 10, where 1 was very poor and 10 was excellent, 81% rated the film as either 8, 9 or 10.

Visitor rating of film, on scale of 0-10 (Very Poor to Excellent)



First time visitors were significantly more likely to rate the film as a 10 (45%) than the audience as a whole.

Females were also significantly more likely to rate a 10 (43%), but there were no other demographic differences.

High ratings for screening and overall experience

Similarly there were high ratings for the screening and event, with 86% rating it as 8, 9 or 10 and 45% giving it a 10.

Again, females were significantly more likely to give 10 (48%), but there were no other differences by demographics.

A very positive experience for most visitors

Respondents were given the opportunity to write in how they would describe their experience of the event. The majority of the responses strongly support the positive experiences as reflected in the scoring.

Around 98% of the comments included either a positive word or statement to describe their experience or they were complimentary about the experience they had or indicated surprise at what was on offer.

Many responses were one word answers, including 'amazing', 'wonderful', 'beautiful', 'fabulous' and 'fantastic'.

'A unique, interesting and exciting experience.' Brief Encounters, The Poly at Falmouth

'Amazing! Film was fun, venue was very interesting. Good food, friendly staff. Altogether a fun night.' Breakfast at Tiffany's, Bluetown Heritage Centre

Atmosphere and ambience set the tone

The atmosphere was mentioned in around 100 comments, relating to how the venue felt and the effort that was put into the decoration and creating the right ambience for the film.

'Fabulous evening, great film and ambience. Such a nice change for our village.' Breakfast at Tiffany's, Liphook Millennium Centre

'Brilliant, friendly atmosphere , warm welcome and lovely food. I loved the film and the choice of speakers who were passionate and knowledgeable about the film and its topics.' Orlando, Glasgow Women's Library

Related to this there were positive comments about the venue and setting, particularly for showings that were held in more unusual settings, such as a train station for Brief Encounter and Paisley Abbey. Creating this ambience in an appropriate setting was all part of the overall experience.

'Excellent great opportunity to see a classic film in an appropriate environment.' Brief Encounter, Birmingham Moor Street Station

'I loved the ambience and location. It suited the film.' Brief Encounter, Birmingham Moor Street Station

'I was amazed by the fire garden/ the way the Abbey was lit. Thought it was a powerful, unique experience.'

Wings of Desire, Paisley Abbey

'It was really interesting. Mesmerised by the transformation of the Abbey. Event expertly achieved.' Wings of Desire, Paisley Abbey

Enjoying the film on a big screen was part of the experience

For some the main aspect of the visit was the opportunity to see a film, particularly a classic or one which they particularly enjoyed, on the big screen.

'Wonderful little cinema. Perfect for event like this. Great opportunity to see classic on big screen.'

Brief Encounter, Penarth Pavilion

'I enjoyed watching a film I'd not seen before on the big screen and understanding an important film in film history. Good presentation and atmosphere.' Blue Velvet, Phantom Cinema

'Great to see a classic film on big screen. Wonderful colour and quality. Long but well worth the time.' Gone with the Wind, QFT

Refreshments were a welcome and sometimes unexpected delight

The addition of refreshments at some screenings was a welcome and often unexpected addition to the events, which added to the overall experience.

Specific mention was made of afternoon tea, cocktails, the themed Russian food at one showing of Dr Zhivago and the cakes at some of the local events. This all added to the feeling of being at something different to a usual film screening and enhanced the overall experience.

'Thoroughly enjoyed the afternoon out - it was lovely to come along to something different - the film, afternoon tea, music, quiz and raffle.' Casablanca, Soar Centre

'I went because I'd seen it before and knew I would enjoy it. The live jam music, background screen pictures of New York, food, and cocktails made it a great social occasion.' Annie Hall, Wookey Hole Cinema Club

'Loved the cocktails - nice to see an oldie again on a big screen.' Breakfast at Tiffany's, Cerne Abbas Village Hall

'Highly entertaining. Fantastic buffet. Enjoyed having food before the film - a different experience.' Bollywood Night, Gwyn Hall

'Very pleasurable. Much effort had gone in to providing a buffet of Russian food before the film began. Very long film, intermission appreciated but interest kept throughout.' Dr Zhivago, Nether Stowey Village Hall

'Yummy cakes, a good film, thank you.' Amelie,

Barley Mow

'Lovely community atmosphere. Home made cakes, tea coffee and a bar all contributed to the film experience. French theme was fun.' Amelie, Sheet Film Club

Additional entertainment contributed to the enjoyment

The inclusion of additional entertainment, such as dancing or live music before the screenings was again seen as a welcome and exciting aspect, adding something extra to the whole experience.

'I had a very enjoyable evening, the live music before the film was very appropriate as were the refreshments.' Annie Hall, Wookey Hole Cinema Club

'The actors/musicians were excellent and added to the atmosphere and overall experience.' Brief Encounter, Birmingham Moor Street Station

'Was lots of fun, learnt a few new dance moves. Great community experience.' Brief Encounter, Lancaster Library

The talks and discussions added depth to the experience

Furthermore others welcomed the talks pre-screening or the discussions and Q&A sessions post-screening, enjoying the opportunity to hear directly from either the directors or actors who were involved in the production or having the opportunity to discuss the issues raised.

'Enjoyed Q+A and got good ideas for further watching, Helped provide thinking for analysis of this film.' Stud Life, Bernie Grant

'Excellent , Loved the Q+A with Maha Abdulrahman.' Cairo Station, Cambridge Picturehouse

'I really enjoyed the discussion and comparing the film to the book.' Orlando, Glasgow Women's Library

'Excellent event with a very interesting after film discussion and games!' Appropriate Behaviour, Horse and Bamboo Theatre

Staff and volunteers made for very friendly and welcoming events

The friendly nature of screenings and the welcome provided by hosts or the staff and volunteers was appreciated and valued by some.

'A great fun night. The organisers work very hard and produce a friendly atmosphere. Long may these film events continue.' Breakfast at Tiffany's, Llanfair Kilgeddin Hall

'It was brilliant. From start to finish it was welcoming, the host was great introducing the film and it all felt really special. We had crackers!' My Beautiful Launderette, Usurp Gallery

'Very enjoyable and uplifting evening and film. I enjoyed the smaller and informal, friendly setting. Nice to experience non mainstream character based cinema and really enjoyed the coffee and cupcakes.' Amelie, Newry Arts Centre

Opportunity to meet new people

Some were familiar with the venue that they were visiting and others were there for the first time. Either way, the screenings provided the chance to meet new people, feel part of a community and be sociable.

'It was a very enjoyable social event, perfectly hosted, with a love theme (roses on the tables, heart-shaped table decorations and food, pink fruit punch).' It Happened One Night, Coton Village Hall

'Very nice, great to meet new people!' Blue Velvet, Kinoculture

'Very enjoyable. Dressed up in wedding attire and ate cake and drank champagne. Good social occasion.' Four Weddings and a Funeral, Dilton Marsh Memorial Hall

'Film was as great as I remember it being. Great to meet new people and discuss the film.' My Beautiful Launderette, Usurp Gallery

A desire for more of the same

A number said that they would like to see this sort of thing happening again and definitely intend to return to the venue in the future. This indicates a potentially positive picture for the long term impact for organisations, with people likely to return and search out similar events which provide something different, informative and entertaining.

'Thoroughly enjoyable. I will certainly attend the David Lean Cinema again more regularly.' Dr

Zhivago, David Lean Cinema

'Very enjoyable, different kind of evening, VERY well organised and would definitely go again. Well looked after by the organisers. More publicity for this event would have worked wonders :).' Appropriate Behaviour, Horse and Bamboo Theatre

Negative comments tended to be specific to the venue or film

The comments that were less positive were mainly related to the sound quality – either it was too loud or not clear enough – or the uncomfortable seating or the temperature – either too warm or too cold, all of which were issues that were very specific to the individual venues.

Some people acknowledged the challenges of showing films in unusual venues, but said that some small changes would have helped. For example, the provision of blankets when the temperature was cold or more comfortable seating.

Several of the more negative comments related to the film itself, rather than the overall experience, which comes down to a matter of taste. Although on the whole there was an acknowledgement that the screening and experience was something different.

'Didn't understand the film. The committee did a lot to make the hall look good. The film was long.' Wings of Desire, Tullynessle Hall

'Enjoyed venue, disappointed with film.' Tom at the Farm, Llanfyllin

Positive outcomes from the experience

Awareness of the LOVE season was relatively modest before the screening. However, over half of respondents indicated that they intended to see other films in the LOVE season and around a third were unsure.

Over two thirds indicated that they were **more interested in attending special events and screenings** as a result of the LOVE event they attended.

Limited awareness of the LOVE season

Around a third of respondents (33%) had been aware of the BFI LOVE season before their visit.

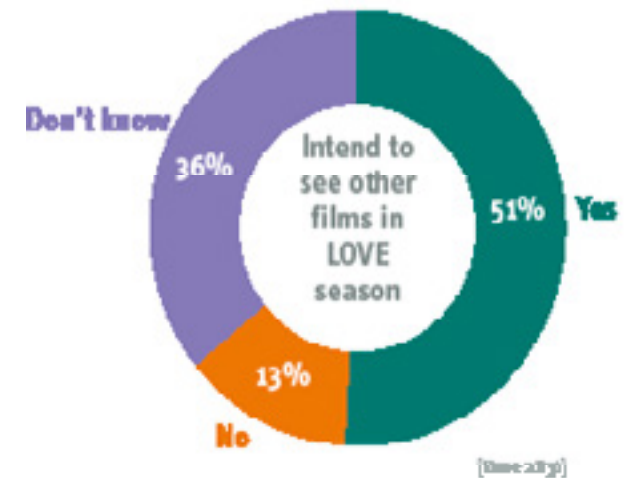
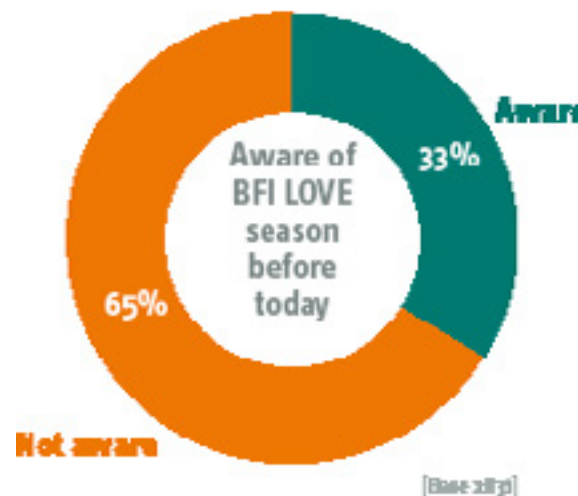
Current visitors were significantly more likely to be aware (44%), unsurprising given that they have been to the venue more regularly and may have seen marketing relating to the LOVE season. There were no other significant differences in awareness by demographics.

Intention to see other LOVE films

Around half of respondents (51%) said they intend to see more films as part of the LOVE season. Just over a third (36%) said they didn't know and only 13% said no.

First time visitors (55%) to the venue were significantly more likely to say that they intended to see another film, another positive indication of the experience they had.

Those in the 16-24 year old age group were also significantly more likely to intend to see other LOVE season films (60%), as were those from a BAME background (65%).



Positive outcomes of the experience

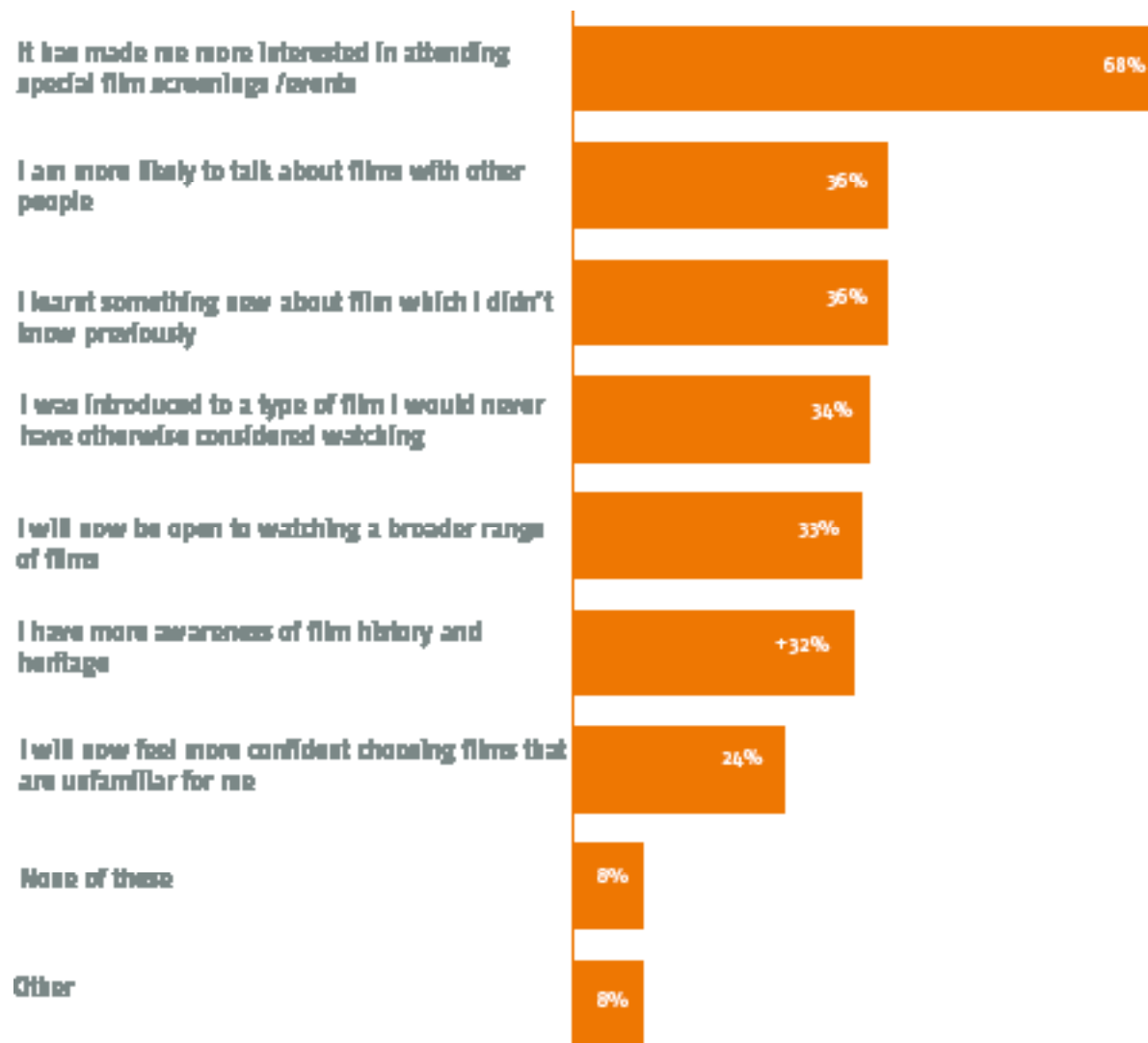
There were some positive outcomes from the *LOVE* events, with many respondents indicating an increase in interest or a likelihood that they will change their behaviour as a result.

Over two thirds (68%) were now more interested in attending special film screenings/events. This was significantly more likely for first time visitors (73%).

Around a third (36%) stated that they would be more likely to talk about films with other people and the same proportion that they had learned something new about film that they didn't know previously.

A third (34%) also said that they had been introduced to a type of film they would never have otherwise considered watching (significantly higher for 16-24 year olds at 43%) and the same proportion will now be open to watching a broader range of films.

The youngest age group (16-24 year olds) were more likely to feel confident in choosing films that were unfamiliar for them (30% compared to 24% overall).



Positive contribution to the delivery of the FAN objectives

Overall, the findings indicate that the *LOVE* season has contributed to the achievement of a number of the FAN objectives:

Offer more diverse opportunities to view a wider range of film

The screenings that were staged as part of the *LOVE* season have provided a range of opportunities for people to engage with and watch films they haven't seen before, as indicated by the 34% of people who stated that they were introduced to a new type of film they hadn't considered watching before.

'Really enjoyed - dressed in authentic 1960s clothing. Film great - not seen it before in all my 77 years. Really good atmosphere at the Village Hall tonight.' Breakfast at Tiffany's, Cerne Abbas Village Hall

'...see a film which i didnt know about before.' Hyenas, Watershed

As reflected in the comments made by people in the survey and recorded earlier, people were drawn to some of the more unusual settings (railway station, abbeys etc) and appreciated the different atmosphere and ambience that was created, again perhaps encouraging people to go and see films in places they wouldn't usually get the chance.

'Great film and fun to see it in a different venue other than a cinema.' Breathless, Le Monde

'Nice new experience , pleasant setting the movie at the station.' Brief Encounter, Moor Street Station

Build confidence through formal and informal educational activity

The model on the previous page indicates how around a third of visitors had learned something new, would be open to watching types of films they wouldn't have normally considered and around a quarter said they would be more confident choosing films that were unfamiliar to them.

'Very uplifting-film was great choice+inspired by panel discussion. Want to learn more film history.'

Harold and Maude, QFT

'Learnt more about contemporary Ethiopian culture and the prince of poverty+trafficking.' Prince of Love, Watershed

Research parameters

This study was carried out for the British Film Institute (BFI) by Morris Hargreaves McIntyre.

It was commissioned in September 2015.

Target group for the research Attendees at BFI's LOVE season screenings and events across the country.

Sample size 2831

Date of fieldwork Events that took place between September 2015 and January 2016.

Data collection method Paper survey distributed at venues

Weighting procedures None



This report was prepared for the British Film Institute, March 2016

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