

BFI FILM AUDIENCE NETWORK

Highlights | APRIL 2019 - MARCH 2020

The BFI Film Audience Network (FAN) is a collaboration of 8 Film Hubs, managed by leading film organisations and venues across the UK. Supported by National Lottery funding, it aims to build more diverse audiences for independent British and international film and to support the resilience of the UK's independent exhibition sector.

IMPACT ON AUDIENCES*

Admissions	Target
507,147	495,602

New Audience:	Target:
42%	30%

AUDIENCE SATISFACTION*

Experience of venue:	
97%	GOOD OR VERY GOOD

Improved Access to Cultural Film:
97%

“I brought my two children along to watch West Side Story. What a wonderful experience it was for them to view it on the big screen.”

Audience comment, Widescreen Weekend, Bradford

“You have such a warm, inviting venue... Quite a coup getting members of the cast along to talk afterwards!”

Audience member, Eastleigh Film Festival

£1.4 MILLION

investment in audience facing activity leading to 11,500 screenings across 387 audience facing projects.

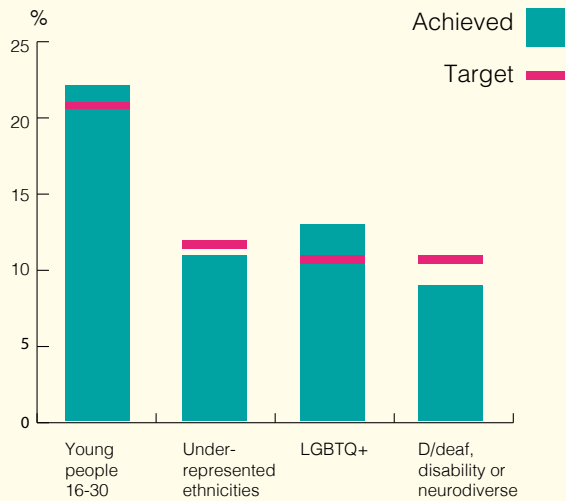
67%

of FAN supported film screenings were of non-mainstream film.



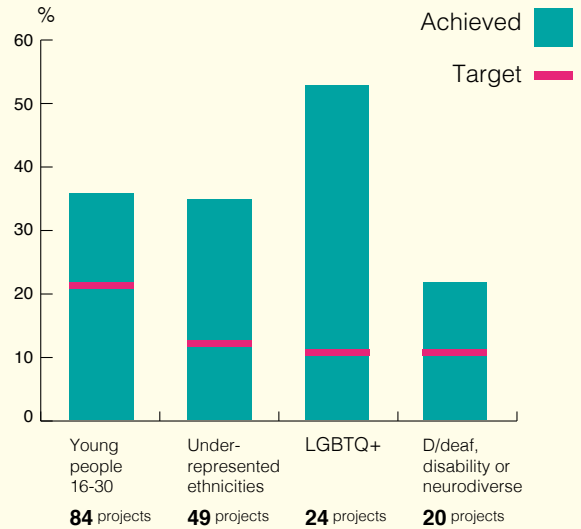
*Audience figures and feedback are based on audience survey respondents (over 5% survey response.) Targets were set by the FAN Steering Group and BFI in 2017 in response to [BFI2022](#) priorities and national demographics also recognising the challenges involved in reaching specific groups.

*OVERALL AUDIENCE BREAKDOWN



We still have a way to go in how we engage specific target groups across the overall FAN offer...

* PROJECTS TARGETED AT SPECIFIC AUDIENCE GROUPS



...but as demonstrated, targeted initiatives are proving effective.

“Our society, especially Bangladeshi community women, are not going out to watch a film. Rainbow did a fantastic job in giving us the opportunity to watch films with family and friends.”

Audience Comment, Rainbow Film Festival, London

“The combination of audio, visual and BSL and the use of space and lighting, is my highlight so far.”

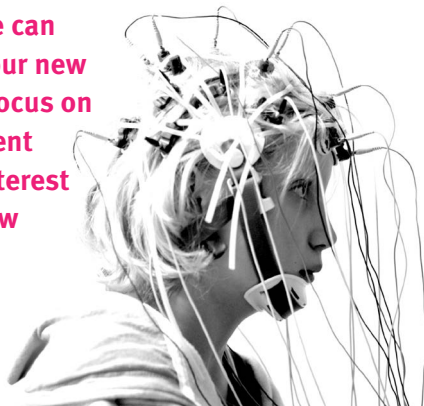
Audience Comment, LUX Artists Moving Image Festival, Glasgow

Building sector capacity ▶▶▶▶

More than **100 ORGANISATIONS** joined FAN in 2019-20, which now has over **1,300 MEMBERS** ranging from cinemas, festivals, multi-arts venues, community cinemas, pop-up event organisers and film archives.

“Support means we can move ahead with our new film strategy... to focus on diverse, independent films refreshing interest and developing new audiences in our community.”

FAN Member, Wales



213 BURSARIES

provided enabling members from across the UK to attend a whole range of conferences, festivals and training.

99% of FAN members are satisfied or very satisfied with their membership.

THEIR CONFIDENCE HAS GROWN AS A RESULT OF PARTICIPATING IN FAN FUNDED ACTIVITY:

89%
Applying for Funding

86%
More Diverse Audience

92%
Delivering Events

91%
Programming Generally

97%
Improved Access to Cultural Film

BFI FAN UK wide projects ▶▶▶▶▶

BFI FAN RUNS A RANGE OF UK-WIDE PROJECTS TO STRENGTHEN THE EXHIBITION SECTOR AND DEVELOP MORE DIVERSE AUDIENCES FOR INDEPENDENT CINEMA. HIGHLIGHTS INCLUDE:

Celebrating Cinema with UK-wide Seasons

In Summer 2019, FAN led Film Feels season explored all things Obsession. 60 FAN venues presented 236 screenings and events reaching audiences of over 11,000. 32% were aged between 16-30, 21% identified as LGBTQ+, 12% identified as coming from underrepresented ethnic backgrounds and 9% identified as disabled.

From October 2019 to January 2020, BFI Southbank's touring programme BFI Musicals celebrated the spectacle of Musicals talent from golden age Hollywood to the present day. 70 FAN members, across 161 venues, delivered over 587 enhanced screenings and events reaching audiences of over 28,500, over indexing in reach to diverse and LGBTQ+ audiences.

"It's given me a new perspective on how musical theatre can interact with immersive cinema. We're not used to having the audience within such close proximity to us dancers, was nice interaction and atmosphere."

Dancer/Performer BFI Musicals

filmhubmidlands.org

Sharing Knowledge & Skills Through Sector Support

FAN Advice and Experience Scheme offers members free access to a broad range of knowledge and experience within the cinema exhibition industry from putting a marketing plan together to crisis management. 50 one-to-one advice sessions were delivered in 2019-20.

"It's often hard to find the time to fit in another commitment but having an external professional to bounce ideas off has been invaluable. It gave me a new enthusiasm for my role and reminded me of why I love it!"

Advice Sessions Participant

advicesessions.com

This Way Up

250 delegates from across FAN (52% of those for the first time) attended the sixth edition of This Way Up at Broadway, Nottingham. Focused on three core themes: Celebration, Resilience and The Future, the event sold out, with a 59% increase on 2018 Early Bird sales.

"Almost my whole industry network is in one place, this is invaluable and helps me to feel connected to those working across the UK on similar projects."

Attendee

thiswayupcon.com

Distributor Slate Days

With 330 attendees from across the UK, 30 distributors presenting their slates, the event saw 34% new attendees. 99% of attendees said that they would recommend this event to others. 100% of distributors gave the event a 4 or 5-star rating.

This major two day industry event for distributors and exhibitors takes place in London annually, building stronger links across the sector and showcasing a range of exciting upcoming theatrical releases.

"Slate Days is an absolute highlight in the calendar, and quite honestly I would love to see it twice a year."

Presenting distributor, London

filmlondon.org.uk



Presenting archive film events

Shifting Ground was a season of archive film events, running from August - December 2019, that used stories from the past to engage with one of the most important issues of the present: our changing relationship with the environment. More than 12,000 people attended screenings across the country, where they encountered freshly unearthed footage from a number of the UK's moving image collections.

66% of audiences surveyed were new to the venue visited. 26% were aged 16-30. 15% identified as coming from underrepresented ethnic groups. 16% identified as LGBTQ+. 10% identified as disabled.

“We found that an overwhelming number of attendees were aged between 16-30, with many stating they had not seen the classic titles screened and that they appreciated the local archive footage and contemporary documentaries.”

Participating Member, Birmingham

filmhubnorth.org.uk

Backing New Releases including The Peanut Butter Falcon

FAN works closely with distributors to ensure that small but important new releases such as The Peanut Butter Falcon (Signature Entertainment), We the Animals (Eureka Entertainment), Hail Satan? (Dogwoof) and System Crasher (606 Distribution) find an audience across the UK.

With the backing of the FAN New Release support, exhibitors were encouraged to screen The Peanut Butter Falcon and to put on relaxed screenings after its BFI London Film Festival premiere in partnership with Mencap. The total box office was £191k including £137.7k from over 110 FAN venues across the UK, representing a 72% share of the overall box office for the film. 100% of the people who completed an easy read survey at FAN venues would like to come to something like this again.

“I was hoping for pretty much exactly what I got; a really enthusiastic partner in promoting the film and reaching out to the regions. Art house distribution is so London centric, with the assistance of the film hubs and introduction to new venues, it fitted perfectly.”

Distributor

fannewreleases.co.uk

Working with a FAN Young Consultants group

Bringing together young practitioners all under 30 years-old working in FAN member venues or as freelance practitioners, the group provides the sector with strategies to connect young people with independent film. In 2019-20, they created marketing packs for film titles that they felt had the potential to engage audiences under 30 such as Parasite and Portrait of a Lady on Fire.

“The young consultants group has given me the opportunity to connect with other exhibitors to discuss the ways in which we can make independent cinemas more accessible for young people.”

Member of FAN Young Consultants group

filmlondon.org.uk

Working towards a more Inclusive Cinema sector

Inclusive Cinema advocates for better provision for marginalised audiences, with a focus on D/deaf, disabled and neurodiverse communities. In 2019-20, the Inclusive Cinema website was visited by over 11k viewers. The case studies and spotlights generated over 1.7k views and over 3500 individuals engaged with inclusive training, consultation or events.

2019-20 guides included an [autism-friendly screenings guide](#) created in collaboration with Dimensions and UKCA and promoted, generating over 3.5k views; [Welcoming Audiences with Sight Loss](#) and [Subtitling, BSL and Audio Description Services](#).

“Inclusive Cinema has been very useful for research for us of late, offering insights and methods of improving our offer.”

Participating Member, London

inclusivecinema.org

The data in this document covers the period of April 2019 to March 2020 and is accurate as of February 2021

Image: FAN New Release Peanut Butter Falcon
c/o Signature Entertainment



For more insights on how UK film exhibitors are making a difference in their communities, visit:

the-bigger-picture.com

To find out more about BFI FAN and your local Film Hub:

bfi.org.uk/FAN

