

The Bigger Picture



Impact of BFI Film Audience Network 2013-2016

1,101,915 Audiences

15%

A story of growth:
year on year percentage increase

20,743 Screenings

30%

Film Hub Scotland
Scottish Film

6,069 Films Screened

13%

Film Hub NI
Queen's Film Theatre, Belfast

1,400 Members*

52%

*Including all types of exhibitors:
community, commercial and independent

Film Hub North
Showroom, Sheffield

Film Hub
North West Central
HOME, Manchester

812 Projects Supported

40%

Film Hub
South West &
West Midlands
Watershed, Bristol

Film Hub Central East
Broadway Cinema
Nottingham

Film Hub Wales

Film Hub London
Film London

Film Hub South East
University
of Brighton

Creating a stronger, more connected sector

- 903 bursaries have been awarded
- 1778 people have benefitted from specialist training and workshops
- 7446 people have attended FAN conferences and events
- A further 703 people have accessed training and screening opportunities delivered in collaboration with the Independent Cinema Office
- 286,199 people have attended nationwide seasons like the BFI Blockbusters, Britain on Film and Roald Dahl on Film.

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BFI Film Audience Network

supported by
The National Lottery

Highlights from across the BFI Film Audience Network Nationwide projects and programmes



This Way Up, HOME, Manchester, 2015



My Flatpack, Impact Hub, Birmingham, 2016



#BFIBlackStar event, Watershed, Bristol, 2016



Distributor Slate Day, Picture House Central, London, 2016

This Way Up

Inspiring cinema practitioners

This annual gathering invites film exhibitors from across the UK and Europe to come together to explore new ideas, emerging audience trends and the future of cinema.

In its first two years, This Way Up (TWU) attracted 394 delegates to 41 workshops, panel discussions and keynotes and supported 6 UK-wide audience development projects through the TWU Exhibition Innovation Fund.

"#TW15 is probably the most insightful, enjoyable and honest industry event I've ever been to."

- **This Way Up 2015 delegate**

thiswayupconference.com

Led by Film Hub Scotland, North & North West Central

Distributor Slate Day

Connecting the worlds of distribution and exhibition

Slate Day gives distributors a much-needed platform to present a wide range of British, international and non-mainstream films to exhibitors ranging from multiplexes and indie cinemas to local film clubs. With over 300 organisations and 23 indie and major distributors attending in 2016, Distributor Slate Day is a great opportunity for the sector to forge even stronger ties and share ideas.

"An unparalleled opportunity to showcase our upcoming releases... The size and scope of exhibitor attendees was seriously impressive and I definitely received a great deal of emails and bookings as a direct result."

- **Patrick Hurley, Distribution Manager, Dogwoof**

Led by Film London and Film Hub South East



Queer Film Network

**Bringing together Queer film programmers
and developing LGBTQIA+ audiences**

The Queer Film Network connects and supports LGBTQIA+ programmers and promotes screen diversity across the UK film sector. The group provides a stronger platform for LGBTQIA+ film year round, working with film festivals, clubs and societies that have a long-term ambition to enrich and expand Queer cinema viewing opportunities across the UK.

"I have developed and relaunched our festival using content through Queer Film Network partnerships. These partnerships have increased both Queer Vision's screenings and audience numbers."

- Jayne Graham Cummings, Queer Vision – Bristol

queerfilmnetwork.org

Led by Film Hub Wales



BFI FAN New Release Strategy

**Supporting some of the best new releases
from across the globe**

Now in its pilot year (2016/17), this initiative aims to better connect the worlds of distribution and exhibition ensuring that small but important new releases find a place on big screens, and an audience, across the UK. Exhibitors can expect an extended press and marketing campaign, and bespoke marketing support, to help them reach audiences in their area.

"An incredibly useful programme that can help highlight and drastically increase the profile of an independent film amongst the smaller regional independent exhibitors. This grassroots level of advocacy is invaluable in reaching new venues and their audiences who may not traditionally engage with specialist cinema."

**- James King, Head of Theatrical Sales,
Curzon Artificial Eye**

Led by Film Hub South West & West Midlands



Young Programmers Network

Developing young talent in the exhibition sector

The Young Programmers Network builds on existing initiatives such as BFI Film Academy to offer young people more opportunities to get involved as curators, jurors, content creators and volunteers in festivals across the UK. It offers invaluable sector experience and the chance to network peer-to-peer, with a long-term ambition to develop future audiences. To date 11 new young programming groups have been established with young programmers attending workshops at London Short Film Festival, Discovery Film Festival in Dundee and Flatpack Film Festival in Birmingham.

"It was really welcoming and great to approach the festival with other people as part of the My Flatpack workshop, instead of navigating it alone."

- My Flatpack participant

**Join the Young Programmers Network mailing list:
ypn@broadway.org.uk**

Led by Film Hub Central East



Indie Box Office Column

Keeping the sector informed

Since January 2015, film critic Charles Gant has been providing FAN members with a weekly column highlighting how independent (or 'specialised') films are performing at box office, and specifically looking at their performance in the UK's independent or arthouse cinemas. This industry intelligence and context is designed to be used by members to help inform their programming decisions.

"I use the column to monitor our performance against other similar scale 'arthouse/independent' cinema venues, and to take a quick pulse of cinema-going trends and audience choices. It's a lively, pithy and reliable snapshot of the UK indie cinema stats."

- Film Hub Scotland member

Led by Film Hub South East



Opening up a world of film

How the BFI Film Audience Network and exhibitors are changing the film landscape in the UK...

The BFI Film Audience Network (FAN) is comprised of 9 regional Film Hubs and was set up in 2013 with the support of the British Film Institute, awarding funds through the National Lottery. BFI FAN collaborates with a diverse range of film exhibition organisations and strategic partners, the Independent Cinema Office, Cinema For All and Into Film, to develop audiences for British independent and specialised film and to create a stronger, more connected and confident sector. Each Hub has a network of member exhibitors who can access support for training and audience development projects.

“Sharing, watching in wonder together with others: Cinema is the place where the magic happens”

Audience member at HOME, Manchester attending LOVE Blockbuster event



The-Bigger-Picture.com

There is more to watching films than meets the eye. Experiencing films together can change our lives, communities and society for the better

BFI FAN has developed The-Bigger-Picture.com to showcase how exhibitors across the UK are making a difference, from dementia-friendly screenings to young programmer initiatives. Full of inspirational case studies, articles and research, The Bigger Picture is a place to pick up ideas from other organisations and to share these important stories of exhibition with the wider world.

The-Bigger-Picture.com

“It [BFI FAN] is giving venues such as ours more confidence in experimenting with different approaches to audience development.”

BFI FAN Member, Central East