
Case Study: Cellb, Wales

Engaging Teens and Young Adults across your venue

About Cellb:

Housed in the old police station in Blaenau Ffestiniog, Wales **Cellb** is a cinema, performance space, bar and hostel at the centre of the Snowdonia National Park. The cinema is ran by Gwallgofiaid, a social enterprise offering creative training and opportunities for young people in the area.

Age-range:

Historically the venue ran a youth programme called Clwb Cline creatives for 8-year-olds transitioning into secondary school. These young people have grown with the venue leading to a strong cohort of 12 - 16 year olds and young adults who are actively involved in all areas of the venue's operations and programming. This is a continuous project that welcomes new young people year on year.

Engaging young people:

Clwb Cline creatives started with a music workshop. Over the years, this has developed into weekly creative workshops on music, film, graffiti, skateboarding, pizza-making and lighting and sound venue tech.

Young people shape and deliver all aspects of the venue via a model that is built around encouraging ownership, responsibility and community pride.

They are most engaged in events and activities where film is the add-on experience such as gigs and DJ nights, live streams, filmmaking workshops, graffiti and skate sessions.

"100% the add-on experience is the main way to get them [young people] through the doors. It's the the hook and once they are in they love it so much they keep coming back" - Rhys, Cellb staff



Film Programme:

Cellb is a rural cinema with community and social cohesion at its heart. The film programme aims to engage three core audiences: children and families, young people aged 12 - 16 and 16 - 25, and pensioners. As a result the programme is an eclectic mix of mainstream, independent, locally made and Welsh titles. Young Programmers aged 12+ support the programming and lead on a regular Cellb Youth screenings programme.

Popular Film Titles:

Films including the documentary [The Road of Excess](#), environmental documentary [Future Council](#), teen runaway drama [Brides](#) and horror [Talk To Me](#) have been successful with Cellb's teen audience.

In particular, music documentaries prove very popular. [Saunders Lewi's v's Andy Worhol](#) - a programme of short films about late 20th Century Welsh Rock Music inspired a new wave of young musicians and filmmakers amongst Cellb's audience through its exploration of a period of Young Super Furry Animals and other welsh language music scene sub-cultures.

Creating the right environment

By involving young people in the running of the venue it is a familiar space that they feel relaxed and themselves in. The venue has 2 screening rooms - a formal cinema and a more relaxed screening space with sofas and comfy chairs. This environment makes young people feel that this is a place for them.

Added activity:

All added activity is youth-led. The most impressive project is the on-site pizza training for young people, led by young people.

Youth voice is prioritised in venue and across their socials. They screen youth-made [adverts](#) and [short films](#) on youth-centred topics before features.

Activities range from programming and curating events, managing tech and running the tuck shop, through to marketing and managing a pizza restaurant on site.



Screening information:

Youth screenings are usually 6pm early evening on Saturdays. They also sometimes host young audience and family screenings early evening on Thursdays and Fridays from 5.30pm.

Ticket prices:

Ticket prices for young people vary from £3 for mainstream titles or free entry to independent, niche films in order to maximise engagement and allow fair access.

Marketing:

The venue runs a street team of young people who act as ambassadors and spread the word about the venue's programme through the community. They also create pre-screening adverts about specific programmes or events and lead on the design of digital and print materials.

Main Challenge:

Keeping the programme relevant to young people by constantly changing it. Rhys at Cellb explains "Change is the only constant! Never stick to one model, keep changing and offering exciting twists and re-inventing always!"

Biggest Success:

The biggest success is the young people and their fresh, positive outlooks on life that is clearly evidenced in the venue's programming and ethos. Proof of Cellb's success in engaging young people is how enthusiastic the Clwb Cinc members are about the venue and how much they want to be involved, as well as how they use it as a way to grow and progress themselves.

Contact:

If you want to know more about Cellb and its programme please contact Rhys Roberts on rhys@cellb.org.

