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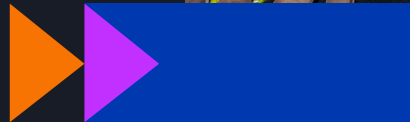
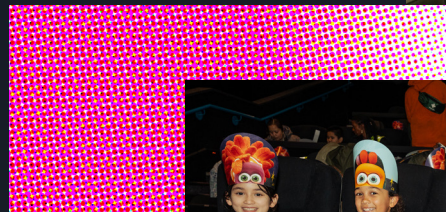


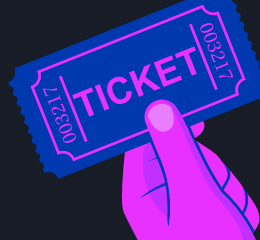
INTO
FILM



INTO FILM FESTIVAL

2023 Report (Summary)

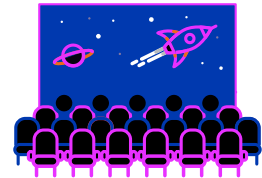




The tenth Into Film Festival was a huge success suffering far less disruption (covid, strikes, national security alert escalation!) than the last few years. **330,138** attended **2,500** screenings and events across **500** UK cinemas between the 8-24th November. Over **100,000** received a ticket incentive to return with paying friends and family through special offers handed out and **32,200** had their first ever cinema trips through this event. It's such a special time for so many young people and schools were as active on social media as they always are. [Here is the new festival promo.](#)

FINAL ATTENDANCE TOTAL

330,138



32,200

HAD THEIR FIRST EVER CINEMA
TRIPS THROUGH THIS EVENT.

“

Several have never been to the cinema before. We took 150 of us - to share an experience together in that way - particularly one that was free - has huge impact on our staff and children's wellbeing. We laughed, gasped and snacked together....None of this would have happened without INTO FILM FESTIVAL

THE PILGRIM SCHOOL,
ROCHESTER - PADDINGTON

This year's programme included big cinematic titles coupled with films aimed to provoke discussion and stimulate debate on issues relevant to today's generation of young people. We launched with documentary preview events *Tish* in Newcastle with the producer Jen Corcoran and *Your Fat Friend* in Nottingham with the director Jeanie Finlay. We had exclusive screenings and previews of *Oink*, *The Marvels*, the Welsh-language *Deian a Loli* Christmas Special, *The Hunger Games: The Ballad Of Songbirds And Snakes* and a great Aardman partnership with *Chicken Run 2: Dawn Of The Nugget* showcasing the wonderful puppets and welcoming director Sam Fell to our Leicester Square event. There were also many Q&As, panel discussions and workshops including Coky Giedroyc and Tim Firth for *Greatest Days*, film critic Ali Plumb, Molly Manning Walker with *How To Have Sex*, the BBFC, Ghibliothèque, careers talks with BAFTA, Sky Studios, Powster, MUBI, Magic Light Pictures, Industrial Light and Magic and many roles covered including film music composing, animation, VFX and film marketing.



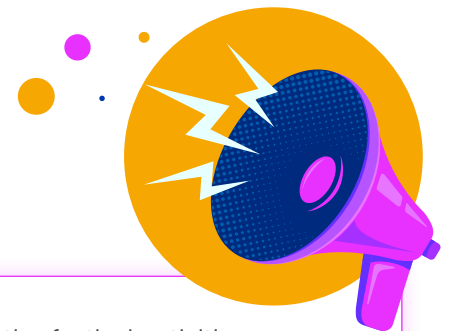
We partnered with the BFI on an event at the BFI Southbank around their Powell & Pressburger Exhibition and secured exciting partnerships with Doc N Roll Festival showcasing a preview of School Of Rap: The Story of M.I.N.D and a talk about sustainable film productions. We showcased cinema in its most immersive form through multiple IMAX & Dolby Atmos screenings across a variety of independent and chain cinemas.

Across the programme, the usual eclectic range of titles were screened, all linked to educational tools through teaching resources and a review-writing competition. Films included *Super Mario Bros*, *Trolls Band Together* and *Puss In Boots: The Last Wish* for younger audiences and *Oppenheimer*, *Spider-Man: Across The Spider-Verse* and *Polite Society* for older students. There was a strong female empowerment and female filmmaker strand running throughout the event with *She Said*, *Women Talking*, *Your Fat Friend*, *The Marvels* and *Are You There God? It's Me Margaret* as stand-out titles and *Reclaim The Frame* talks focussed on marginalised voices in cinema.



Our first screening went really well this morning. The children had such a lovely time; about a quarter who attended, it was their first ever cinema experience and they all came out smiling!

**CINEMA MANAGER:
MALVERN THEATRE**



2,500

SCREENINGS AND
EVENTS ACROSS

500



We remain committed to ensuring that the festival activities are accessible for all young people. Closed-caption subtitles were switched on wherever possible, audio-description and autism-friendly screenings were offered widely too with signposting and messaging improved on the bookings site.



My students are from a special needs school and going into the community can be overwhelming for them. The cinema was relaxing and quiet, the staff were wonderful and really helpful. It was also money week at our school, so the students got to practice their budgeting skills when buying their snacks off the very patient staff.

MILL GREEN SCHOOL, ST HELENS - LYLE, LYLE, CROCODILE

We're also conscious that the cost of transport can be prohibitive at times so we offered a travel bursary thanks to a partnership with Marmite.



We work in a school which is in the second-highest deprivation percentile in the country. Although we have a local cinema, many of our children had not been before. They enjoyed the whole experience, and it was something our school budget could never have afforded without Into Film!

MURTON COMMUNITY PRIMARY SCHOOL, DURHAM - RUBY GILLMAN: TEENAGE KRACKEN

Teachers' survey

93%

SAID THAT THEY WERE MORE LIKELY TO TAKE STUDENTS TO THE CINEMA AGAIN AFTER ATTENDING INTO FILM SCREENINGS.

90%

AGREED THE FESTIVAL HELPED YOUNG PEOPLE TO HAVE EXPOSURE TO DIFFERENT TYPES OF FILM TO SOME EXTENT (50% TO A GREAT EXTENT).

93%

AGREED THAT STUDENTS ARE MORE LIKELY TO GO AND SEE OTHER FILMS AT THE CINEMA AS A RESULT OF THE INTO FILM SCREENINGS

Young People Survey

32,200

YOUNG PEOPLE EXPERIENCED THEIR FIRST EVER CINEMA TRIPS AT THIS YEAR'S FESTIVAL.

84%

OF YOUNG PEOPLE SAID THAT THEY LOVED THE CINEMA THEY WENT TO, AND WANT TO GO BACK AGAIN

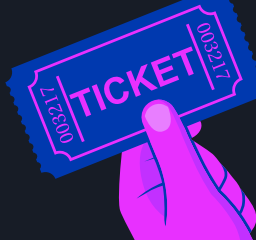
49%

SAID IT WAS THEIR FIRST EVER VISIT TO THIS VENUE

50%

WENT TO SEE A TYPE OF FILM THEY WOULD NOT NORMALLY GO TO SEE AT THE INTO FILM FESTIVAL





Describe the cinema visit in one word...

magical comfortable informative fantastic
 marvellous hilarious emotional insightful
 fun best good incredible
 funny beautiful jaw-dropping great wow
 unique fascinating **amazing** godly wonderful
 fun excellent entertaining
 extraordinary inspiring awesome exciting
 brilliant fabulous

Sample sizes: Young People: 1,315, Teachers: 1,178



Teachers' quotes

“ The energy on the mini-bus this morning was one of excitement and wonder, and the faces on the young people as they entered the Cineworld complex was impossible to describe. I heard one of the young people say “this is the best day of my life ever.

**NUVVY SIBIA, BUDDY UP PROJECT CO-ORDINATOR,
ONSIDE WARRINGTON YOUTH ZONE**

“ Wow! What an amazing experience the cinema trip was for our children, this was the first time the majority of my class had been to the cinema and they loved it! The children couldn't wait to get home and tell their parents all about it. I have had nothing but positive feedback from both parents and children on how much they appreciated the experience.

ALICIA TURVEY, CLASS TEACHER

Student quotes

“ The film was hilarious, me and my friends all managed to sit together and we all had an amazing time sharing laughs! I would go again if possible as I had not had so much fun at the cinema in such a long time, it also let me bond with many new people.

**AGED 13, OUTWOOD ACADEMY CITY FIELDS,
WAKEFIELD – PADDINGTON**

“ It's great to see the sorts of films we don't usually get to see.

**STUDENTS AT AN AFTERSUN SCREENING,
BRISTOL WATERSHED**

