

Information on Into Film for BFI Film Audience Network (FAN) members

What is Into Film?

Into Film was founded in 2013 when two charities, Film Club and First Light, joined forces to deliver a more significant, integrated film education programme for 5-19 year olds.

The Into Film programme supports children and young people to watch, make and understand film in new and creative ways, as well learn about the film industry and foster a life-long love of the medium. It is available to every school, college and youth group across the UK through film clubs, special events, online content and the world's largest free film festival for young people.

Into Film works in partnership with BFI FAN to promote cultural cinema and drive attendance at venues within the FAN network. From January 2018, there will be an additional focus on increasing 16-19 audiences for joint Into Film-FAN activities.

How is Into Film funded?

Into Film is a not-for-profit organisation supported principally by the BFI (through the National Lottery). We also receive funding from Cinema First - a body that represents UK distributors (Film Distributors Association) and exhibitors (UK Cinema Association) – and Northern Ireland Screen.

We work in partnership with a range of UK distributors to support promotional campaigns for new releases through education resources, preview screenings and other communications.

How can Into Film help me and my venue reach young audiences?

- By promoting your youth-facing programmes, initiatives and events through our extensive network of teacher/educator contacts and directly with young people
- Giving you access to 100s of informal and formal film-related resources, from film guides, through topic-based activity sheets (e.g. Refugee Week) to in-depth curriculum-linked resources on intofilm.org. All resources are free to download and the majority can be used in-venue
- Offering advice on how to welcome young audiences into your venue, from sharing programming expertise to top tips on contacting and working with schools
- Sharing research and insight into young audiences – we regularly commission research on young peoples' attitudes to cinema-going
- Consulting on incentives and special deals to attract young audiences including school groups to your venue
- Advising on how to get more young people invested in your venue with peer-to-peer marketing, youth advisory and young programmers schemes
- As part of our Respect for Intellectual Property campaign, we work as advocates for cinema-going and emphasise that watching films collectively is the gold standard of film consumption

Ways you can partner with Into Film

- Be a venue for the annual Into Film Festival, which welcomes 500,000 children and young people every November
- Be a venue for ad-hoc screening programmes throughout the year – look out for opportunities via your Hub newsletter
- Speak to us about running a teacher networking/training event in your venue. Write a profile-raising article about your organisation’s work with young audiences for our website (<https://www.intofilm.org/news-and-views>)
- Attend an Into Film Club and speak to students about your initiatives

What Into Film don’t (currently) do

- Give venues contact data on schools in their area (due to data protection)
- Contact young people directly due to child protection and child safeguarding reasons
- Deliver events which charge admission fees – however we can potentially partner on these, help promote them and offer advice
- Work on projects for young people over the age of 19 or under the age of 5
- Pay venues to put on events
- Work on projects focusing on TV, Games or Event Cinema (alternative content such as National Theatre Live)

Who can I talk to about working with Into Film?

To talk about audience development and research flora.menzies@intofilm.org

To talk about taking part in the Into Film Festival sam.wilson@intofilm.org

To talk about local partnerships between schools and your Hub, contact your local Programme Delivery Coordinator (PDC).

Hub	Programme Delivery Coordinator	Programme Manager
Scotland	Katie.hamilton@intofilm.org	Kirsty.gallacher@intofilm.org
Wales	Hywel.roberts@intofilm.org	Non.stevens@intofilm.org
NI	Peter.murray@intofilm.org	Sean.kelly@intofilm.org
Midlands	Hannah.worsey@intofilm.org	Andy.partington@intofilm.org
North	Bex.wolfendale@intofilm.org	Andy.partington@intofilm.org
London	Robin.mchugh@intofilm.org	Claire.oliver@intofilm.org
South East	Rico.lowson@intofilm.org	Claire.oliver@intofilm.org
South West	Jane.coulter@intofilm.org	Claire.oliver@intofilm.org

Useful links and documents –

Cinema Advisory Pack - working with schools <https://intofilm-resources-production.s3.amazonaws.com/intofilm-production/4130/cinema-advisory-pack-working-with-schools.pdf>

Cinema and Beyond – a guide for young people to get involved with screening and watching film in their area <https://www.intofilm.org/resources/372>

Film Lovers of the Future research <https://intofilm-resources-production.s3.amazonaws.com/intofilm-production/2924/film-lovers-of-the-future-web-25.01.17-4.pdf>