

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

What is Into Film?

A film education organisation working to put film at the heart of children and young people's educational, cultural and personal development.

More than half of UK schools engage with our programme of Into Film Clubs, special cinema screenings, resources and training to support classroom teaching. Alongside rich online content for young audiences, this provides 5-19 year-olds with inspiring opportunities to learn about and make film, and develop a passion for cinema.

Into Film is a not-for-profit organisation supported principally by the BFI (through the National Lottery), Cinema First and Northern Ireland Screen.

Into Film works in partnership with BFI FAN to promote British, Independent, Specialised and Heritage cinema and drive attendance of 16-19 year olds at venues within the FAN network.

How can Into Film help my organisation reach young audiences?

- By promoting your youth-facing initiatives and events through our extensive network of teacher/educator contacts
- Offering advice on how to welcome young audiences aged 5-19 into your venue, from sharing programming expertise to guidance on 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, but not limited to, school groups to your venue
- Giving you access to 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
- 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

Practical ways you can partner with Into Film

- Be a venue for the annual Into Film Festival, which welcomes 450,000 young people and educators every November
- Be a venue for themed screening programmes throughout the year (previous examples include International Women's Day and LGBT History Month – look out for opportunities via your Hub newsletter)
- Share information on discounts or promotions with us that we can promote to young people
- Speak to us about partnering on long-tail engagement projects aiming to boost 16-19 audience attendance at your events
- 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>)

What Into Film don't do

- Share contact data on schools/teachers/young people in your area (due to GDPR)
- Contact young people on your behalf directly due to child protection and child safeguarding reasons

- Lead on events that 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 for schools
- Work on projects focusing on TV, Games or Event Cinema (alternative content such as National Theatre Live)

Funding FAQs

Into Film can:

- partner with BFI FAN Film Hub Lead Organisations or Cross Fan leads on funding bids to external funders such as Heritage Lottery Fund, MEDIA, Arts Council England where both parties receive funding
- partner with BFI FAN Film Hub Lead Organisations on funding bids to Cross FAN ‘pots’ such as Screen Heritage or Major Programmes where Into Film is a named partner on the budget, *contributing ‘funds’ in-kind* – i.e. time and resource or actual monetary budget
- partner with BFI FAN FHLOs or Cross FAN leads on projects benefiting young audiences where both parties contribute funding from their own core budgets, which could include funding distinct areas (i.e. 16-19 element of wider project)

Into Film cannot:

- partner with BFI FAN Film Hub Lead Organisations on funding bids to Cross FAN ‘pots’ (i.e. Screen Heritage or Major Programmes) where Into Film receives monetary funding to deliver projects within their core remit – i.e. screenings, workshops with young people
- partner with BFI FAN FHLOs on funding bids to BFI Audience Funds or any other BFI Funds to receive additional funding to their core funding

Who can I talk to about working with Into Film?

To talk about audience development, young audiences research, ideas for UK-wide projects and the Into Film Festival flora.menzies@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	anna.rankin@intofilm.org
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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.