



CINEMA REDIS COVERED

2021 Festival Review

CELEBRATING THE RETURN OF THE BIG SCREEN
EXPERIENCE



“Brilliant, such a great programme
and an all round good vibe!” Audience Comment

Cinema Rediscovered, *‘the UK’s leading festival dedicated to classic cinema’* (Sight & Sound) returned for its postponed 5th edition in and around Bristol UNESCO City of Film.

It took place on Wed 28 July - Sun 1 Aug 2021 at cinemas including 20th Century Flicks, Clevedon’s Curzon Cinema & Arts and Watershed celebrating the return of the big screen experience before going on a UK wide tour and online c/o [MUBI](#) from Aug – Oct 2021.

See the [full programme](#).



3,976 Total Audiences for the Festival

3,816 Total Audiences for our touring /
streaming offer (to date) 113% up on 2019

1,236 Ticketed Admissions (Watershed, Curzon
Clevedon Cinema & Arts, 20th Century Flicks.)

1,101 Online Views for Public Events streamed via
Watershed YouTube (live & catch-up)

479 Online Views for Reframing Film - 252 Live views
(320 registered – 21% drop off + 227 Catch-up views

1,160 In person Views of *The World of Friese-Greene*
screened on the Big Screen and Watershed's café/bar.



28 cinemas took part in our UK & Ireland tour; a twofold increase on 2019

Over 2,316 Tour Admissions to date

Marking the passing of its maverick director Monte Hellman – *Two-Lane Blacktop* headlined *1971: The Year Hollywood Went Independent* presented by Cinema Rediscovered and Park Circus. Read more about [season](#) c/o curator Mark Cosgrove.

We were also privileged to partner with Janus Films to bring the 4K restoration of Melvin Van Peebles' rarely seen and known debut feature [The Story of The Three Day Pass](#) (1967) to the UK before he sadly passed away. The [story of the making of the film](#) is testament to that indefatigable creative spirit.

Cinema Rediscovered on tour partner venues

Aberystwyth Arts Centre

Belmont Filmhouse, Aberdeen

BFI Southbank, London

Broadway, Nottingham

Chapter, Cardiff

Cine Lumiere, London

Courtyard Cinema Hereford

Curzon Cinema & Arts, Clevedon

DCA, Dundee

Depot, Lewes

Derby Quad

Eden Court, Inverness

Exeter Phoenix

Filmhouse, Edinburgh

Glasgow Film Theatre

HOME, Manchester

Hyde Picturehouse, Leeds

ICA, London

Ipswich Film Theatre

Phoenix, Leicester

Picturehouse Central, London

QFT, Belfast

Rio cinema, London

Riverside Studios, London

Showroom, Sheffield

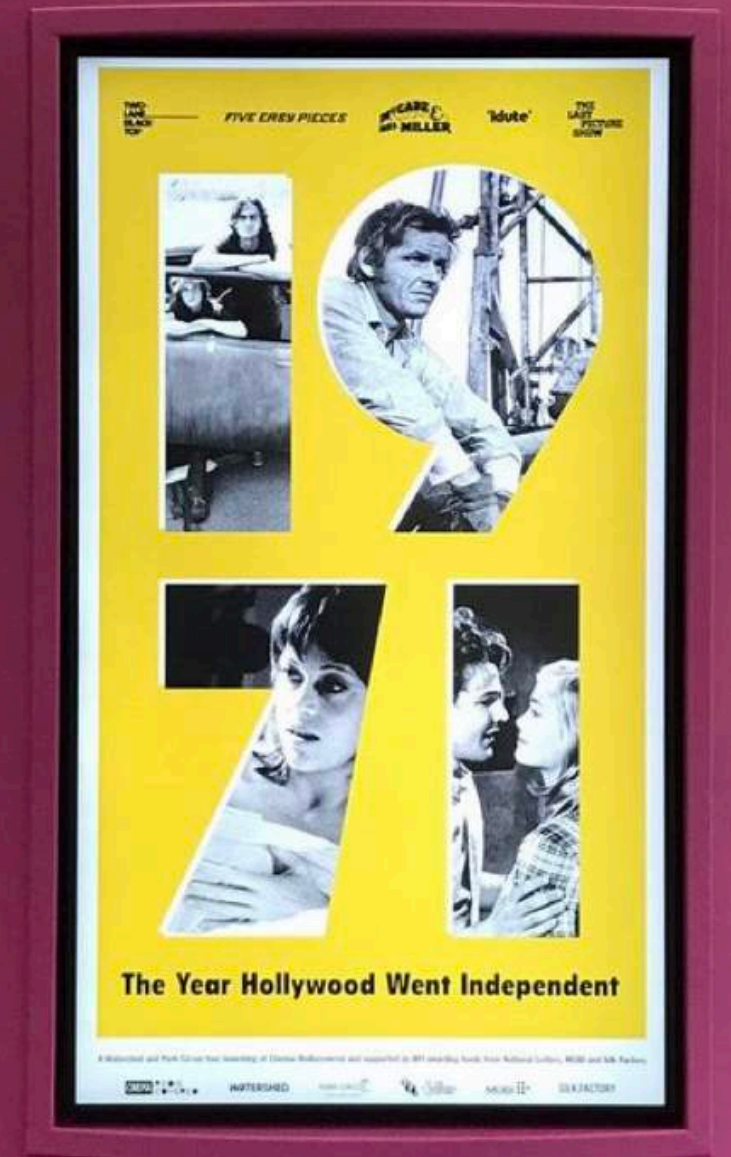
Storyhouse, Chester

Triskel Arts Centre, Cork

Watershed, Bristol

"Cinema Rediscovered has now become a key partner for Park Circus to launch new restorations but also to work in close collaboration in presenting innovative, creative and curated programmes that dive deep into the Park Circus catalogues, bringing them into a contemporary context. Their touring programme has proven to be very successful for Park Circus and is evident in the number of cinemas who participate. We now think of how we can work with the festival all year round and we look forward to how we can work with them for many years to come."

Jack Bell, Director of Theatrical Sales, Park Circus



TYKE FILMS **Tyke Films** @tykefilms · 04/09/2021
 Replying to @Annabel_always
 @CineRedis and 10 others
 What a line up - Klute on the big screen
 tho and 1971 was the year I was born 🌟
 🌟🌟

Leo 🍷 @EleonoraMig... · 03/09/2021
 Replying to @Annabel_always
 @CineRedis and 10 others
 🥰 oldies but goldies!!! Jane Fonda but
 Jack Nicholson too.

Time Out Film @Tim... · 18/08/2021
 It's 50 years on from the year that gave us
 'Two-Lane Blacktop', 'Five Easy Pieces',
 'Klute', 'McCabe & Mrs. Miller' and 'The
 Last Picture Show'.
 All five indie classics are back on the big
 screen across the UK, thanks to
 @ParkCircusFilms and @wshed



2 21 55

Rose Butler @RoseCB... · 21/09/2021
 Loooved watching MCCABE & MRS
 MILLER tonight @showroomcinema - my
 personal fave of @ParkCircusFilms
 @CineRedis 1971 season! Snowy
 Westerns are 100% the best Westerns.



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1971: The Year Hollywood Went Independent

"Really great, I loved the short introduction before Two Lane Black-Top. It was great to hear about the context of Hollywood at the time of making the film, Joni Mitchell's relationship with one of the main actors, how the film was radical and existential for the time. The film was really exciting and I hadn't experienced much like it before on the Bristol cinema scene." **Audience Comment**

Our Industry strand Reframing Film went online...

95% would recommend this type of event
70% learnt something new

"It was a really interesting and eye-opening event- TikTok feels completely demystified and I'm already thinking of ways we can engage audiences using the platform." **Participant comment (Film TikTok)**

"I feel more confident about starting conversations about new approaches to screen heritage material." **Participant comment (Lost Connections)**

479 Total Views for Reframing Film sessions (compared to 40 attendees in 2019)

252 Live views (320 registrations) + 227 Catch-up views

Sessions included *From Idea to Screen* presented as part of Park Circus' regular series focussed on rep programming, a *Rep Slate Presentation* involving STUDIOCANAL, Park Circus, Curzon, BFI, CPC London and Twelve30 plus a session on *Film TikTok* (c/o Megan Mitchell from Matchbox CineClub.)

See the [catch-up piece on BFI FAN The Bigger Picture](#) and the [full line-up](#).





22 in-person events / screenings

Including five UK Premieres of new digital restorations, cinema walks, live music to silent film, a hybrid film quiz, live and pre-recorded introductions and talks.

"A great opportunity to see a classic film on the big screen, with interesting, relevant discussion and an enthusiastic audience."

Audience Comment



Lorena Pino M
@lorenapinom

I have to say this topic its a truly discovery to me! @CineRedis
#filmtiktok #cineredis21



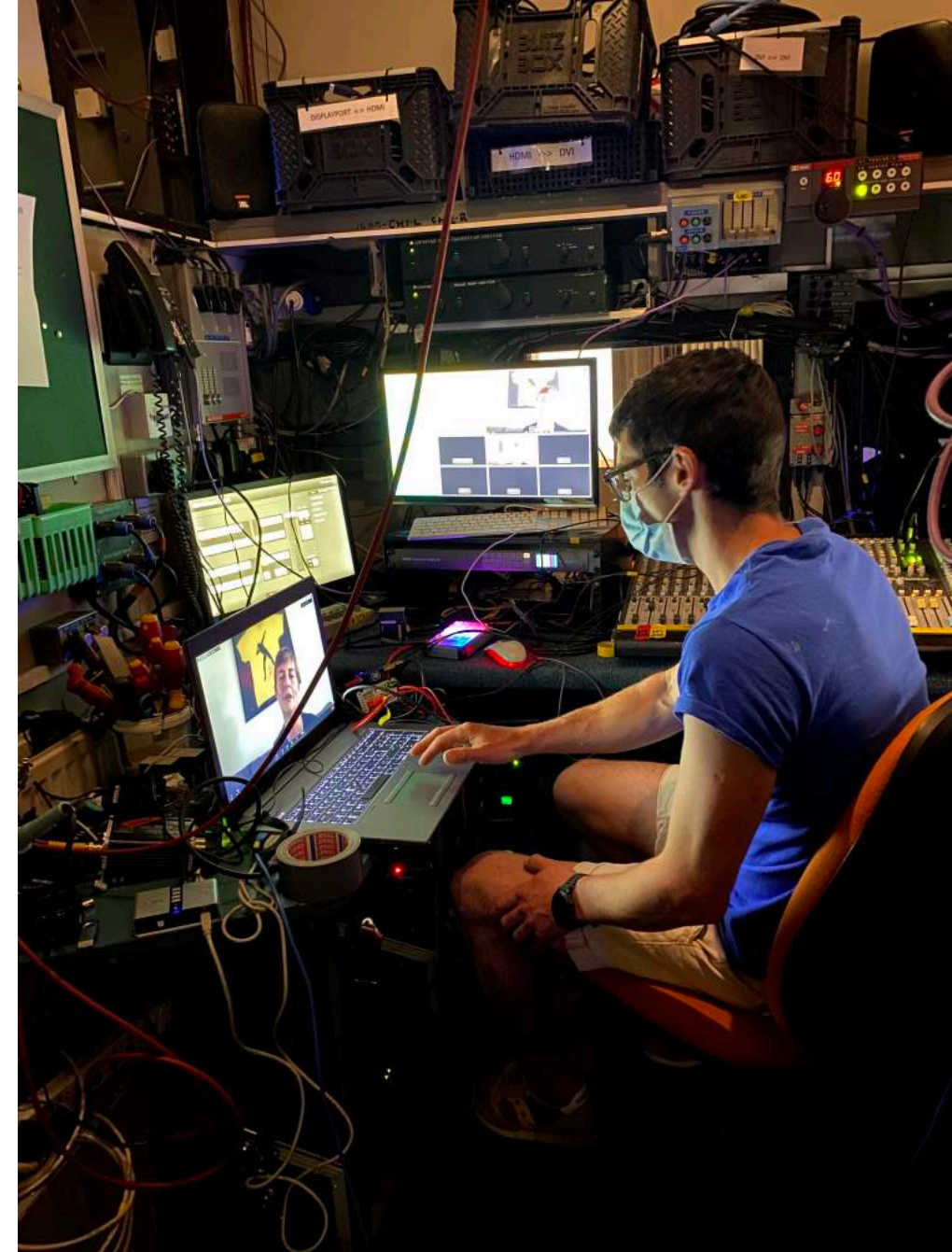
Robin Baker @robinale... · 03/07/2021
FREE online event. From VR to online video - how do @BFI National Archive curators collect and preserve today's diversity of digital moving image? Join my colleagues @SparseCinema @kerriganagain @mr_massa @NonFicPatrick @DylanCave1 at @CineRedis Fri 30/7

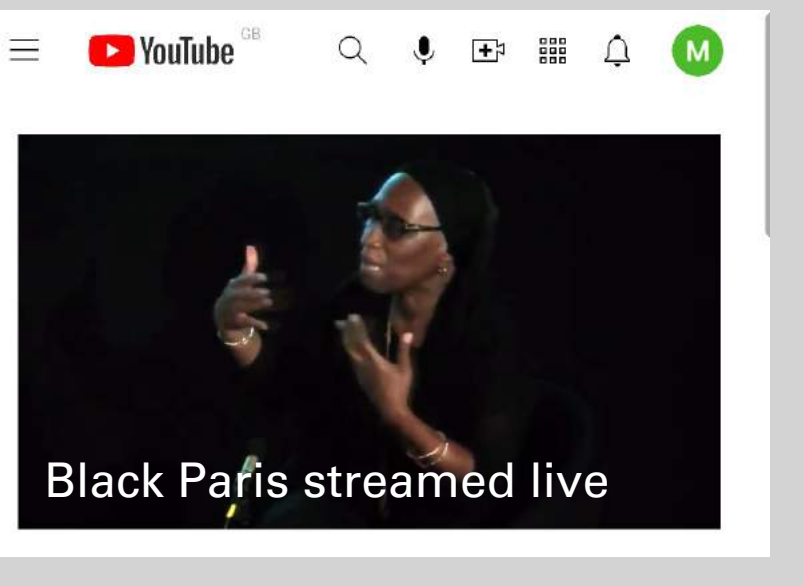


watershed.co.uk
ONLINE: Collecting Now



8 Online / Hybrid Public Events (1,101 views)





New this year: live streams

The Story of a Three-Day Pass and intro were screened simultaneously in Cinema 1 & 3 after selling out (50% capacity)

Writer/Curator Karen Alexander was in conversation with Mark Cosgrove to explore Black Paris in-venue and online (100 views)



FESTIVAL HIGHLIGHT:

938 views for Pamela Hutchinson's Philip French Memorial Lecture

"Critical writing isn't producing a text filled with factual information (though that can be interesting), it's about sharing your vision of the film with someone else. Allowing them to see it through your eyes. And in the case of the films that are showing this weekend, making a young film feel young again." Pamela Hutchinson

[Read the full transcript](#)

[Watch online with BSL Interpretation](#)



Nigel Floyd @nigelfloyd · 29/07/2021

Really enjoyed last night's live stream of the Philip French Memorial Lecture by [@pamhutch](#)

A thought-provoking exploration of "the role of film critics in rethinking and reframing film heritage."

[@CineRedis](#) [@wshed](#)

Still available to watch here:

youtube.com/watch?v=KdZ8th...



Bill Douglas Museum · 28/07/2021

Fabulous lecture on the importance of 'old' (that is 'young') cinema and why you need to understand film history to be a critic by [@PamHutch](#) [@CineRedis](#). Explore 'young' cinema here at the museum!



Pamela Hutchinson · 26/07/2021

Here's the free YouTube link to the Philip French Memorial Lecture I am giving at [@CineRedis](#) in Bristol on Wednesday [@bristolideas](#) m.youtube.com/watch?v=KdZ8th...





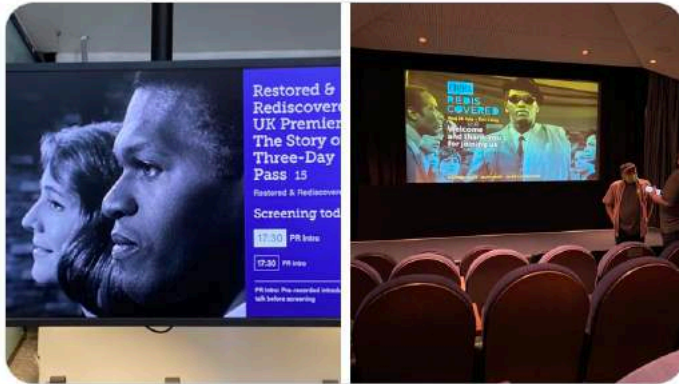
FESTIVAL HIGHLIGHT:

Beau Travail 4K restoration c/o Janus Films screened with a pre-recorded interview with Agnès Godard in partnership with the French Institute.

“Excellent! A beautiful restoration of this film, and an interesting and informative post-screening of Mark Cosgrove’s Zoom chat with Agnès Godard.”
Audience Comment



Michael Jenkins @Mic... · 31/07/2021 ...
Great to be back at the @wshed for the @CineRedis festival. Now watching an exclusive uk premiere of the legendary film maker #MelvinVanPeebles #film #cinema @msc45



Mark Fuller #FBPE #StopBrexit
@Markfuller49

Astonishing film. Angry, witty, high energy, what a debut film from MVP.....oh, I see what he did there.....and Harry Braid giving an Astonishing, complex performance of joy and rage and disappointment. Thank you @CineRedis !!



Mashiya Presents (Mo... · 31/07/2021 ...
Who needs Bologna anyway... 🤔
@CineRedis has got it covered! V excited to see The Story of a Three Day Pass with sister in tow 😊 – at Watershed



🗨️ 3 ❤️ 23 ↗️

FESTIVAL HIGHLIGHT:

The UK Premiere of Melvin Van Peebles' *The Story of a Three-Day Pass*

A new 4K restoration by IndieCollect in consultation with Mario Van Peebles, with support from the Hollywood Foreign Press Association.

With thanks to Janus Films

“It’s a great honour to be launching with a festival and team that have consistently supported/mentored my development as a programmer/writer and to screen a film that had a huge impact on me as a kid.” **Adam Murray, Bristol Black Horror Club**

Partnerships: Bristol Black Horror Club Launch



You Retweeted
AAAARGHlan Simmons · 31/07/2021 ...
Had a great time at the inaugural @BrisBlakHorrorC who put on a brilliant screening of the funky Amicus werewolf Blaxpoitation whodunit 'The Beast Must Die' at @20thCFlicks (now one of my fave places in Bristol) last night. Looking forward to plenty more werewolf breaks itf.



1 5 14

BristolBadFilmClub @... · 31/07/2021 ...
Great first event by @BrisBlakHorrorC last night at @20thCFlicks as part of @CineRedis.

First time seeing THE BEAST MUST DIE... and we totally guessed wrong about who the werewolf was.

Can't wait for the next event.

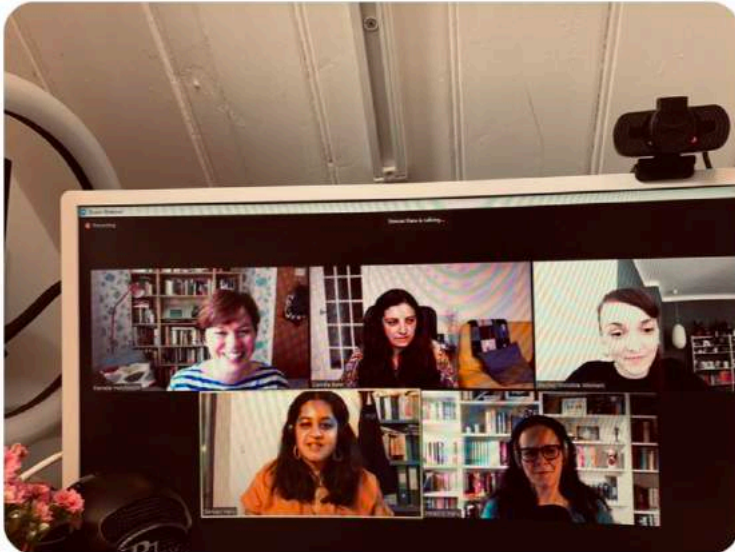


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Lorena Pino M @loren... · 30/07/2021 ...

Now attending from a little corner in the South West 🤗 'Rewriting Film History (With The Women in it)' listening to Pamela Hutchinson @PamHutch, Camilla Baier @camillabaier, Simran Hans @heavier_things, Helen O'Hara @HelenLOHara & Rachel @IW_Archives 🦹🎬 @CineRedis #cineredis21



Invisible Women @IW_... · 14/07/2021 ...

Our July Spotlight is now live! This month, to coincide with @CineRedis's 1971: The Year Hollywood Went Independent season, we're highlighting the stories of Invisible Women behind the camera in 1970s Hollywood. - it's a good one bit.ly/3yWnD1s



Invisible Women @IW_... · 23/07/2021 ...

So this was cool... It was a thrill to interview Karina Longworth, host of @RememberThisPod, about Polly Platt, hidden histories & Hollywood sexism, ahead of #CineRedis next week! We really enjoyed this chat, and we hope you do too – you can listen here: bit.ly/3zIDDdx



Partnerships: Invisible Women

Women were key to the films featured in our 1971 strand. We commissioned Invisible Women to curate/host a panel and create [bespoke editorial](#) to explore this topic including an interview with Karina Longworth.

Featuring guest contributors Helen O'Hara, Pamela Hutchinson and Simran Hans, the panel sold out online and in-venue.



Carla Mereu-Keating · 31/07/2021

Enjoying the @CineRedis cinema walk so far! Thanks to @bristolideas #BristolFilm2021 WFG's 1870s studio, long-gone cinema halls and late memorialisations



Partnerships: Bristol Ideas

Audience comments included:

"The walk was excellent, great information, great guides."

"It showed all lost cinemas of Bristol which was very interesting"

"The Open Road was a great discovery."

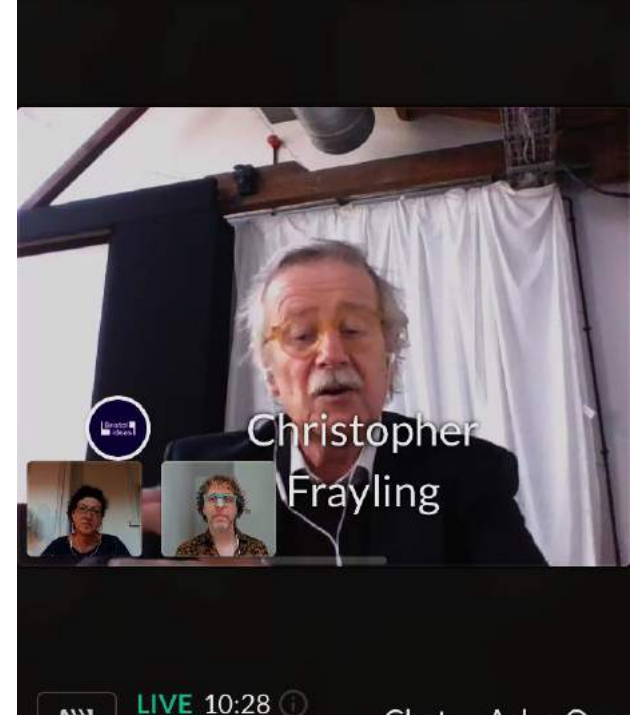
"Excellent film and lovely music expertly matched to the pictures."

The World of Friese-Greene

"An exceptional event - highlighting the local significance and the man behind early photographic experiments." **Audience Comment**

Over 1,000 people experienced *The World of Friese-Greene*, archive shorts from BFI National Archive curated by South West Silents' James Harrison screened on Bristol's Big Screen and in Watershed's Café/bar.

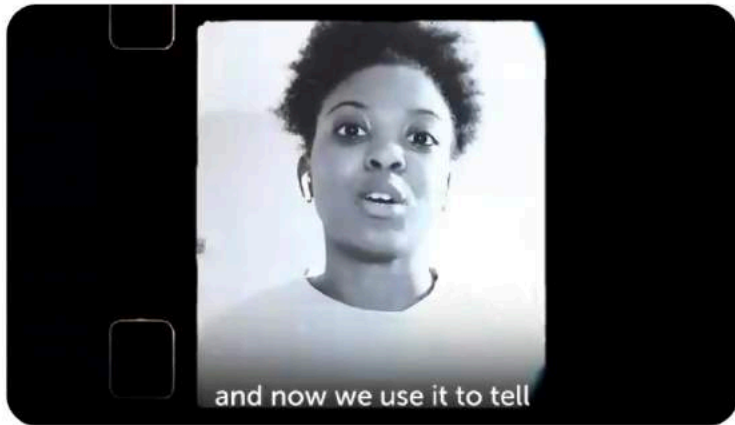
Part of [*Opening Up The Magic Box*](#) which marked the centenary of the death of Friese-Greene, in collaboration with Bristol Ideas supported by The National Lottery Heritage Fund.





Into Film South West · 22/07/2021

Our @getintofilm Young Reporters have been discovering the world of William Friese-Greene, thanks to @CineRedis starting next Weds! Find out more by 'Opening the Magic Box' with @BristolFilmCity @bristolideas @SWSilents and @Domankiewicz #BristolFilm2021 [watershed.co.uk/whatson/season...](https://www.watershed.co.uk/whatson/season...)



837 views



3



14



18



Partnerships: Into Film

"The collaboration between Into Film and Cinema Rediscovered is a highlight of the year and 2021 was no exception. It was great to explore the work of William Friese-Greene with our Young Reporters as part of the #Film2021 Bristol celebrations and join forces to encourage young people to engage with heritage and archive film."

Jane Coulter, Into Film South West

9,651 UK views on Instagram
396 Views on Twitter



Partnership with Twelve30 : Focus on Perry Henzell

"Moving and extraordinary, the film itself was great and the story behind it was touching as well. It was like finding buried treasure that someone worked very hard to unearth and restore." **Audience Comment**

We collaborated with Twelve30 to support their UK wide tour of *No Place Like Home* and MUBI to launch the online release of *The Harder They Come* on 2nd August.

[piece](#)

Festival venues

"The festival is a great opportunity for us to bring classic film into our programme with the marketing support and affordable booking terms that we need to be able to bring in these alternatives to our main programme during this uncertain period." **Oliver Treasure-Smith, Curzon Arts & Cinema, Clevedon**

Festival venues included long-standing partners 20th Century Flicks, Clevedon's Curzon Cinema & Arts and Watershed as well as Arnolfini, new this year.

As a result of the operating context, we had to cancel Film Noir UK's launch event at Arnolfini at short notice. Thankfully, *The Open Road* screened at Watershed instead and the *Who Was William Friese-Greene?* discussion moved online. Watershed hosted [Noirvember double-bill](#) with Film Noir UK later this year.





Press & Media Coverage

*“One of the most surprising qualities shared by *The Story of a Three-Day Pass* and *No Place Like Home* is the eagerness of these male directors to inhabit the female perspective.”* [The Guardian](#), Ryan Gilbey, Thu 29 July

National coverage c/o Sarah Harvey PR (as well as support from Park Circus and STUDIOCANAL) included a two-page spread in The Guardian (and front page headline) as well as Metro, The Big Issue, Time Out, [Music News](#) and [Stay Happening](#).

The festival was also featured in various online publications such as Sight & Sound Bulletin, [Celluloid Junkie](#), [The Daily – The Criterion Collection](#) and [Vague Visages](#).



Cannes Classics and a Toronto Dozen

By David Hudson

THE DAILY — JUN 24, 2021



Bill Duke's *The Killing Floor* (1984)

In the UK, Cinema Rediscovered (July 29 through August 1) will open with Wong Kar Wai's newly restored *In the Mood for Love* (2000) and then screen Leo Penn's *A Man Called Adam* (1966) and Melvin Van Peebles's *The Story of a Three Day Pass* (1967). The festival will also salute the year 1971 with five films: Monte Hellman's *Two-Lane Blacktop*, Alan J. Pakula's *Klute*, Bob Rafelson's *Five Easy Pieces*, Robert Altman's *McCabe & Mrs. Miller*, and Peter Bogdanovich's *The Last Picture Show*.



Mark Cosgrove @msc... · 04/07/2021

Wow - just a bit damn excited n buzzing that @CineRedis is in amongst such prestigious cinematic company Cannes Classics, Bologna, Toronto, Locarno and Telluride Film Fests

@wshed @BristolFilmCity 🤔🤔🤔🤔



criterion.com

Cannes Classics and a Toronto Dozen

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The Daily | The Criterion Collection

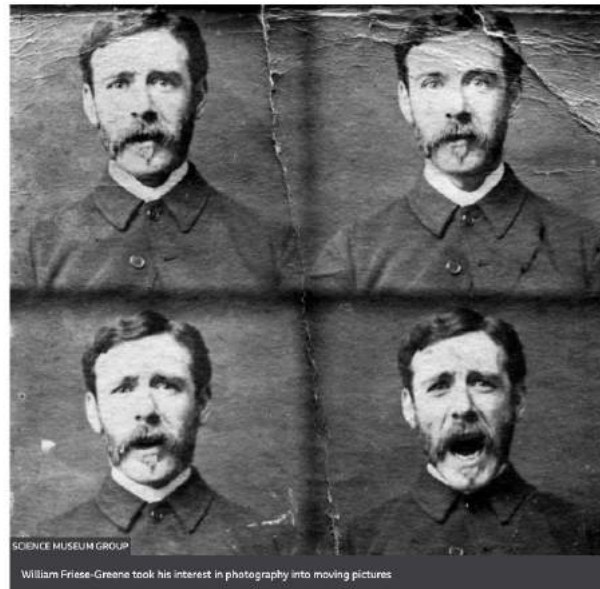
Local Press Highlights

Local press highlights included a piece on Shedding new light on life of cinema pioneer William Friese-Greene c/o [BBC News Bristol](#).

Media coverage also included [Bristol 24/7](#), North Somerset Times, Bristol Life and various local radio shows (Ujima, BCFM, BBC Bristol) and Visit Bristol.

pioneer William Friese-Greene

29 July



The life of a man some believe should be remembered as the inventor of cinema is being celebrated at a special event.

B24/7

NEWS WHAT'S ON CULTURE FOOD & DRINK BETTER BRISTOL LIVES

THERE'S A RARE SCREENING OF NICK PARK'S VERY FIRS' CINEMA REDISCOVERED

Way back during the Easter Holiday weekend of 1976, 17-year-old Nick Park set out to make his very first film. It wasn't an animation but a playful live-action Fishermen's Tale which was shot on location at Longson Marsh, near Nick's family home in Preston, Lancashire. 41 years on, the celebrated creator of Wall to Wall reported his debut for a belated premiere at this year's [Cinema Rediscovered](#).

Taking place online and at the Watershed, Arsenal, 20th Century Flicks and the Cezanne Cinema in Clevedon, the 9th annual edition of Cinema Rediscovered 28 July-Sunday 1 August, before heading off on a nationwide tour. This year sees the launch of two new organisations: The Bristol Black History Club (with Film Night UK) and The Mobbe Fellow.



Nick Park's original storyboard for 'Fishermen's Tale'

Six articles commissioned and published

Read on...

“ The More the Merrier
(1943) ”



Posted on Fri 10 Sept 2021

ARTICLE

Cinema Rediscovered 2021 Film Critics Workshop participant Angela Moore on discovering the sexiest scene in a 1940s Hollywood romantic comedy.

[Read more >](#)

“ Philip French Memorial
Lecture: Pamela Hutchinson,
28 July 2021 ”



Posted on Wed 4 Aug 2021 by Pamela Hutchinson

ARTICLE

In her Philip French Memorial Lecture launching Cinema Rediscovered 2021, author, critic and film historian Pamela Hutchinson explored the importance of looking back to understand and explore what's happening in film culture right now. Read a summary of her lecture and download or watch her full lecture below.

[Read more >](#)

“ It came after The Harder
They Come: The story of
Perry Henzell's No Place Like
Home ”



Posted on Thu 29 July 2021 by Jonathan All

ARTICLE

Celebrating the release of this wonderful film, fifty years after its filming started, and setting the record straight on Perry Henzell's erroneous status as a one-and-done filmmaker.

[Read more >](#)

“ Monte Hellman's Two-
Lane Blacktop 50 years on ”



Posted on Tue 27 July 2021 by Jason Wood

ARTICLE

Jason Wood, Creative Director at Home in Manchester and author, on the late Monte Hellman's quintessential road movie Two-Lane Blacktop (1971)

[Read more >](#)

“ 1971: The Year Hollywood
Went Independent ”



Posted on Thu 22 July 2021 by Mark Cosgrove

ARTICLE

Mark Cosgrove (Cinema Rediscovered Co-Founder) shares insights into how 1971: The Year Hollywood Went Independent came about and how that period relates to mainstream film culture today.

[Read more >](#)

“ Yaphet Kotto: A Tribute By
Adam Murray ”



Posted on Mon 19 July 2021 by Adam Murray

ARTICLE

Film programmer and writer Adam Murray pays homage to actor Yaphet Kotto who passed away earlier this year, leaving behind an incredible body of work.

[Read more >](#)

Cinema Rediscovered · 22/07/2021

In The Mood For... Cinema?

Check out the [#CineRedis2](#) trailer for a taster of the rediscoveries & restorations showing in /around [#Bristol](#) 28 July- 1st Aug & on tour

🙏 to [@silkfactoryav](#) [@audiomachine](#) , Visual Data & Lipsync for the trailer ❤️

📖 Book: WSHD.to/CineRedis



3,008 views

💬 1 ↻ 27 ❤️ 34 ↗ ||

Socials

With dedicated support from marketer Lola McKinnon (July-Aug), the @CineRedis Twitter account saw an increase in impressions to 630k in July/early August, compared with 228k impressions in June.

We gained 127 new followers in July.

Our top tweet, with 35.7k impressions, was the CineRedis21 trailer c/o Silk Factory and the 1971 season trailer also performed well.

Other unique video content received good engagement particularly under 30 secs.

Mentions rose from 104 mentions (June) to 708 mentions (July) and unique profile visits increased from 6.7k (June) to 24.5k in July as we gained followers and festival attendees, both those visiting in person and attending online events.

Socials

There is a considerable increase on our last edition where 4,000 unique profile visits were recorded in July 2019. Tagging 'influencers' such as Pamela Hutchinson, as well as high reaching partners and sponsors in posts worked well in boosting reach and engagement across platforms.

Our top follower gained in July was Aardman (71K followers) as a result of us tagging them in several posts about the world Premiere of Nick Park's *The Fisherman's Tale*.

We also put a regular output of posts on Instagram (@cineredis) and Facebook in the weeks leading up to the festival, focusing on letting striking stills and short video clips from the films speak for themselves rather than branded assets.





Invisible Women @IW_... · 28/09/2021 ...

"There is a rich history of female 'geniuses' in cinema... if only we were as willing to grant them the high status of 'genius' that we so quickly give to men." Love this write up of our [#CineRedis](#) panel from [@nadiawrites](#)



Ian Wang @iantwang · 17/09/2021 ...

Had a lot of fun working through some thoughts I've been having about TikTok for [@wshed](#)!! I try and explore what possibilities TikTok's many protean visual languages might offer for (or as) cinema, while being wary of the way it often commodifies those languages



Jake Ola Jide Abatan
@Al3atan

Had such a blast at [@CineRedis](#) this year, and have learnt so much from the Film Critics Workshop put together by [@midnightmovies](#).

I was inspired by [@PamHutch](#)'s Philip French Memorial Lecture, which explored how critics can work towards a more inclusive industry.



2021 Film Critics Programme

ONLINE FOR THE FIRST TIME – [MEET THE PARTICIPANTS](#)

“From the start of her lecture to the very last film screened at the festival, Cinema Rediscovered was a celebration of cinema and the voices that create and curate it. ”

[My Private Pantheon - Clare Brunton](#)

10 commissioned articles
as part of our Film Critics
Workshop

[There is a Dog on the Boat - Charlotte Geater](#)

[The Read on Film TikTok - Ian Wang](#)

[Revisiting New Hollywood Through a 2021 Lens: Jane Fonda's Klute - Catherine Putman](#)

[The More the Merrier \(1943\) - Angela Moore](#)

[French New Wave influences in The Story of a Three-Day Pass – Yasmin Omar](#)

[Rewriting Film History \(with the Women in it\) - Nadira Begum](#)

[Auteur\(e?\) - Jake Abatan](#)

[A swinging celebration of Black male talent – Malaika Kegode](#)



Cinema Rediscovered · 28/05/2021

Calling for aspiring & early career [#FilmCritics](#) to apply for a place on [#CineRedis21](#) 's first online edition of the Film Critics' Workshop led by [@midnightmovies](#) ; a chance to develop your voice, experiment & interact w/other creatives.

Get involved:

watershed.co.uk/jobs-opportuni...



2 77 86



MUBI UK & Ireland · 28/07/2021

We're excited to work with [@CineRedis](#) Film Critics' Workshop to offer three young critics the chance to take over our profile to tell us more about this year's programme!
Let's start with [@nadirawrites](#) and IN THE MOOD FOR LOVE, which is playing tonight at [@wshed](#) 📍

1 9 27

[Show this thread](#)

New this year: MUBI UK Social Takeovers

What did participants most enjoy...

"Making connections is an essential part of this industry and this workshop made that slightly easier. I also really enjoyed the variety of talks led by different speakers offering their insight into the industry."

"The slow vibe, allowing more time between sessions meant that things could fully sink in. Felt nourished by this."

"Getting a published (and paid!) piece out of it that I was really proud of and allowed me to talk about something I wouldn't have the chance to elsewhere."

"All of the speakers, Tara's helpful caring feedback, thinking carefully about the meaning / purpose of film criticism, free tickets to the festival."

What they got out of it & could be improved...

"I will approach my writing with a more solid understanding of why I am writing what I write and what I hope to achieve from publishing it."

"It has made me value my time more, less willing to jump on any opportunity and actually consider my options and my worth before burning myself out."

"I feel much more comfortable to pitch ideas to places now."

"I do wish we could have all met in person, but COVID made this difficult, so I understand why it wasn't possible!"

"It would have been nice to have more networking/chatting focused activities but this was difficult because Zoom rooms always feel like they need a "purpose"



Outdoor Poster Campaign

Bristol Festivals Outdoor Campaign (28 June - 11 July)

B30: CITY CENTRE: Castle St, Castle Park

STOKES CROFT: Blue Mountain

B48: ST PAULS: Lower Ashley Road (by motorway junction)

B56: EASTON: Eastern Way / Stapleton Road

B44: SOUTHVILLE: North Street

In addition, we had billboards up by Watershed and at Temple Meads Train station w/c 12th July until w/c 2nd August plus an A Board throughout the festival weekend.



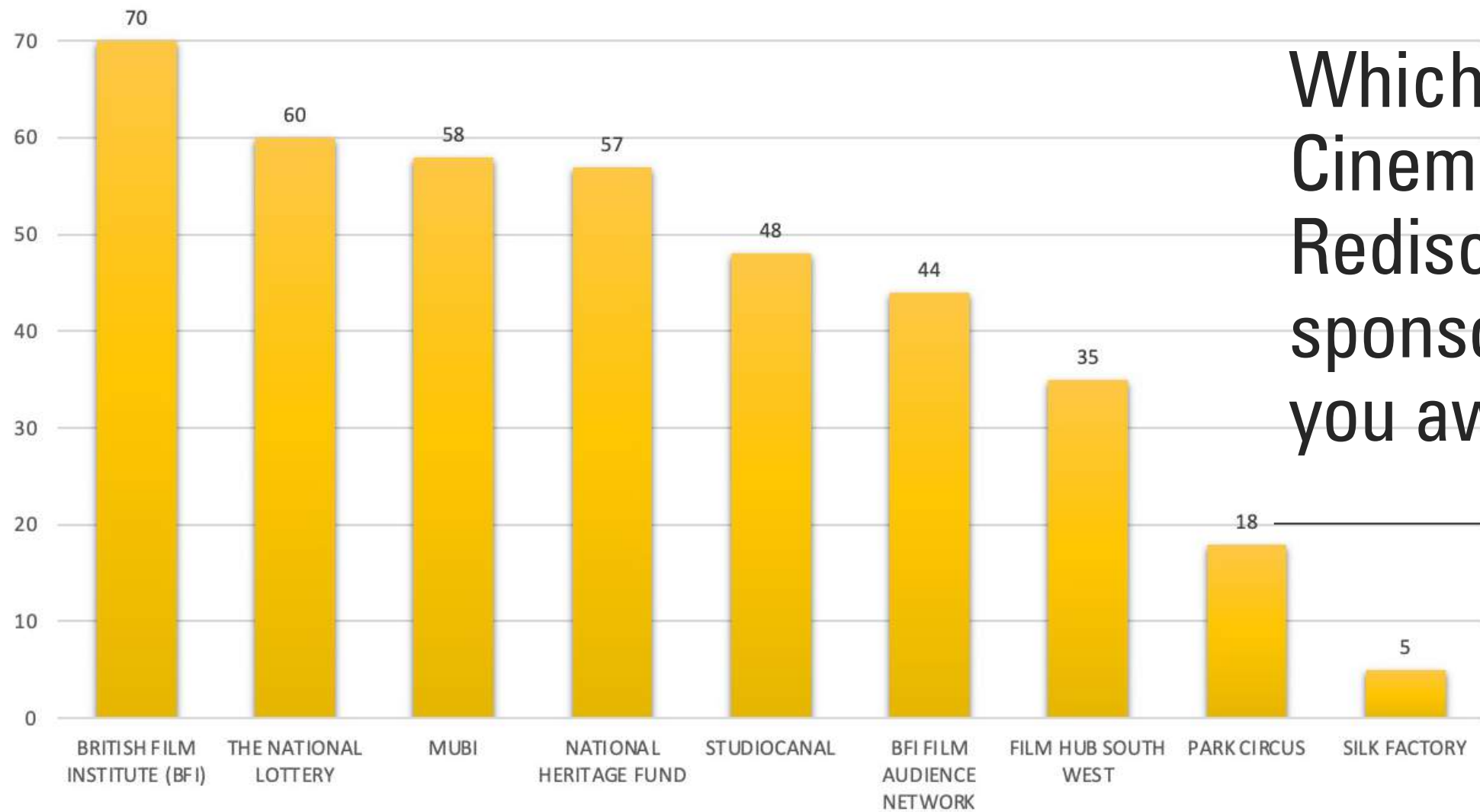
Branding

In-venue branded assets included floor and mirror stickers, t-shirts, printed schedules as well as logo slides...



Thanks to our
sponsors and
partners





Which of these
Cinema
Rediscovered
sponsors were
you aware of?



10 Key learnings

1. There's an appetite the rediscovery of classics at the cinema post COVID. Lesser known titles however require a bigger push to connect with audiences.
2. Live streaming key events created a wider impact. Pre-recorded intros and zoomed in contribution also added value to the in-venue experience. This required extra/new capacity such as post-production and access considerations (such as captioning.)
3. Our industry strand going online proved very popular resulting in 900% increase in engagement but stretched the team as the in-person festival kicked in; dedicated support is needed for producing the online strand.
4. The Film Critics workshop going online and spreading over a longer period of time proved a success particularly in terms of improving access. Paid commissions were also much appreciated. However, participants missed in person / social time.
5. Despite positive results (front page of The Guardian) c/o Sarah Harvey PR, getting National coverage proved a challenge. Some of this was due to shorter lead times/the operating context, a slimmed down programme / less high profile guests in person but we are also noticing a trend less national of outlets covering region based film events.



10 Key learnings

6. Curatorial collaborations with Park Circus (*1971: The Year Hollywood Went Independent* touring package) and MUBI (*The Harder They Come*) had a significant impact on the profile of the festival and audience reach.

7. Getting 28 venues onboard for the tour (a twofold increase on 2019) was impressive given the operating context but resources were stretched. Beyond providing assets and favourable terms, we need to secure more resources towards marketing, press and local events to maximise audience engagement with a focus on smaller regional site.

8. The festival trailers c/o Silk Factory proved effective in cinema and online performing well across socials. Getting official clearance from multiple studios on the 1971 trailer was time consuming but worth the effort.

9. Using the venue teams rather than volunteers to manage welcome/info point worked well. We did however use some volunteers for specific elements such as post-production via Films At 59. We hope to build on this and look at more specialised volunteering roles in future.

10. Open calls opportunities (Film Critics Workshop) and commissions (writing, event curation) and partnerships (Into Film, Invisible Women, Bristol Black Horror Club) are effective in connecting with younger and more diverse groups.



AUDIENCE
SURVEY

film

cinema rediscovered

watershed

92 RESPONSES / APPX 4% RATE)

Audience Survey

A few highlights

97% rated their
experience as Very
Good or Good

98% would attend an
event like this again





18.5% of surveyed attendees had not visited the venue before

**Top 4 ways of finding out
about the festival:**

Watershed Newsletter 36%

Word of Mouth 25%

Browsing Watershed 24%

Twitter 14%

Audience Feedback

"Really nice to spend a summer's day watching a film about Jazz music."

"First time I attended and was very happy to follow a lively and naturally flowing discussion between great & thoughtful panellists."

"Every film was great and the talks were especially good and interesting. Less overwhelming than some larger festivals too!"

"It was one of my first post-COVID cinema visits and I can only commend the team for managing to get a 'live' festival back in the cinemas. A real joy."

"Really appreciated the thoughtful way in which the event was curated, with really interesting intros and interviews throughout."

"Really good. Great to be inching back to normality, and the programme was well put together."



Audience responses to our online offering

"Excellent! Felt privileged to be able to watch the talks live on YouTube/Zoom."

"Very grateful the streaming option was provided so I could still take part!"

"Very pleased to be able to access events I couldn't have travelled to in person. Talks were on interesting subjects and well delivered."

"It was great to have the opportunity to participate remotely. I've never attended the event before, mostly because I'm not local to Bristol. The quality of the remote event was excellent."

"Was fun to participate remotely and the two people running the quiz were fun and engaging."

Some constructive criticism...

"Excellent...just a pity we could attend more events."

"Amazing choice of films and speakers but not enough screenings. So many screenings had sold out before I even noticed them promoted on social channels. "

"Wonderful selection of movies, and great additional events, such as the cinema walk and the focus on Friese-Greene. loved it! Sadly, too much to choose from."

"I was very pleased to attend as many films as possible. Some disappointed, some shone. I'd do it again tho'..."

"Excellent, well chaired, great talk and Q&A afterwards, like the text question system. Be good if number could be on screen in an insert during Q&A so could participate."



Very good 57%

Good 14%

Neither Good or Poor 8%

Not applicable 21%

Thoughts on our Covid-Safety Measures

"This was my first screening since pre-covid and I'm glad to say I was extremely impressed with the staff at Watershed and the safety measures which was very reassuring."

"It was fine. Not 100% comfortable with cinemas."

"Social distancing was always maintained which made the screenings more comfortable."

"Loved it, just a shame we had to wear a mask"