



LONDON

FAN Young Audiences Information Pack

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Image courtesy of Into Film

Overview

This information pack aims to provide a basic understanding of who young audiences are and how to approach programming for them via links to organisations that run successful young audience film activity.

This pack will address the following areas:

- **Film Programming** for Family & Children, 8+, 11+ and 16+
- Working with **Schools**
- Setting up **Young Programming** or **Youth Advisory groups**
- **Safeguarding**
- **Licensing** for non-cinema venues

Young Audiences

In line with the BFI's Screen Culture 2033 strategy, young audiences are those aged **25 and under**.

For programming purposes this audience is divided further into the following segments and ages:

Family and Children (4 - 8 years)

8 years +

11 years +

16 years +

Film Programming: Family & Children

Family and Children audiences are considered **aged 4 - 8 years**. This is Primary school age.

For Programming support check the [FAN Family + Children Film List](#)

- Popular titles for this age including non-mainstream Eur, Int and archive films
- Age recommendations, certificate & distributor information
- Live document regularly updated by the Young Audience Champion



Paddington 2, Studio Canal

Family & Children

For further inspiration of engaging film titles for this audience, the following organisations run successful family film programmes or film catalogues bespoke to young audiences that are wide-ranging in titles that go beyond the mainstream.

[ECFA](#): European Children's Film Association hosts a database of International and European children's film.

[Into Film](#): Film catalogue aimed at 4 - 16 years including downloadable resources and reviews by young people.

[Barbican Cinema](#): Well established weekly Family Film Club held every Saturday. Also curates Family Film Week every October half term.

Family & Children

[Discovery Film Festival](#): Dundee-based Children's Film Festival held in October screening new short and feature films for 3 - 10 years.

[Small World Cinema](#): South-London family film club and festival. Focus is non-mainstream films with workshops & activities.

[Flatpack Festival – Colourbox Programme](#)
Birmingham-based programme of screenings and interactive workshops aimed at 6+.

[Cambridge Family Film Festival](#)
Held Oct half term – programme of free screenings and activities.

UK Animation Festivals: [Manchester](#), [Cardiff](#), [London](#)

Tips for Family & Children audiences

Screen Times

- **Weekend** Saturday or Sunday morning. **10am or 2pm start** work best.
- **Weekday morning** slots are great for **Toddler/Pre-School (age 2 - 3 years)** or **Parent & Baby screenings**. 10am starts - ideally end before midday.

Venue – is it child-friendly?

- Think about **access for prams**, is there space for them and is there **baby-changing**?
- **Warm & friendly atmosphere** is key. Children made to feel welcome and safe, allow screenings to be noisy, expect children to move around.
- **Child friendly snacks** and drinks available to buy. Coffee available for grown-ups!

Marketing & Outreach

- **Parents are the gatekeepers** so aim at them via posters/leaflets in places they will be with young children e.g. Libraries, Soft Play, Swimming pools, kid-friendly cafes
- Best social media is **Facebook** and **Whatsapp** via local community groups.

Tips for Family & Children audiences

Added value

This audience is used to events that are interactive and parents prioritise events that provide affordable added value. This can be delivered in a simple, budget-friendly way:

- **A fun, upbeat introduction** including: a wave at the projection booth, a question to the audience (where have you come from? who is excited?), upbeat music in the auditorium
- **Bingo Cards** - sheets with pictures of what they will see in the film
- **Colouring-in sheets** linked to the film or of the cinema
- **Stickers** for attending the screening
- **Lights up & sound low** during the screening as this will make the environment more relaxed
- **Post-screening crafting activity.** See the website [twinkl](https://www.twinkl.com) for craft ideas.

Further resources

[Family Programming Beyond the Mainstream](#)

FAN Resource setting out how to design and run a non-mainstream family and children's film programme with further links to organisations that host successful family screenings.

[Kids Kino Toolbox](#)

Excellent resource on how to set up and run film programmes for young audiences. Written by a collective of Swedish curators and venues that run successful screenings for young people.



Ron's Gone Wrong, The Walt Disney Studios

Film Programming: 8+ and 11+

8+ primary school age, still accompanied by adults, PG certificates most appropriate.

11+ moving into Secondary school, are young but aspire for older content, more independent but those aged 11-12 still accompanied by adults. Most 12As work but beware of sexual or violent content.

Examples of successful programmes for these ages:

- [Glasgow Youth Film Festival](#)
- [Into Film](#)
- [Exeter Phoenix, Young & Animated Film Club](#)
- [Leeds Young Film Festival](#)
- [Cinemagic](#)



Tips for 8+ and 11+

Screen Times

- **Weekend screenings**, after lunchtime **2pm – 4pm**. Mornings also work but tend to be prioritised for sport/hobby clubs.

Marketing & Outreach

- **Poster Quads**: this audience learn about films through trailers (online, in venue) or poster quads they pass on the way to school.
- Best social media for this age group: **Youtube, TikTok, Snapchat**
- This audience are still managed by parents and can be accessed via marketing on local **Facebook groups**
- **Group ticket deals** - cinema is a social event for this age group, one adult can bring multiple children, or if aged 12+ may come unaccompanied with a friend
- **Youth Groups** and **Schools** are where this audience spend most of their time. Can you host a school screening or provide a discount for a local youth group?

Tips for 8+ and 11+

Added value

- **Review post-cards** - this age love an opinion! Have a wall where audiences can share their thoughts on the films they have viewed.
- **Post screening crafting** sessions still work well for the 8 – 10 audience. Think Primary school level of activity (see Education site [twinkl](#) or [Into Film](#) for ideas).
- **Filmmaking workshop** work well for this audience as they are old enough to work the equipment and understand storyboarding etc.

Venue

- This audience are at home at multiplexes, ensure your venue is **welcoming, unstuffy, not intimidating** to them.
- Have posters in the venue that are **age-appropriate** and aimed at them.

Film Programming: 16+

The following organisations run successful programmes for teenagers aged 16+:

- [Glasgow Youth Film Festival](#)
- [Leeds Young Film Festival](#)
- [Chronic Youth Film Festival](#)
- [TAPE Collective](#)
- [UNDR LNDN](#)
- [Young Film Network South East](#)

Key to success with this audience is the inclusion of **youth voice** in the programming or the venue . See **slide 16** for resources on how to achieve this.



Tips for 16+ audiences

Screen Times

- **Weekend afternoon**
- **Friday/Saturday** main evening
- Avoid temptation for after school screenings as up against school clubs & revision. However, after school can work as a slot for running a young programmers group.

Marketing & Outreach

- Partnerships with **local youth groups**
- **Youth-brand tie-ins** - this audience love a freebie!
- Best social media: **TikTok, Instagram**
- **Letterboxed** - hugely popular film list sharing app:
 - Creating a profile for your venue allows audiences to tag it when they have watched a film in your screen.
 - 16+ audiences enjoy the cult of building a library of films watched
 - Letterboxed has helped this age group to engage with repertory cinema.

Tips for 16+ audiences

Added value

- Incorporate **youth voice** into your programme by setting up a young programming group or youth film festival. See **slide 16** for support.
- **Filmmaking workshops:** workshops with a focus on screening the work to an audience are popular with this audience. Could your venue become a host for [BFI Film Academy](#) workshops and events?
- **Extended intros:** these work better than Q&As (this audience take a while to warm up to ask questions) but still provide access to talent. Offering a smaller **post-screening workshop** where there is more focus and structure encourages greater engagement from this audience.

Working with Schools

Working with local schools is a great way to introduce young audiences to your venue.

A surefire way of accessing schools is working with the Film Education charity [Into Film](#). They have a network of schools across the UK and run free screenings and film activity throughout the year including the Into Film Festival in November.

[Into Film](#) screenings have to be **free**, however they will organise the film, talent and inviting the schools.

There is an Into Film Coordinator for every region - to contact them email info@intofilm.org.



Image courtesy of Into Film

Young Programming Groups

[FAN Guide to working with young people](#)

This resource is a guide to how to engage young people aged 16 - 30 in your venue via [Young Programming](#) or [Youth Advisory](#) groups.

Includes support on:

- Approaches to incorporating youth voice effectively
- Processes and formats
- Safeguarding
- Recruitment

Image of Barbican Young Programmers 2024.



Image courtesy of Alan Torres

Safeguarding

If your organisation has regular contact with the public, you have a crucial role to play in the support, identification and reporting of children, young people and adults who may be at risk of harm.

Best practice in safeguarding means committing to both a legal and moral responsibility to all paid staff, volunteers and visitors/audiences. See the following slides for how to ensure your venue is safeguarded.

A note for Family Screenings

Where adults are in attendance with children safeguarding is the responsibility of the adult attending with the child.

Resources & Training

[FAN Guide to Safeguarding for Film Exhibitors](#)

This is a comprehensive guide to safeguarding which provides guidance across all age groups and includes a checklist of needs and links to further training if required.

[NSPCC Training: Safeguarding Young Adults 16 – 25 Year olds](#)

We highly recommend any organisations undertaking projects or activity with young people aged 16 – 25 complete this NSPCC online training course.

Licensing - non Cinema venues

If you are planning a screening of a film to a public audience in a non-theatrical venue you must have a licence to screen the film.

[Single Title Licence](#) provided by [FilmBank Media](#) allows you to screen a film from the FilmBank Media catalogue on a per screening basis.

[Cost from £87](#) (varies depending on title). This allows you to advertise the screening and charge an admission fee.



Image courtesy of Small World Cinema

Further support

If you are a FAN member looking for further support in developing young audiences for your venue please email:

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FAN Young Audience Champion

Film Hub
London

