



THE TIME IS NOW

**ACTIVITY REPORT
& EVALUATION**



INTRODUCTION

THE TIME IS NOW is a season of films and events exploring and celebrating the role women play in affecting change around the world. Films were screened in venues around the UK from October 2015, with the launch of **SUFFRAGETTE**, through to January 2016.

We believe that film is a very effective way of understanding challenging subject matter. After watching a film we're often left wanting to know more and to engage with others that have shared the experience.

Society has made great strides towards equality in recent years but there's always more work to be done. We hope that by sharing more about the subject - its challenges and developments, we can all take a step closer to a more equal world.

The TTIN Team

TTIN TEAM

PROJECT TEAM

Joan Parsons - Project Curator
Nicky Beaumont - Project Manager
Nicky Harrison - PR
Laura Rothwell - Social Media
Anna Kime - Film Hub North Manager
Laura Hegarty - Programme Assistant
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SHOWROOM CINEMA MARKETING TEAM

Ralph Parmar - Marketing Manager
Charlotte Ashcroft - Digital Marketing Coordinator

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THE TIME IS NOW is a UK-wide film project, that launched in October 2015, celebrating women forcing change, curated and produced by **Showroom Workstation** and **Film Hub North** in partnership with **Pathé** and **Twentieth Century Fox**. **THE TIME IS NOW** is a **BFI Film Audience Network** initiative with the support of the **BFI**, awarding funds from **The National Lottery**.

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ABOUT THE TIME IS NOW

In partnership with the new releases of **SUFFRAGETTE** and **HE NAMED ME MALALA**, **THE TIME IS NOW** project aimed to engage young female audiences with a film programme that foregrounded the role women play in affecting change, giving both a historical and global perspective of the ongoing struggle for gender equality.

THE TIME IS NOW enabled venue partners to work with new release films in a new way. Support from the project, both in terms of hands on staff time and allocation of funds, helped venues broaden their film programmes and enhance their audience's experience by offering learning opportunities.

The three main strategic partners on the project were **Pathé**, **Fox Searchlight** and **Into Film**. Both Pathé and Fox Searchlight agreed to support the project with funds from their marketing budgets with the understanding that **THE TIME IS NOW** would target young female audiences with their audience development initiatives. These included the production and distribution of a

zine, the development of a web app, a social media campaign, and special events in cinemas to support screenings of **SUFFRAGETTE** and **HE NAMED ME MALALA**.

Both the production of the zine and the web app content located **THE TIME IS NOW** project within the context of the new wave of feminism; with an emphasis on discussing issues rather than simply being a film platform, the project targeted and engaged with audiences that may not necessarily be film audiences.

AIMS

INCREASE AUDIENCE CHOICE

by encouraging venues to programme contextual screenings around the release of **SUFFRAGETTE**.

INCREASE THE DIVERSITY OF FILM ON OFFER IN CINEMAS

by encouraging bookings from a varied menu of film titles including documentary, foreign language and world cinema, and archive films.

ENGAGE NEW AUDIENCES BY CREATING DEBATE & DISCUSSION

around the theme of gender equality with a series of special events including previews, live soundtracks, screen talks, and panel discussions.

The project succeeded in its aim of increasing audience choice and access to film programmed on a gender equality theme with events and screenings taking place in over fifty locations across the UK. Locations ranged from commercial cinemas including Curzon and Picturehouse venues, to leading independent cinemas such as Showroom (Sheffield), HOME (Manchester), and The Watershed (Bristol), to community cinemas and film societies such as Masham Town Hall and Lincoln Film Society.

The diversity of film on offer was increased with all 21 films made available through **THE TIME IS NOW** film menu being selected to screen in at least one location. The menu included

foreign language and world cinema (**FATIMA, SEPIDEH, PERSEPOLIS, OFFSIDE, WADJDA**), archive (**MAKE MORE NOISE, DIE SUFFRAGETTE**), British films (**SUFFRAGETTE, BEND IT LIKE BECKHAM, MADE IN DAGENHAM**), and documentary (**HE NAMED ME MALALA, VESSEL, DREAMCATCHER, PUSSY RIOT A PUNK PRAYER**).

In addition to this several of the venue partners in the project programmed films related to the gender equality theme that hadn't appeared on the menu. We had hoped at the outset of the project to inspire programmers to work with the theme and these 'off menu' selections demonstrate that this happened. In total 29 film titles

screened across the 4 month period of the project.

Some of the additional films were new releases that the venue partners worked into the season, including screenings of **CAROL** and a preview of **JANIS: LITTLE GIRL BLUE**. This demonstrates the potential for the project to keep growing beyond the bounds of the funded period as new relevant releases could utilise the web app and social platforms we have built.

GROW AUDIENCES OF WOMEN UNDER 35 AND TEENAGE GIRLS

for both the release of **SUFFRAGETTE** and for films within the season.

HAVE A MEASURED IMPACT ON THE RELEASE OF *SUFFRAGETTE*

by extending the film's reach with a particular emphasis in growing regional audiences and female audiences under 35.

FILM PROGRAMME

EDUCATION POLITICS & LAW PROTEST SPORT

[Arranged in a chronological timeline. Left to right]



1913

DIE SUFFRAGETTE

Dir: Urban Gad / 1913 / Germany



1983

CARRY GREENHAM HOME

Dir: Beeban Kidron / 1983 / UK



1991

THELMA AND LOUISE

Dir: Ridley Scott / 1991 / USA, France



2007

PERSEPOLIS

Dir: Vincent Paronnaud, Marjane Satrapi / 2007 / France, USA



2010

MADE IN DAGENHAM

Dir: Nigel Cole / 2010 / UK



2012

FREE ANGELA & ALL POLITICAL PRISONERS

Dir: Shola Lynch / 2012 / USA, FRANCE



2014

VESSEL

Dir: Diana Whitten / 2014 / USA, Tanzania, Spain, Portugal, Poland, Pakistan, Netherlands, Ireland, Indonesia, Ecuador



GETT: THE TRIAL OF VIVIAN AMSALEM

Dir: Ronit Elkabetz, Shlomi Elkabetz / 2014 / Israel, France, Germany



SUPREME PRICE

Dir: Joanna Lipper / 2014 / USA, Nigeria



DREAMCATCHER

Dir: Kim Longinotto / 2015 / UK, USA



MAKE MORE NOISE: SUFFRAGETTES IN SILENT FILM

Dir: various / 2015 / UK



GIRLHOOD

Dir: Céline Sciamma / 2015 / France

2002



WHALE RIDER

Dir. Niki Caro / 2002 / New Zealand, Germany



BEND IT LIKE BECKHAM

Dir. Gurinder Chadha / 2002 / UK, Germany, USA

2006



OFFSIDE

Dir. Jafar Panahi / 2006 / Iran



WADJDA

Dir. Haifaa Al-Mansour / 2012 / Saudi Arabia, Germany, USA, United Arab Emirates, Jordan, Netherlands



2013

PUSSY RIOT: A PUNK PRAYER

Dir. Mike Lerner, Maxim Pozdorovkin / 2013 / Russia, UK



SEPIDEN

Dir. Berit Madsen / 2013 / Denmark, Norway, Sweden, Germany, Iran



DIFRET

Dir. Zeresenay Mehari / 2014 / USA



IN THE TURN

Dir. Erica Tremblay / 2014 / USA



2015

FATIMA

Dir. Philippe Faucon / 2015 / France



SUFFRAGETTE

Dir. Sarah Gavron / 2015 / UK



HE NAMED ME MALALA

Dir. Davis Guggenheim / 2015 / USA



JANIS: LITTLE GIRL BLUE

Dir. Amy Berg / 2015 / USA



THE HUNTING GROUND

Dir. Kirby Dick / 2015 / USA



CAROL

Dir. Todd Haynes / 2015 / USA

FILM PROGRAMME

PRODUCTION FROM AROUND THE WORLD



FILM

- DIE SUFFRAGETTE
- CARRY GREENHAM HOME
- THELMA AND LOUISE
- WHALE RIDER
- BEND IT LIKE BECKHAM
- OFFSIDE
- PERSEPOLIS
- MADE IN DAGENHAM
- FREE ANGEL A AND ALL POLITICAL PRISONERS
- WADJDA
- PUSSY RIOT: A PUNK PRAYER
- SEPIDEH
- VESSEL
- GETT: THE TRIAL OF VIVIAN AMSALEM
- SUPREME PRICE
- DIFRET
- IN THE TURN
- FATIMA
- DREAMCATCHER
- MAKE MORE NOISE: SUFFRAGETTES IN SILENT FILM
- GIRLHOOD
- SUFFRAGETTE
- HE NAMED ME MALALA
- JANIS: LITTLE GIRL BLUE
- THE HUNTING GROUND
- CAROL

ECUADOR 1

SPOKEN LANGUAGE

- AMHARIC 1
- ARABIC 3
- ENGLISH 17
- FRENCH 4
- GERMAN 1
- HEBREW 1
- MAORI 1
- PERSIAN 3
- RUSSIAN 1
- SILENT 2

NIGERIA 1

PORTUGAL 1

FRANCE 5

IRELAND 1

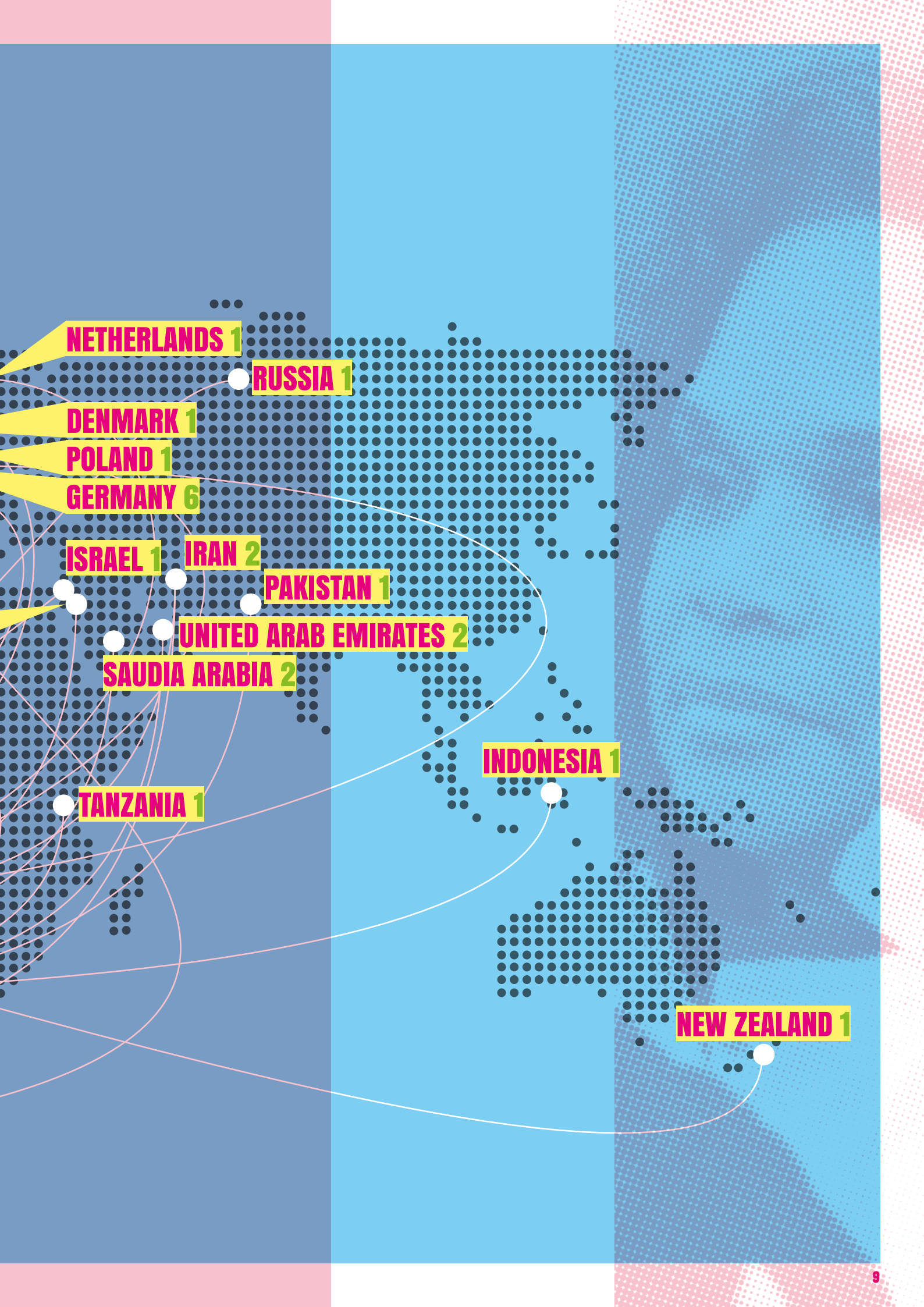
UK 6

NORWAY 1

SWEDEN 1

JORDAN 1

SPAIN 1



NETHERLANDS 1

RUSSIA 1

DENMARK 1

POLAND 1

GERMANY 6

ISRAEL 1

IRAN 2

PAKISTAN 1

UNITED ARAB EMIRATES 2

SAUDIA ARABIA 2

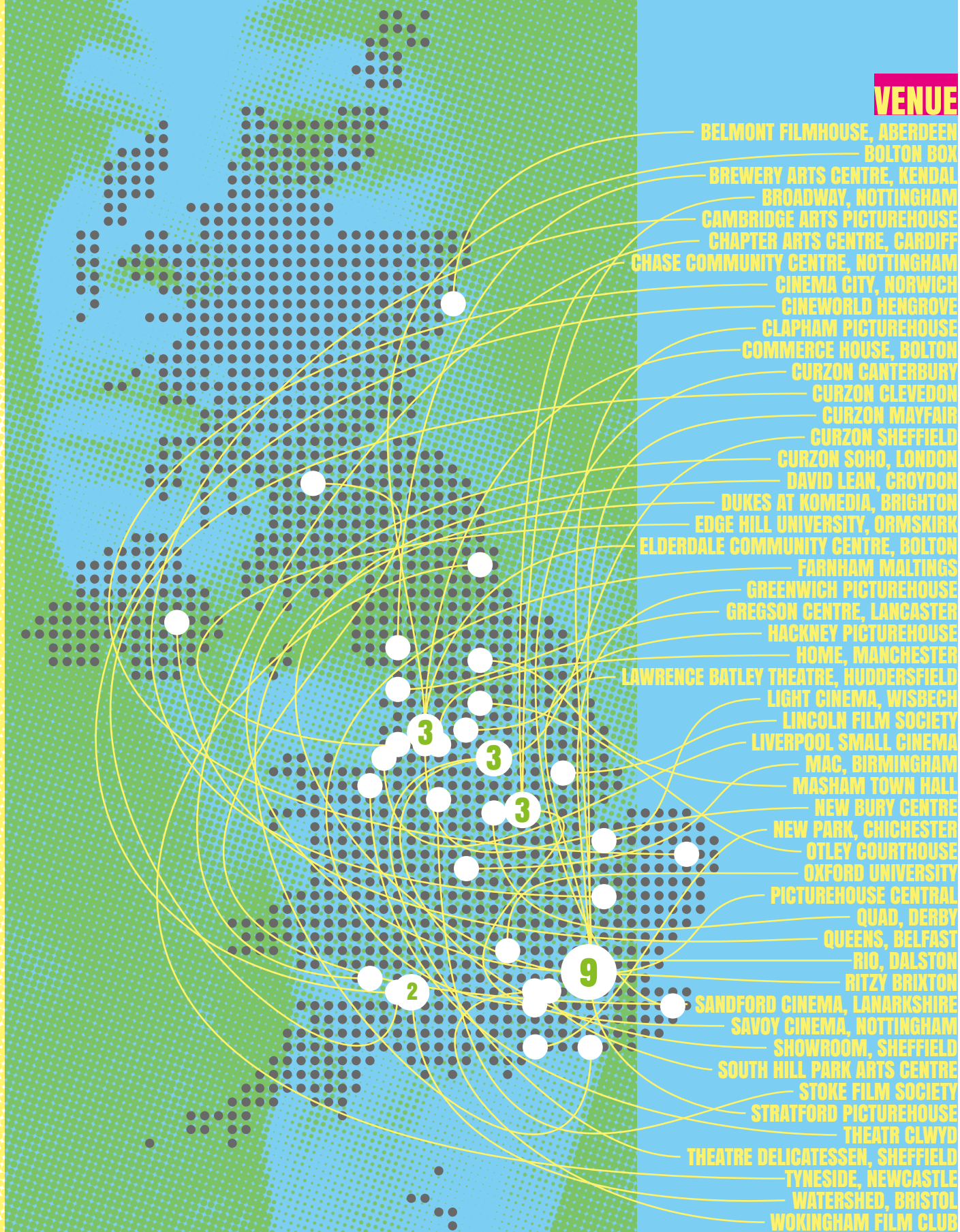
INDONESIA 1

TANZANIA 1

NEW ZEALAND 1

TTIN PARTNER VENUES

TTIN successfully established partnerships with venues across the UK, with many venues drawing in customers from beyond their immediate catchment area for TTIN screenings and events.



In the vast majority of cases the venues themselves organised their own events. However, we did work with some production partners who produced events on our behalf in various regional and London locations. These included:



86% OF THE VENUE PARTNERS WHO RESPONDED TO OUR FEEDBACK SURVEY SAID THE PROJECT ENABLED THEM TO PUT ON A SCREENING OR EVENT THEY WOULD NOT HAVE DONE OTHERWISE.

FEEDBACK FROM VENUES

"Being able to get funding to support a post film discussion was really helpful. It enabled us to think in a different way and put on the film as part of an event, and not just show the film on it's own. We used it as a precursor for a weekend of activities which will take place in March to mark International Women's Day, to celebrate women's achievements both locally and worldwide. We had a lot of positive feedback after the event which was a sell out, and attracted some younger women as well as the usual people who often come to Otley Courthouse events. We gave out the ribbons, zines and badges to women as they came in and this created a buzz which set the whole event off to a good start. People were given the opportunity to go home after the film and not stay for the discussion, but most did and this resulted in an interesting Q&A which involved the audience as well as the speakers in the debate. All very useful, thank you! And now we're looking forward to the March events even more...."
(Otley Courthouse)

"The project funding allowed us to secure exciting guest speakers which helped draw younger audiences to Mac. The zine was very well received by audiences and the promotion really helped drive numbers. Working with TTIN team was great, excellent communication and support. Thanks!"
(Mac, Birmingham)

"As a gender equality-focused film club by design, we were already planning to screen 3 of the films on the list of suggested films, but the funding available through The Time is Now really helped us to create bigger and more value-added events for our audiences by welcoming expert speakers and panellists. It was also fantastic to see a widely promoted national programme around celebrating women fighting for their rights in film, which was helping to encourage and stimulate film programmers around the country to put on more films by and about women. I sincerely hope this helped at least a few groups realise the general lack of film programming efforts that give equal weight to telling women's stories and encourages them to consider this more in their programming in future. And I really hope projects like The Time is Now continue to be funded, because representing everyone's stories equally is essential if we are to create a world in which everyone's lives are treated with equal dignity and respect. Thank-you!!!"
(Reel Equality Film Club)

"Club des Femmes were delighted to participate in TTIN - Nicky Beaumont was extremely helpful and efficient and Ed was really good in helping us get around the TTIN website- which was excellent btw. Our Greenham weekend was probably one of the best Club des Femmes we have ever produced as we brought so many Greenham women back together (we received many personal testimonies on social media) and introduced to younger audiences the feminist legacies and art activism from the women's peace camp. In fact it was such a success that we plan to continue exploring Greenham in a pop up installation. So thank you very much for including us in the season."
(Club des Femmes)

"It was an excellent experience for us at ICE, Edge Hill University. Highly competent folk to work with who gave great ideas and support, and connected us to excellent speakers, eg Mia Bays. With attendance of around 90 for 'He Names Me Malala' and a sell out for 'Suffragette', plus two great panels, including Edge Hill University colleagues and two external speakers, the whole thing worked very well."
(Edge Hill University, Ormskirk)

TTIN PROJECT OUTPUTS

THE DEVELOPMENT OF A NEW WEB APP WWW.TTIN.UK

The web app was developed as a platform where venue partners could post their **TTIN** events; audiences could contribute to the debate generated around the films in the programme; and demographic data could be captured.



THE PUBLICATION OF A 'ZINE' AIMED AT A YOUNG FEMALE READERSHIP

with the aim of finding new audiences for film amongst the active feminist youth community.



LIVE SOUNDTRACK EVENTS TO ACCOMPANY THE BFI ARCHIVE RELEASE *MAKE MORE NOISE*.

51 SCREENING LOCATIONS ACROSS THE UK INCLUDING WALES, SCOTLAND AND NORTHERN IRELAND.

66 SCREENINGS ENHANCED BY PANEL DISCUSSIONS, SPEAKERS OR WORKSHOPS.



A SERIES OF HIGH PROFILE EVENTS AROUND THE LAUNCH OF *SUFFRAGETTE* TO DRAW ATTENTION TO THE PROJECT.

These included a preview of *SUFFRAGETTE* at Showroom Sheffield; a Live Cinema production in Huddersfield with a promenade style performance throughout the town tracing local suffragette history followed by a preview screening of the film; and panel events at both Curzon Mayfair and Picturehouse Central in London with Helen Pankhurst and talent from the film.



A PARTNERSHIP WITH INTO FILM FESTIVAL TO INCLUDE DISTRIBUTION OF THE TIME IS NOW ZINE

at the festival launch screening of *HE NAMED ME MALALA*, and a presence on the Into Film website with a curated **TTIN** selection of film.

A TOTAL OF 121 TTIN RELATED SCREENINGS AND EVENTS.

TALKS AND DISCUSSIONS/ENGAGEMENT

The project offered the opportunity for greater audience engagement with **66 screenings** being accompanied by talks, panel discussions or workshops.

Production partners included:

**BIRDS EYE VIEW
LED BY MIA BAYS,
CLUB DES FEMMES,
BECHDEL TEST FEST,
LIVE CINEMA &
CINEMANIA.**

Speakers and panellists included:

FAYE WARD (**SUFFRAGETTE**
at Curzon Mayfair and Picturehouse
Central,

NATALIE PRESS
(**SUFFRAGETTE** at Picturehouse
Central)

ZIAUDDIN YOUSAFZAI
(**HE NAMED ME MALALA** at Mac,
Birmingham)

AMEET CHANA
(**BEND IT LIKE BECKHAM** at Mac,
Birmingham)

ARIFA NASIM
UN Youth Delegate (**HE NAMED ME
MALALA** at South Hill Park Arts Centre)

VINCENT PARONNAUD
(**PERSEPOLIS** at Brewery Arts Centre)

JUDITH BLAKE
Leader of Leeds City Council
(**SUFFRAGETTE** at Otley Courthouse)

KATE WILLOUGHBY
(**MAKE MORE NOISE** at Masham Town
Hall)

**KIRSTY LANG &
VIV ALBERTINE**
(**JANIS: LITTLE GIRL BLUE** at Curzon
Soho)

And many more local speakers across
the country.

5 screenings of **MAKE MORE
NOISE** were presented with live
accompaniment by

LILLIAN HENLEY who
composed the score for the film.

GIRLS TO THE FRONT: MIXTAPE

BY LUNA CORDER-SOAL

REACHES - **NUVE MANSUR** (5/5) "A POWERFUL AND POLITICAL STATEMENT"

LAUREY BARK - **YOU WON'T OWN ME** (4/5) "A FANTASY OF A WOMAN WHO'S TAKEN CONTROL"

MADONNA - **HUMAN FACTORS** (4/5) "A POWERFUL STATEMENT ON WOMEN'S RIGHTS"

LORETTA LYNN - **YOUR FILL** (4/5) "A POWERFUL STATEMENT ON WOMEN'S RIGHTS"

JAN BRINK - **WORLD BEAT** (4/5) "A POWERFUL STATEMENT ON WOMEN'S RIGHTS"

BRENN HILL - **BEER GIRL** (4/5) "A POWERFUL STATEMENT ON WOMEN'S RIGHTS"

SAVING PRIVATE D - **CUTTING EDGE** (4/5) "A POWERFUL STATEMENT ON WOMEN'S RIGHTS"

THE BISHOP - **LITERS UP** (4/5) "A POWERFUL STATEMENT ON WOMEN'S RIGHTS"

WHY ELLIOT - **HORN IT** (4/5) "A POWERFUL STATEMENT ON WOMEN'S RIGHTS"

PLANNING - **BREASTS BRAP BRAP** (4/5) "A POWERFUL STATEMENT ON WOMEN'S RIGHTS"

LADY GAG - **NO LESS THAN A ROXAS** (4/5) "A POWERFUL STATEMENT ON WOMEN'S RIGHTS"

BEYONCÉ - **HOW THE GIRLS SHOULD** (4/5) "A POWERFUL STATEMENT ON WOMEN'S RIGHTS"

SALLY & PAUL - **ONE OF YOUR BUSINESS** (4/5) "A POWERFUL STATEMENT ON WOMEN'S RIGHTS"

WE WANT - **WAA HOOVER PRESON** (4/5) "A POWERFUL STATEMENT ON WOMEN'S RIGHTS"

KATE NASH



...and the album is a...
...and the album is a...
...and the album is a...

PUSSEY NOT A PUNK PRAYER (10)
BY LUNA CORDER-SOAL



...and the album is a...
...and the album is a...
...and the album is a...

"IT WAS A IDEA THAT WAS FORGOTTEN ON OUR GAZALLY AND WE NEAR ITS REWARD..."
-CAREY WILLOUGHBY

SUFFRAGETTE

"YOU SUFFRAGETTE SHOULD KNOW THIS HISTORY EVERY SUN WITTS IT AS HIS SUN BEATS"
-NERTY STEEL

"I WAS AMAZED THAT THIS EXTRAORDINARY AND POWERFUL STORY HAD NEVER BEEN TOLD. WE WERE A TEAM OF WOMEN FILMMAKERS AND WERE IMMEDIATELY DRAWN TO THE MATERIAL. WE WERE STRUCK BY HOW AHEAD OF THEIR TIME THESE WOMEN WERE!"
-SARAH GARRON, DIRECTOR

SUFFRAGETTE

YOUNG SUFFRAGETTES

#WOMENSRIGHTSANDFIGHTS
#INSPIRINGWOMEN

GLACIER GIRL

(A NEW KIND OF ECO-ACTIVIST)



"SEA LEVEL R..."

TTIN ZINE

As a means of engaging new audiences the zine was produced by self-publishing experts **Cherry Styles** and **Ione Gamble** – two experienced feminist zine editors. **90,000** copies of the printed zine were produced and circulated (**50,000** of these with the weekend **Guardian**).

As part of our engagement strategy, zine making workshops aimed at a youth audience took place in 8 locations.

The aim of the zine was to connect with young female audiences and direct them to the **TTIN** web app where they could engage further with the project by posting their own content, and find out about **TTIN** screenings and events. The objective of this was to engage with new audiences that were not necessarily already film audiences.

Our printed zine offered a range of voices and diverse opinions about many topics including sexism in Bollywood Films and the depiction of BME women in mainstream film in our article about **BEND IT LIKE BECKHAM**.

90,000 ZINES WERE PRINTED AND DISTRIBUTED IN 3 WAYS:

30,000 DISTRIBUTED VIA COURIER TO CINEMAS, CAFES, BARS, AND ZINE OUTLETS ACROSS THE UK

50,000 DISTRIBUTED AS AN INSERT WITH THE WEEKEND GUARDIAN ACROSS THE CENTRAL, GRANADA & YORKSHIRE REGIONS

10,000 DISTRIBUTED VIA INTO FILM AT THEIR **HE NAMED ME MALALA, INTO FILM FESTIVAL LAUNCH**



90,000 ZINES

WEB APP

The **TTIN** web app was launched on **October 7th, 2015** but continued to develop across the project as venue partners and contributors signed up. Conceived as being fully interactive, it had polling and data collection functions as well as being a place where users could find out about events and buy tickets.

Across the project the web app had:

13,539 PAGE VIEWS

averaging about 40 users a day (source Google Analytics)

20,946 RECORDED SESSIONS

by the app

725 USERS GOING ON TO BUY TICKETS

for screening

36 VENUE PARTNERS

set up with their own page on the web app

642 POLL ANSWERS

provided by 134 users.

We actively sought contributions on our web-app from diverse voices. Statistics gathered via our web-app demonstrate that we reached particularly diverse audiences through the app.

The web polls were answered by 134 people.

50% WHITE BRITISH

8% INDICATED THEY WERE OF MULTIPLE ETHNIC GROUPS

4% BLACK BRITISH/BLACK OR AFRICAN

4% ASIAN OR ASIAN BRITISH

20% WHITE OTHER

Those that engaged online were skewed toward younger age groups 25% 13 to 19 year olds and 41% 20 to 29 year olds. 11% of our online community identified as having a disability.

OUR VENUE PARTNER SURVEY REVEALED THAT 25% OF OUR VENUE PARTNERS FOUND THE WEB APP EXCELLENT, WITH A FURTHER 57% RATING IT AS GOOD.

The smaller community venues valued being listed alongside the more established venues with equal weight given to their events and screenings. The **TTIN** web platform has been re-developed to provide an expanded web presence for Film Hub North. Previously their online activity was hosted by the Showroom Workstation site. The new site has benefitted from the experience of developing the **TTIN** site, employing a similar structure with multiple log in levels for members to be able to contribute directly and the ability to tag articles and screenings. www.filmhubnorth.org.uk





Ed Richardson of **Beautiful Everything**, who designed the web app, said this of his experience of working on its creation and the possibility for future use:

The aim of the web platform was to provide a focus for the audience around the thematic subject of gender equality. The platform became a home for all content relating the theme and associated it with the films that were selected as part of the season. Allowing the community/audience to explore and become more knowledgeable about the subject matter and thereby hopefully increase interest in seeing other films in the season.

In addition, the editorial workflow was designed to allow each partner venue or organisation to have access to the platform to enable them to communicate with their specific audiences directly, encouraging them to participate through contributions of reviews and opinions.

The online platform was warmly received, particularly by those venues and organisations that might not otherwise have access or functionality. Assisting them with their ability to market events and screenings, but also by making the smaller groups feel part of a much larger nationwide movement or campaign.

*Ideally the platform would have been operating much further ahead of the **SUFFRAGETTE** premier to allow the community to grow and establish itself before the big marketing push that accompanied the launch. This would have made the proposition more attractive to all partners. Online search alone took a few months to really become established.*

Now the platform supports an online audience that sits around the theme and provides an essential marketing resource to a number of grassroots organisations, with a steady number of visitors coming to the site on a daily basis. With additional content planning and strategy it could continue to grow to provide a focus around the theme of gender equality, gaining some important insights into audience behaviour and be used to highlight other film releases of similar thematic content to a specifically grown audience."

TTIN AUDIENCES

OUR EVALUATION DATA INDICATES THAT WE WERE SUCCESSFUL IN REACHING OUR TARGET DEMOGRAPHIC OF WOMEN UNDER 35. 77% OF OUR AUDIENCE THAT RESPONDED TO SURVEYS (648 RESPONDENTS) WERE FEMALE. 55% WERE BOTH FEMALE AND UNDER 35.

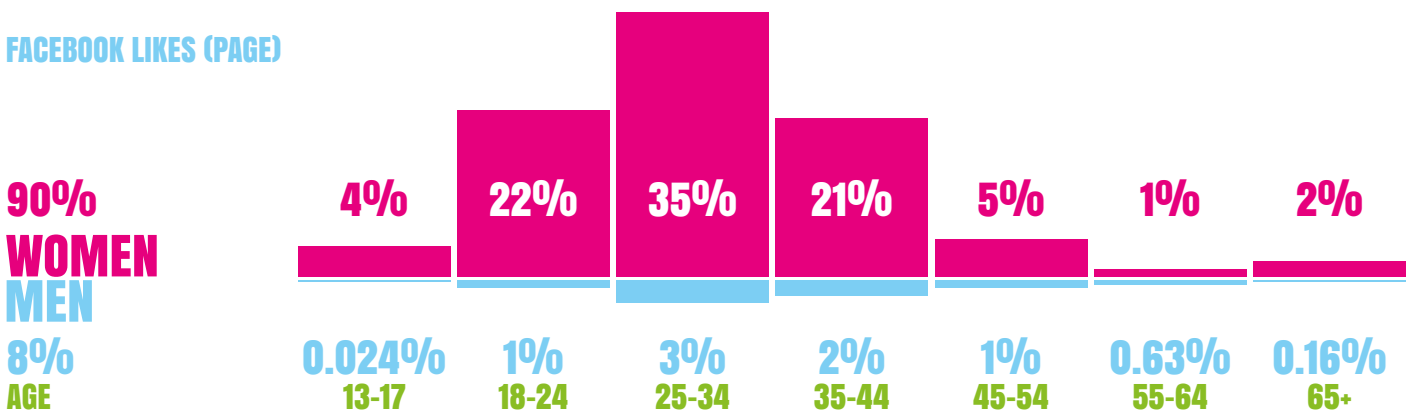
The press campaign was launched on October 8th with an introduction to the season and a screening of **SUFFRAGETTE** at HOME in Manchester. The social media campaign was launched a little in advance of the web app and press campaign. The combined project reach across press and social media can be seen in the table below:

PLATFORM	REACH FROM 17 AUGUST - 17 NOVEMBER	REACH FROM 17 AUGUST - 17 FEBRUARY	WHOLE PROGRAMME
FACEBOOK REACH	24,349	288,082	312,431
GUARDIAN ZINE REACH	50,000	-	50,000
INTO FILM ZINE REACH	-	-	-
INSTAGRAM REACH	61,368	77,237	138,605
TWITTER REACH	153,058	2,604,464	2,757,522
THUNDERCLAP REACH	782,441	-	782,441
PR REACH	1,741,461	1,899,931	3,641,392
TOTAL REACH	2,812,677	4,869,714	7,682,391

ONLINE

90% OF OUR ONLINE FANS WERE WOMEN, AND 54% OF OUR ONLINE FANS WERE AGED BETWEEN 18 & 34.

FACEBOOK LIKES (PAGE)



These figures correlate with those gathered via audience feedback at events suggesting that the social media campaign was successful at generating on the ground audiences.

The percentage of audience that were both female and under 35 coming to events was 55%.

WHAT OUR AUDIENCES SAID

SHOWROOM CINEMA, SHEFFIELD:

“YES, IT’S INTERESTING TO SEE HOW SEGREGATION AFFECTS ‘NORMAL’ ACTIVITY. ALSO, IT WAS A GOOD FUN FILM, EVEN THOUGH I DON’T LIKE SPORT.”

(Audience member, OFFSIDE)

QUEENS BELFAST:

“I REALLY ENJOYED THE WORKSHOP AND WOULD LIKE TO COME TO SIMILAR EVENTS AT QFT”

(Participant, ZINE WORKSHOP)

MAC BIRMINGHAM:

“SPECIAL EXPERIENCE TO THINK ON AND DISCUSS THE MOVIE AT SUBSEQUENT Q&A. FANTASTIC FILMMAKING & INSPIRING STORY.”

(Audience member, HE NAMED ME MALALA)

SANDFORD CINEMA LANARKSHIRE:

“VERY GOOD FILM WITH AN INFORMATIVE TALK THAT SET THE MOOD FOR THE FILM. SHOCKED AT THE TREATMENT SO RECENT IN OUR HISTORY. REALLY OPENED MY EYES.”

(Audience member, SUFFRAGETTE)

MAC BIRMINGHAM:

“GREAT TO SEE EVENTS FOCUSED ON WOMEN IN SPORT. MY DAUGHTER LOVED IT.”

(Audience member, BEND IT LIKE BECKHAM)

RIO CINEMA / CLUB DES FEMMES EVENTS:

“THESE FILMS WERE INSPIRING AND BEAUTIFUL, HILARIOUS AND AMAZING, GREAT EVENT. WELL DONE!”

(Audience member, CARRY GREENHAM HOME / GREENHAM GRANNY)

LAWRENCE BATLEY THEATRE, HUDDERSFIELD

“YES, THE MARCH BEFOREHAND WAS GOOD FUN. VERY GOOD AND THOUGHT PROVOKING!”

(Audience member, SUFFRAGETTE screening & walk)

LINCOLN FILM SOCIETY:

“YES! GREAT FILM FROM A COUNTRY WE DON’T SEE ENOUGH OF. GREAT TO SEE HOW PRIVILEGE AFFECTS RIGHTS EVEN IN WHAT WE’D CONSIDER A ‘THIRD WORLD’ COUNTRY. POWERFUL!”

(Audience member, DIFRET)

SHOWROOM CINEMA, SHEFFIELD:

“GREAT TO SEE A SERIES OF WOMEN’S FILMS. HAVE COME FROM SKIPTON! BEAUTIFUL, VERY SENSITIVELY DONE.”

(Audience member, FATIMA)



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