CAROUSEL & JUNK TV PRESENT
OSKA BRIGHT
FILM FESTIVAL
WELCOMING LEARNING DISABLED AUDIENCES
with Oska Bright Film Festival
WHO AM I?

➤ My name is Sarah.
➤ I am a bit of a sci fi geek!
➤ I do filmmaking and work on the Oska Bright Film Festival
➤ But mainly I am a visual artist. I had my first exhibition in October in Brighton. I am hoping to do more things like this.
➤ I love films. I’ve been watching films since I was a kid. I like all different genres, I am a big fan of 80s films. I like Cocktail, Bond, Bladerunner, Pretty in Pink and animations like Who Framed Roger Rabbit.
WHAT IS OSKA BRIGHT FILM FESTIVAL?
15% of the population has a learning disability.
IMAGINE NEVER SEEING ANYONE LIKE YOU ON THE BIG SCREEN – THIS IS THE REALITY FOR LEARNING DISABLED PEOPLE
ONLY 0.1% OF LEARNING DISABLED PEOPLE WORK IN FILM EXHIBITION AND THAT’S US
OSKA BRIGHT FILM FESTIVAL IS THE PREMIER PLATFORM FOR FILMS MADE BY OR ABOUT PEOPLE WITH A LEARNING DISABILITY
WE HAVE A FESTIVAL EVERY TWO YEARS IN BRIGHTON, WE’VE BEEN GOING SINCE 2004
WE STARTED OFF AS A ONE DAY FESTIVAL, NOW THE FESTIVAL RUNS FOR THREE DAYS AND HAS ASSOCIATED EVENTS THROUGHOUT THE YEAR
IT IS MANAGED AND DELIVERED BY US, A TEAM OF LEARNING DISABLED ARTISTS
WE’RE EACH RESPONSIBLE FOR PROGRAMMING DIFFERENT STRANDS BASED ON OUR EXPERTISE
WE HAD 3,647 PEOPLE OVER 3 DAYS AT OUR FESTIVAL

WE WERE THE WINNER OF BEST EVENT IN THE CITY AT BRIGHTON AND HOVE BUSINESS AWARDS
This year we hosted the UK premier of Sanctuary

Ran Discover Oska Bright, a morning of screenings and activity aimed at under 25s. All attendees had the chance to complete their Discover Arts Award, we delivered 75 of these

12 Cinema Plus events including live performances, Q&As, panel discussions and presentations

Let’s show you a little round up of the three days
5,000 FILMS SUBMITTED SINCE THE FESTIVAL BEGAN
WE HAVE PEOPLE FROM ALL OVER THE WORLD COME TO THE FESTIVAL. LAST FESTIVAL WE WELcomed FILMMAKERS FROM HOLLAND, GERMANY, IRELAND, CANADA, AMERICA, AUSTRALIA, ITALY AND SERBIA
WE TOUR AROUND THE UK AND THE WORLD SCREENING FILMS AND ENCOURAGING LEARNING DISABLED AUDIENCES TO COME TO THE CINEMA.
WE’VE NOTICED LEARNING DISABLED AUDIENCE NUMBERS DECLINE ACROSS THE UK
WE THINK THIS IS DUE TO THE IMPACT OF THE CUTS, MAKING IT HARDER TO BE ABLE TO AFFORD A CINEMA EXPERIENCE
WE NEED TO DO MORE TO MAKE THE CINEMA EXPERIENCE MORE ACCESSIBLE TO A WIDER AUDIENCE
WHAT WE’RE GOING TO COVER

How we market ourselves and our audiences

Programming

Then we’ll have a discussion about the hurdles we face engaging learning disabled audiences
MARKETING

How you can reach learning disabled audiences

MY LIFE AS A COURGETTE (PG)
+ A SHORT FROM OSKA BRIGHT FILM FESTIVAL
+ THIS IS ME, A FILM MADE BY YOUNG ADULTS WITH AUTISM & LEARNING DISABILITIES WHO WORKED WITH THE KENT-BASED SQUARE PEGS

Oska Bright Film Festival has joined forces with Film Hub South East to present a mini-tour of special events around the region, designed to help improve cinema experiences for people with learning disabilities.

TUESDAY 8TH AUGUST 10.30AM
GULBENKIAN, CANTERBURY, CT2 7NB
TICKETS FREE
WWW.THEGULBENKIAN.CO.UK
WHAT DO WE DO TO REACH LEARNING DISABLED AUDIENCES?

We reach out to schools, colleges and day centres. We try and build databases of contacts so we can stay in touch with them.

We try and find the “gatekeepers” in these communities who can spread the message.

We use a lot of traditional marketing techniques, although lots of learning disabled people have access to the internet, it’s still not a huge amount. We use a mixture of direct telephone marketing, post, email and social media.
At a really early Film Hub Meeting, Jon Barrenchea from Picturehouse said

“I thought Oska Bright was a children’s festival”

This made us stop and think about all our branding and the way we were presenting ourselves to people. We’d done everything in–house for a very long time and it was holding us back.

We realised that we needed to look different and we needed to reflect how cool the work is. Our aim was to look interesting, but to still be accessible to our core learning disabled audience.
We looked around for illustrators that we liked and came across Billy Mather. We liked his work and thought he’d understand what we wanted to do.

We worked with him to do a complete rebrand.
We surveyed our audiences following the rebrand the results were very interesting.

At our 2015 festival 63% of admissions were new to Oska Bright Film Festival and had not attended before. 55% of audience members had a disability, compared to 70% in 2013, therefore we had an increase of 15% in non disabled audience members.
In 2017 3,634 admissions. 65% of our audience had not been to the festival before. 40% of our audiences didn’t have a disability.

We were really interested to see the increase of non learning disabled people. 10% said they’d come because of the branding. We weren’t expecting to connect with a new non learning disabled audience who were 30 or under.
Let’s get into groups and talk about the fears we might have engaging with learning disabled audiences
TOP TIPS FOR WELCOMING A LEARNING DISABLED AUDIENCE
WHO IS YOUR NEW AUDIENCE

➤ Some people may have challenging behaviour and may make spontaneous noises and movements.

➤ Be there if people need assistance getting to their seats.

➤ Brief your front of house staff to make sure they speak clearly and slowly. Make sure they keep any choices simple, so that people aren’t overwhelmed.

➤ Introduce the screening and remind the audience this is a relaxed screening

➤ Some of the audience might come in groups and should arrive in good time but there might be a sudden rush. Try and make sure you have an extra member of staff around if this happens.
➤ Prices are confusing, an extra pound for a blockbuster, peak times, off peak, it’s all too much! Try and simplify if you can.

➤ Have some clear signage in your venue

➤ Film a walkthrough of your venue and record an audio tour, help people get used to what will happen when they arrive. What can they expect?
COMMUNICATION

It’s an important part of customer service to communicate clearly and well. There may be no visual clue that an audience member may have a disability.

Some things to remember . . .

- Make sure your body language is open and friendly
- Face the person. Speak clearly and slowly and use plain English
- Talk naturally and don’t exaggerate your lip patterns
- Just be warm and friendly!
CEA CARD AND MAKING SURE PEOPLE KNOW THEY CAN USE IT
120,000 CEA Cards averagely each year and the industry awards over a million carer tickets. More people could be using the card and having a cinema experience.
➤ Have posters in the venue that advertise the card
➤ Spread the word when you’re reaching out to new groups
➤ Make it clear on your website that you accept the card
➤ Are you able to book online with your CEA card? Make this clear to your audiences.
Autism Friendly screenings can be a template

➤ Autism Friendly screenings are often aimed at younger people.

➤ They’re on too early and it’s often kids films that are programmed.

➤ You don’t stop being autistic at 15, try to programme to everyone’s tastes.

➤ There’s a misconception that people with learning disabilities are child like, we are not. We like proper films! The same as everyone else.
MAKE LEARNING DISABLED PEOPLE PART OF YOUR VENUE
YOU COULD . . .

➤ Offer a social opportunity for learning disabled people to meet and talk about films.

➤ Offer opportunities to suggest films and help with programming. Get people with learning disabilities involved!

➤ Pair up with a local learning disability organisation to put on a screening. We can put you in touch with people in your area
SMALL ADJUSTMENTS CAN MAKE BIG CHANGES IN YOUR AUDIENCE

Slightly adapting your marketing materials could make a huge difference to the kind of audiences you could engage.
I find it useful to have dates and times in an accessible format. Like this …

You could do easy read documents when sending information to learning disabled audiences. We can give you access to these symbols.
WHAT CAN YOU DO TO ATTRACT A MORE DIVERSE AUDIENCE?

➢ Speak to day centres and community centres where learning disabled people go
➢ Parent groups
➢ Build a database of local contacts
➢ Direct marketing is a great way to reach learning disabled audiences and access to the internet is limited in group homes
➢ You don’t just have to target Autism Friendly screenings to learning disabled groups. Your whole programme is appealing.
➤ Spend time speaking to local day centres, group homes and organisations. When do they do activities, when would be a good time to have a screening for them?

➤ Weekends are bad for people with learning disabilities as they don’t have support then. Weekdays in the daytime is best.

➤ Give plenty of notice. It’s better for these groups to know in advance so they can make plans and organise transport. Have booking links up and information ready in plenty of time.
YOU ARE WELCOME TO USE AN OSKA BRIGHT SHORT BEFORE ANY OF YOUR FEATURE FILMS

We have films available on DCP and Bluray. We can put you in touch with local learning disabled filmmakers, who'd love somewhere to show their work.
IN SUMMARY

➤ We hope this has been useful for you

➤ If you still need information or support with anything, we’re happy to help

➤ Embrace the change

➤ Cinema is for anyone and together we can break down these barriers and make safe and encouraging spaces for everyone
DOES ANYONE HAVE ANY QUESTIONS?
THANKS FOR HAVING US HERE TODAY
GOODBYE