



'Audience Development for Cinemas'  
The Value of Engagement through Cinema

Jodie Wilkinson

(Public Engagement Coordinator, Glasgow Film)

# GLASGOW FILM / THEATRE



# GLASGOW FILM

 richardjcraib · 7 months ago [+ Follow](#)



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Screens:            **3**  
(Hall capacities = 394, 142 and 60)

Admissions:            **180,000 per year**  
Number of films: **670 per year**

**15,000 + children** attend each year

Glasgow Film Festival – **Top 3** in the  
UK



Glasgow Film is...

**GFT (Glasgow Film Theatre)**, Glasgow's year-round centre for film-lovers.

**Glasgow Film Festival**, the launching pad for the best of international and Scottish cinema.

**Glasgow Short Film Festival**, Scotland's leading short film event.

**Glasgow Youth Film Festival**, one of the most innovative youth film festivals in Europe.

**Film Hub Scotland**, supporting a network of over 160 film exhibitors serving Scotland's diverse population.

Glasgow Film's **Learning and Engagement** programme integrated across all areas of Glasgow Film's work.

Glasgow Film Theatre Limited is a **not for profit, educational facility with charitable status.**



# GLASGOW

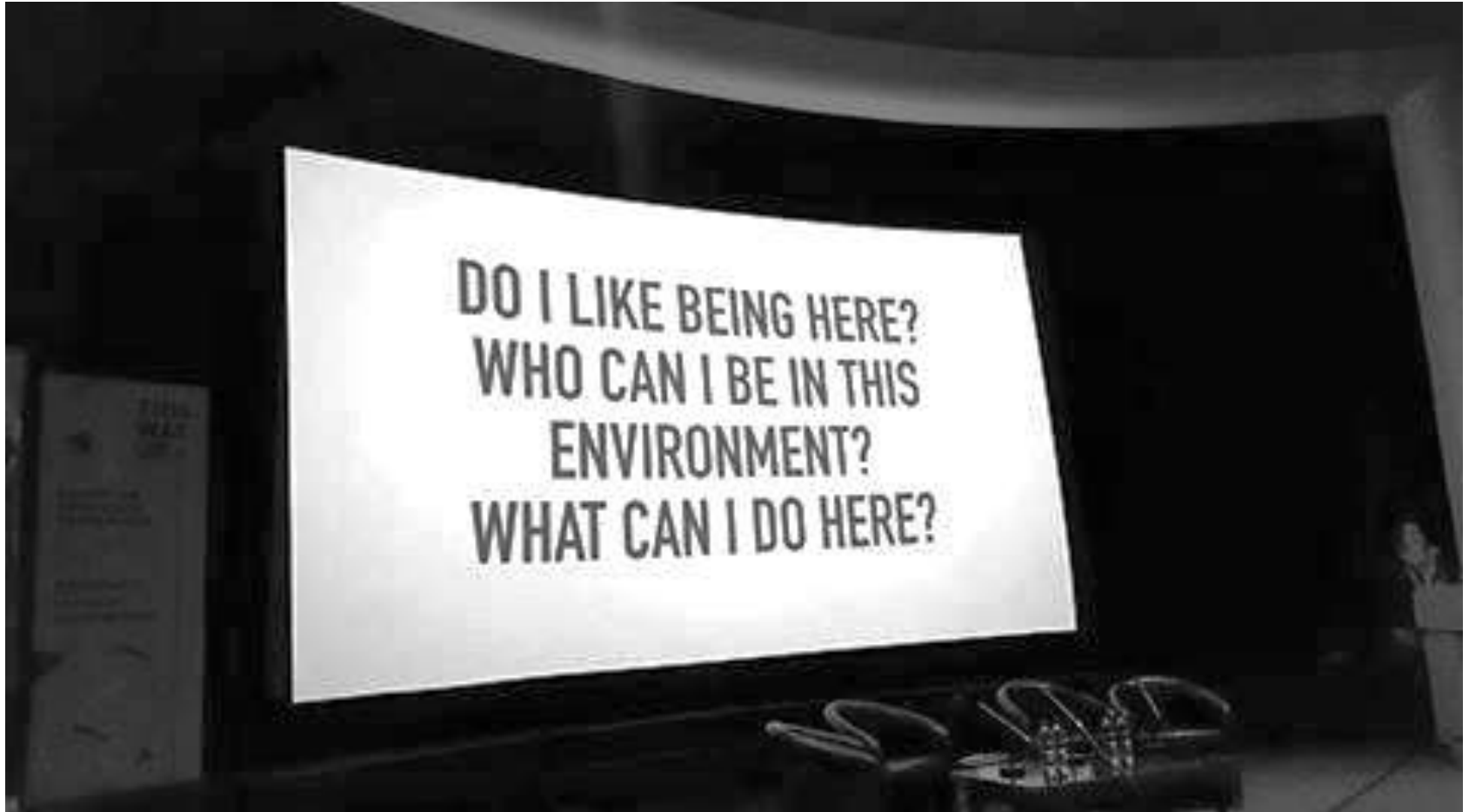
- Population: 615,000 (1million+ in the Greater Glasgow area)
- Almost half the city's residents reside in the 20% of most deprived areas in Scotland
- 25% of working age adults report having a disability
- 34% of all children in the city live in poverty, with 20% of children living in workless households
- 20% of the city's residents are over the age of 65
- 1 in 5 people are British Sign Language users
- Over 6,000 people have autism
- 9,000 people live with a type of dementia.

**GLASGOW**  
**FILM** /

**PEOPLE  
MAKE  
GLASGOW**



**GLASGOW**  
**FILM / THEATRE**  
c i n e m a f o r a l l



- Johanna Koljonen (Swedish broadcaster, author, critic and media analyst)





**Visible Cinema is supported by Creative Scotland and Film Hub Scotland, part of BFI's Film Audience Network**



# VISIBLE CINEMA



- D/deaf and Hard of Hearing friendly monthly film programme
- The first initiative of its kind in Scotland
- British Sign Language translation and live Speech-to-Text Service
- Subtitled or Captioned films
- BSL and captioned promotional videos
- Engagement to film culture bridging cultures
- Partnership with D/deaf performance students



# ACCESS FILM CLUB

- Partnership with the National Autistic Society
- Autism Awareness training to all staff and volunteers
- 2 staff are venue Autism Champions-Gold Standard
- Each event is ran by an autistic co-host.
- Access Lab: Co-curating special events



# MOVIE MEMORIES

# GLASGOW FILM



- £100,000 3 year programme of dementia friendly film and arts events
- Pop- up external events
- Dementia friends training
- Accessible building
- Research partner with academic from highly regarded - Glasgow Caledonian University





**CINEMA OF THE YEAR, 24 SCREENS OR LESS**

# **Glasgow Film Theatre**

“For me, the [@glasgowfilm](#) just feels like my heart of cinema.

It feels like a community that's bonded by a shared love, and the cinema knows it, and always has an amazing programme and special events.”

# GLASGOW FILM FESTIVAL





**DO I LIKE BEING HERE?**

**WHO CAN I BE IN THIS ENVIRONMENT?**

**WHAT CAN I DO HERE?**

**GLASGOW** /  
**FILM** / **THEATRE**  
c i n e m a   f o r   a l l

**“NOTHING ABOUT US WITHOUT US”**

Thank You

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