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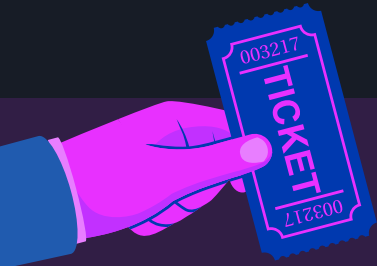


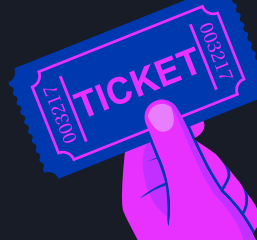
INTO
FILM



INTO FILM FESTIVAL

2024 Report





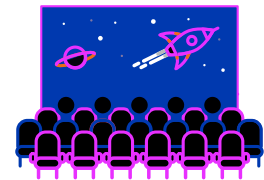
The 11th Into Film Festival took place from November 8th to 29th 2024, offering a large-scale celebration of cinema that engaged **356,000 young people and educators**. As Into Film's flagship audience development initiative, the festival has brought over **4 million young people** and educators into UK cinemas free of charge since its inception in 2013. With **2,500 screenings** across **485 cinemas** nationwide, alongside exclusive film previews and impactful live events, the festival continues to be a standout moment for fostering a love of film among the next generation.

We reminded children and young people of the magic of watching films on the big screen and sharing that experience with friends. For an estimated **40,000 attendees**, this year's festival marked their very first cinema visit. Our goal is to provide them with unforgettable cinematic moments, especially at a pivotal time when their social habits and lifelong passions are taking shape.

The enthusiastic feedback we received highlights that teachers remain keen to organise school trips to the cinema. Offering students an enjoyable and memorable outing is recognised not only as a valuable boost to their wellbeing but also as an opportunity to enrich their education through the unique power of film.

FINAL ATTENDANCE TOTAL

356,000



40,000

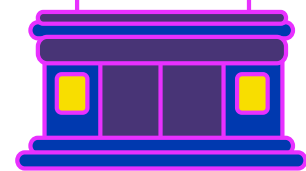
HAD THEIR FIRST EVER CINEMA TRIPS THROUGH THIS EVENT.

2,500

SCREENINGS AND EVENTS ACROSS

485

CINEMAS NATIONWIDE



2024 Festival Programme

This year's programme featured major cinematic titles alongside thought-provoking films addressing issues relevant to today's youth. With over 50 films supported by curriculum-aligned guides, resources, and a review-writing competition, the festival equips teachers to benefit from valuable educational outcomes.

The festival launched with Kensuke's Kingdom, featuring UK-wide screenings and enriched by our comprehensive educational resource. The launch was elevated by guest appearances, including directors Neil Boyle and Kirk Henry, the Welsh animation studio Bumpy Box, lead actor Aaron MacGregor, and screenwriter Frank Cottrell-Boyce, the current Children's Laureate (2022–2026), who engaged with children in Liverpool.



We highly value our partnership with Into Film, a dedicated team that has helped us reach communities and audiences we might not have connected with otherwise. Organisations like Into Film play a crucial role in the cultural life of our country, thanks to their thorough and tireless efforts to engage younger audiences.

MODERN FILMS



The magic of cinema should be for everyone, and the Into Film Festival's invaluable work to bring the big screen experience to our youngest audiences, free of charge, makes this a reality. Thanks to them, thousands of young people across the UK have the chance to not only get lost in a film, but also learn how their favourite stories are brought to life.

**LEE JURY SVP STUDIO
MARKETING, LIVE EVENTS,
MUSIC, THE WALT DISNEY
COMPANY EMEA**

The festival concluded with an exclusive Pupil Premiere of Moana 2, creating a memorable finale following a huge range of films including:

- ▶ **The best of the latest animation releases eg: Inside Out 2, Despicable Me 4, Robot Dreams and The Wild Robot**
- ▶ **Quality recent releases for older students including: Back To Black, The Fall Guy, A Quiet Place: Part One and Kingdom Of The Planet Of The Apes**
- ▶ **Outstanding documentaries such as: Blur: To The End, Is There Anybody Out There?, Food Inc. 2, All That Breathes, Wilding and Copa 71**
- ▶ **A spotlight on classics with Casablanca, The Lavendar Hill Mob and Made In England: The Films of Powell & Pressburger.**
- ▶ **Other standouts included special screenings of Wicked and Piece by Piece, Asteroid Hunters on IMAX screens and National Theatre Live's Dear England.**





A spotlight on this year's special events

This year's festival featured over 60 introductions, Q&As, panel discussions, and workshops, with highlights including:

BBFC Sessions:



Talks on their work in film classification, spotlighting action and sci-fi genres alongside talks with *A Quiet Place: Part One* and *Inside Out 2*.

Early Cinema Workshops:

Delivered with Small World Cinema and the Regent Street Cinema, activities included zoetrope-making, live piano accompaniment, and a live organ soundtrack using a historic Compton cinema organ.

Windrush 75:

A workshop in Cardiff with Race Council Wales.

BAFTA Young Showcase:

Career events and screenings at BAFTA HQ, London.

Industry Talks:

Sound recordist Richard Eastick with *Blur: To The End*, screen advertising with Digital Cinema Media, film marketing with Powster, careers panels with contributors to *Wicked*, producer Matt Wells discussed his work.



Green focussed sessions:

A strand of eco-themed documentaries and a cycle-powered screening with students responsible for generating their screening's electricity.

World Kindness Day:

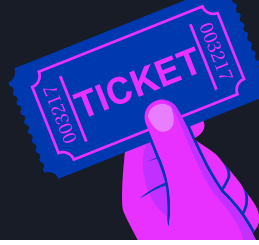
Screenings of *Inside Out 2* with activities promoting emotional awareness and kindness. These events were capped off with workshop at HOME Manchester delivered by the mental health charity, Manchester Mind, on the challenges faces children and young people adapting from primary to secondary school life, using *Inside Out 2* as a tool.

Thematic experiences:

Planes with a museum tour, *Paw Patrol: The Mighty Movie* at a cardboard drive-in event, *The Super Mario Bros. Movie* with retro gaming at The Imaginarium in Newry, *Copa 71* at Windsor Park with insights on Northern Irish women's football, and *Oink!* screenings featuring live micropigs!

Special Guest Directors:

Andrea Arnold joined for a Q&A with her latest film *Bird, Raging Grace* was followed by a Q&A with director Paris Zarcilla and Amma Asante spoke about her career as a writer-director.



Celebrating Our Cinema Partners: Delivering Unforgettable Experiences

A diverse range of cinemas across the UK, including major chains, independent venues and cultural hubs took part in this year's festival. There were 485 participating cinemas ranging from cultural hotspots like the BFI Southbank and the Barbican, historic cinemas like The Cameo in Edinburgh, Queens Film Theatre in Belfast and the Regent Street Cinema, cinemas running green initiatives like the Depot in Lewes and the Eden Court Theatre in Inverness as well as giant immersive screens with multiple IMAX and Dolby Atmos screenings. As ever, we're delighted to work with so many exhibitors and deeply appreciate all of the work staff put in.



Vue is a proud supporter of Into Film and we are delighted each year to welcome more than 100k students into our cinemas to watch the very best of cinema from the last year. Being able to partner with Into Film and offer children these experiences for free is essential to the long-term health of the industry and developing long-lasting cinema habits

ROBERT LEA, HEAD OF SCREEN CONTENT, VUE CINEMAS



Into Film Festival is such an important festival for UK cinemas – it's a brilliant way for us to connect with more schools and for us to show students that our venue is a place for them to enjoy and take ownership over. It is so important to us as an independent cinema to encourage children to engage with the big screen experience and watch films they may not usually see. We love having our venue filled with school groups and we already can't wait for the festival to return to HOME next year.

HOME



Inviting schools to our venue during the Into Film Festival is a massively rewarding experience - often students have never been to our cinema before and it's great to be able to give them a proper & personal welcome, explain what it is we do and encourage them to engage with our wider programme and the film industry in general. Students coming to Into Film Fest are the audience of our future and it's a privilege for us to be there at the earliest stages of their cinema-going journey when they're figuring out what they like and don't like. It's brilliant to see their enthusiasm, surprise and wonder after the screenings – Into Film Festival is to be commended for constantly striving to champion the big screen experience to as many young people as possible and opening-up so many avenues of discussion

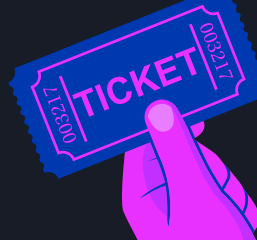
SUSIE EVANS, BARBICAN



We can see from the joy on their faces and the positive feedback from teachers that this is not only fun, but also of great benefit to them. It also helps us to build family audiences and hopefully a lifelong love of cinema!

PLYMOUTH ARTS CENTRE





Accessibility

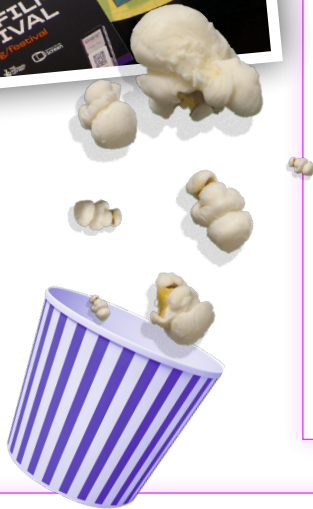
We are deeply committed to making the festival's activities accessible to all young people. This year, we provided an extensive programme featuring closed-caption subtitles and audio description, along with autism-friendly screenings available across the UK. In collaboration with Everyone Can in Manchester, we hosted a gaming event specifically designed for young people with disabilities.

Acknowledging that transport costs can sometimes be a barrier, we offered a limited travel bursary and guidance to schools on other strategies to minimise travel expenses.

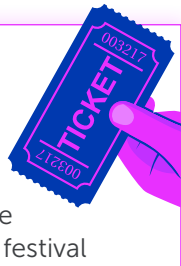


I really appreciate yours and the cinema staff's efforts to put in additional provision to support my ASN pupils. It means so much to staff that our pupils were able to access the cinema just like every other child... I am particularly grateful to Vue at Livingston who gave my pupils VIP seats – which they have never been able to sit in before. Their beaming faces were a picture – they felt like true VIPs! Thank you so much.

EMILY COLLINS, ROWANFIELD SCHOOL, EDINBURGH



Theatrical slate promotion and ticket incentives



As part of a pre-screening reel a teaser compilation of the upcoming theatrical release slate was seen by the whole festival audience, whetting their appetite for what's coming out in cinemas in the following days.

The festival presents a great opportunity to incentivise this audience to return as paying customers. This year, 117,000 vouchers were handed out to attendees with an 11% or higher redemption rate improving on the 2023 results. The December releases drawing the most redemptions were family films which encouraged high attendance from paying accompanying adults and friends indicating a worthy business case.

Championing young filmmakers

This year's programme proudly spotlighted the creativity and talent of young filmmakers from across the UK through special screenings of short films from our Every Child A Filmmaker project. These screenings gave young creators the unique opportunity to attend cinemas and present their work to audiences, with many personally introducing their films to fellow young attendees. Additionally, the youth-produced short film 'Dinosaur' from our Time to Inspire Swatch campaign was featured as part of the festival's pre-reel, reaching the entire festival audience and further celebrating the power of youth storytelling.





Marketing, Social Media Reach and Press Coverage

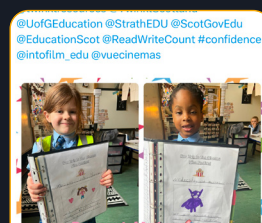
Through a strategic multi-channel campaign, we garnered 168,302 social media impressions, driving substantial engagement and enthusiasm among schools throughout November.

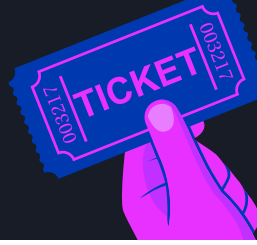
As part of a targeted marketing effort to educators, we executed a comprehensive email campaign that combined organic outreach with paid promotions. This campaign delivered 1.3 million emails, effectively generating interest and securing bookings for the festival. Additionally, we published **15 editorial features** on the Into Film website, showcasing the festival's highlights and celebrating its events.

Our UK-wide PR campaign resulted in the publication of **134 articles**, reaching a total circulation of **82,584,915**. This included coverage in **6 national/trade publications** and **128 regional outlets**. Notable mentions included Screen Daily, First News, Teach Primary, and the Glasgow Herald, among others.



We extend our heartfelt thanks to Cinema First and our supporters across the cinema sector, whose collective efforts make this event such a remarkable success. Their dedication is a powerful testament to our shared commitment to inspiring and cultivating the next generation of passionate cinemagoers.





Teacher quotes:

“The class are still talking about Robot Dreams! We had laughter and tears and several requests to watch it again with their families.”

TEACHER



“

Working at a SEN school, the students I took to the cinema do not often get to go. For some of the students just being within a room full of other people was a huge achievement for them. They are already asking when we can go again.

EVERGREEN SCHOOL, WARWICK

Kung Fu Panda 4 at Vue Leamington Spa

“

Lots of our children (particularly Pupil Premium children) had never been to the cinema before. This was a great opportunity to widen their cultural scope and give them opportunities outside the classroom that they may otherwise not get.

MAISY, TOWNHILL JUNIOR SCHOOL,
Harold And The Purple Crayon

“Many of the young people who came on this trip are on the autistic spectrum which allowed them to grow in confidence and make relationships out with the classroom. This was really positive for them.”

TEACHER, ST PAUL'S HIGH SCHOOL, GLASGOW

Spider-Man: Across The Spider-Verse at the Glasgow Film Theatre

Student quotes:

“I love the cinema! I have never been before, and it was so fun! The Wild Robot made me cry but it was happy tears, and I want to see it again!”

THE VALLEY SCHOOL, STEVENAGE

The Wild Robot

I LOVED THE CINEMA I WENT TO, AND I WOULD LIKE TO GO BACK AGAIN

84%

90% OF ALL PUPILS GAVE THEIR CINEMA EXPERIENCE A 4 OR 5 OUT OF 5



“

the film was really clever, despite it having no words I was able to imagine and feel the emotions of the character. I definitely want to watch films like it again

OLI - YEAR 8 BRYNTEG SCHOOL BRIDGEND, WALES
Robot Dreams at Vue, Swansea

**INTO
FILM** INTO FILM
FESTIVAL
8-29 NOV 2024



THANK YOU!
THANK YOU!
THANK YOU!

