




# FAN Young Audiences Information Pack

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# This info pack will address the following areas of film programming for young audiences:

- Film Programming tips for Families & Children 4+, 8+, 11+ and 16+
  - Setting up Young Programming or Youth Advisory groups
  - Working with schools
  - Safeguarding
  - Licensing for non-cinema venues
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# Film Programming

The following slides provide links to organisations that run successful programmes for the following Young Audiences:

- Families & Children (4 – 8 years)
- 8+
- 11+
- 16+

# Film Programming: Families & Children (4-8 yrs)

## YA Champion Film List

List of tried & tested Family & Children titles w/Distributor contact, cert, age-suitability

## Into Film Catalogue

Searchable catalogue of films for children aged 4 – 16. Plus free downloadable resources and reviews from young people.

## Barbican Programme

### Weekly Family Film Club Programme

Family Film Week - held every Oct half term

## Small World Cinema Programme

South London based film club and festival for young people and families. Focus is non-mainstream titles and post screening activities.

## Discovery Film Festival

Dundee-based Children's Film Festival. New feature and short films aimed at ages 3 – 10 years.

# Film Programming: Families & Children

## ECFA

European Children's Film Association host a database of European and Int children's films.

## Cambridge Family Film Festival

Held Oct half term – programme of free screenings & activities.

## Flatpack Festival – Colourbox Programme

Birmingham-based programme of screenings + interactive workshops aimed at 6+.

## UK Animation festivals Manchester

Cardiff

London

# Tips for Families & Children audience:

## Screen Times

- Weekend screenings: 10am (no later than 11am) OR 2pm start. Avoid midday (this is peak nap and lunch time)
- Weekday for Toddler screenings: 10am (no later than 11am)

## Added value = retainment

- Basic: colouring in sheets, nice intro, lights up & sound low during the screening
- Intermediate: At intro get them to wave to projection, tell them something to look out for in the film (bingo cards?), fun music in the auditorium
- Advanced: post-screening crafting activity (see [twinkl](#) for craft ideas)

## 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, busy kid-friendly cafes
- Best social media is Facebook, Instagram or Whatsapp via local community groups

## Venue – is it child-friendly?

- Big smiles, warm and friendly welcoming goes a long way. Children made to feel comfortable in the space.
- Are there space for buggies and baby-changing?
- Are the snacks & drinks on offer child friendly? Can parents get a take-away coffee for the screening as well?

# Families & Children Audience 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 & children 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.

# Film Programming: 8+, 11+

Glasgow Youth  
Film Festival

Leeds Young Film  
Festival

Cinemagic

Into Film

Phoenix, Exeter  
Young & Animated  
film club



# Tips for 8+, 11+ audiences:

## Screen Times

- Weekend screenings: Saturday & Sunday mornings are usually peak sport/hobby club times which is why screenings after lunchtime 2pm – 4pm work well for 8+ ages.

## Added value = retainment

- Review post-cards: have a wall where audiences can share their thoughts on the film. This age love having an opinion!
- Crafting: 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 workshops: work well for this audience as they are old enough to work the equipment and understand storyboarding etc.

## Marketing & Outreach

- Poster Quads: this audience is very visual, they mainly learn about films to go and see through trailers, poster quads they pass on the way to school or what they see on social media. Poster quads outside your venue really work for this audience.
- Best social media: Youtube, TikTok, Snapchat.

## Venue – is it child-friendly?

- This audience are at home at multiplexes, ensure your venue is welcoming, unstuffy, not intimidating to them.

# Film Programming: 16+

Glasgow Youth Film Festival

Leeds Young Film Festival

Chronic Youth Film Festival

TAPE Collective

UNDR LNDN

Young Film Network  
SE

# Tips for 16+ audiences:

## Screen Times

- Weekend afternoon and Friday/Saturday main evening slots work best for this audience.

## Added value

- Youth voice: consider incorporating youth voice into your programme by setting up a young programming group or youth film festival. See next slide for support.
- Filmmaking workshops: workshops with a focus on screening the work to an audience work well for 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 is more rewarding and less intimidating for this audience.

## Marketing & Outreach

- Local youth groups: Offer discounts for 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 idea of building a library of films watched. This app has helped a younger audience to engage with repertory cinema.

# Young Programming & Youth Advisory Groups

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

Resource on how to engage young people aged 16 - 30 in your venue via Young Programming or Youth Advisory groups. Includes exhaustive guide to:

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

# Working with Schools

Do you have direct contact with local schools? If yes, great! Invite them in for a weekday morning screening.

Some tips:

- Keep cost low - schools are used to discounted or free tickets
- Start screening at 10am (allows schools to do a register and then travel)
- Provide a lunch space so schools can have a packed lunch after the film.
- Find out what they are studying that term and if you can tie a film in with their learning. It is easier to green-light a trip out if it is curriculum-linked.
- Warm welcome and an introduction giving a history of the cinema will encourage kids to talk about the event and hopefully return with their family.
- Hand out cinema postcards to attendees (with discount) for further marketing.

# Working with Into Film

If you don't have contacts with schools, consider working with the film education charity [Into Film](#).

Some tips:

- They run FREE screenings only and will expect screen hire for free but think of them as developing your marketing and outreach. They will provide access to good films and talent.
- They have a large database of local schools so use them to run an event and then build up your own relationship with the school.
- An easy way to engage with Into Film is to host a screening during their Into Film Festival (November) or Spring Screening Days (March).
- Contacts: England - [Clare.Oliver@intofilm.org](mailto:Clare.Oliver@intofilm.org), Scotland - [Nicola.Kettlewood@intofilm.org](mailto:Nicola.Kettlewood@intofilm.org), Wales - [cardiff@intofilm.org](mailto:cardiff@intofilm.org), Northern Ireland - [intofilmni@intofilm.org](mailto:intofilmni@intofilm.org)



# 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.

Legally, a child is anyone under the age of 18. Therefore, safeguarding children is about protecting all those under 18 from harm.

# Safeguarding

## Family Programmes

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

However, it is recommended you have a safeguarding policy in place in order to protect project staff and volunteers if an issue was to arise.

## FAN Guide to Safeguarding

Please read this comprehensive [FAN Guide to Safeguarding for Film Exhibitors](#) across all age groups.

It includes a checklist of needs and links to further training if required.

## NSPCC Training

We highly recommend any organisations undertaking projects or activity with young people aged 16 – 25 to complete this NSPCC online training course on [Safeguarding Young Adults 16 – 25 Year olds](#).





## Licencing – non-cinema venues

If you are planning a screening of a film to a public audience in a non-theatrical venue eg. outside of your home or cinema, you must have a licence to screen the film.

Single Title Licence provided by FilmBank Media allows you to screen a film from the FilmBankMedia 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.



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Audience  
support  
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