

Film Education Overview of Activities 2012



Bringing film to education across the UK

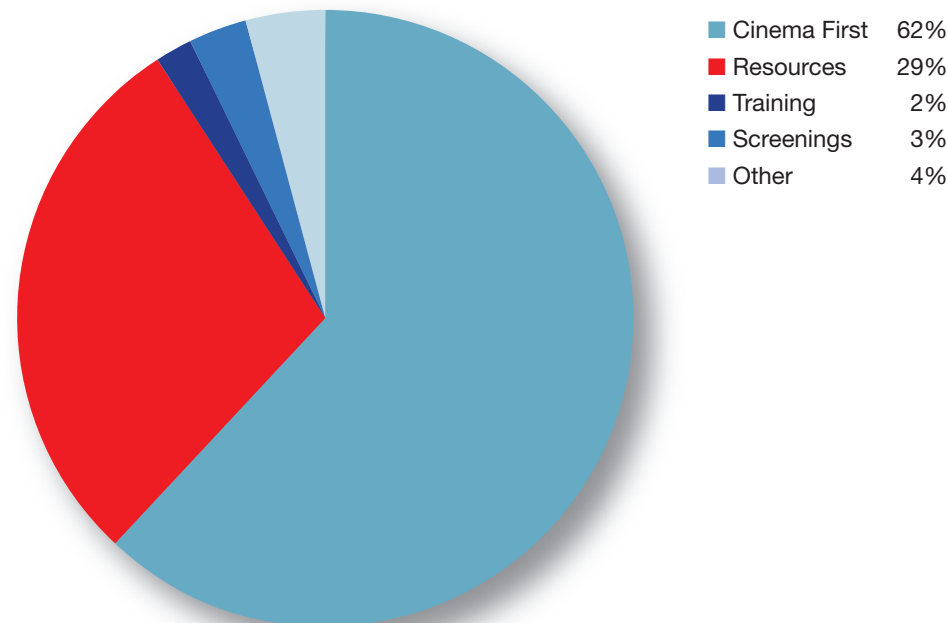
For over twenty-six years our charity has been bringing film to teachers, children and young people. We produce BAFTA winning and curriculum-based resources, run cutting-edge teacher training events and each year to take over 500,000 children to the cinema free-of-charge in the world's biggest festival screening programme for young people, National Schools Film Week.

Contents

	Page Nos
Executive Summary	3
In the Classroom	4
In the Cinema	6
Online	10
Programme of Activities	11

Value for Money and Significant Returns

Source of Income 2012



	2011	2012	
Cinema First	£700,000	£700,000	
Resources	£286,000	£329,234	+15%
Training*	£19,856	£16,579	-17%
Screenings	£2,000	£32,750	+1,538%
Other	£43,483	£46,945	+8%
Total Income	£1,051,339	£1,125,508	+7%
Expenditure	£1,020,147	£1,122,962	+10%

* Includes Film: 21st Century Literacy project training events

EXECUTIVE SUMMARY

Record Results

Given that over 8 million 5–19 year olds are in formal education we continue to believe that a focus on the classroom is the most cost effective way to engage with current and future audiences. Film Education puts film and the cinema at the heart of the classroom in ways that interest and immerses children and young people in film to stimulate a lifelong engagement with film culture.

2012 was one of the busiest and most successful years for Film Education in all areas of activity.

An estimated **1.6 million** 5–19 year olds engaged with film in the classroom through Film Education resources:

- Twenty-seven new film-related, curriculum relevant teaching resources were released during the year
- An average of 6 resources per term available free of charge to all schools in the UK
- Thirty-one study guides were published to support screenings of specific films, mostly European and World Cinema titles, during Cineschool and National Schools Film Week
- We were honoured and delighted to be nominated for the following awards:
BETT Awards (two nominations) – ‘Thinking Film’ series
Learning on Screen Awards – ‘Thinking Film’ series
UK Sexual Health Awards – ‘Positive?’ HIV awareness project

Over a thousand teaching professionals participated in 27 professional development activities that Film Education organised or participated in across the UK:

- our popular ‘Film Industry Conference’ was attended by over 70 education professionals and supported by high profile experts from all sectors of the film industry
- University College London and Manchester Metropolitan University collaborated in two one-day conferences on the use of film in the teaching of foreign languages
- Twilight training sessions for teachers on the use of the ‘Thinking Film’ series of resources were supported by on-line video tutorials

524 children and young people attended two innovative engagements with film and the industry:

- ‘Film Futures’, a new initiative launched in 2012 with the Film Distributors’ Association with two career days for 6th form students considering a career in the film industry
- In partnership with the University of Westminster Film Education worked with a Year 3 class, their teachers and film producer Paul Trijbits to make a film in a day

Our year round programme of in-cinema screenings enabled 574,699 children and young people to enjoy the cinema experience, many for the first time:

- Record attendance and participation in National Schools Film Week
- New Cineschool festival focusing on European and World Cinema proved popular with schools, young people, distributors and cinemas

- Autism-friendly screenings raised profile of on-going initiatives of exhibitors
- Preview screenings of new theatrical releases with creative talent participating in question and answer sessions with young audiences
- Supported individual exhibitors audience development initiatives
- Screening of films in support of release of teaching resources

Strategic investment in digital and online capacity and capability contributed to record activity:

- 609,607 visits to www.filmeducation.org
- 58% higher than 2011
- 30,878 downloads of resource-related documents
- Approved online partner of the Times Education Supplement (TES)
- 29,081 views and 10,565 downloads of our resources from TES online
- over a thousand followers on Twitter
- 984 ‘likes’ on Facebook
- 13,175 subscribers to our electronic fortnightly newsletter
- 100 new subscribers on average per month

The first of what will be an annual Parliamentary Reception was held on the Terrace in the Palace of Westminster in October. Over one hundred guests were welcomed by John Whittingdale MP, our host sponsor and the Minister of Culture, Media and Sport Ed Vaizey MP kindly presented the keynote address during which he congratulated Film Education on its 25th anniversary.

The above was made possible by the continued financial and in-kind support of film distributors and exhibitors individually and collectively for which we are grateful. In addition to the considerable financial contribution by Cinema First (AIM) Film Education generated just under 40% of its total income through successfully pitching for commissioning of resources, European Commission support for screenings activities and charged for activities such as the Film Industry Conference.

Given the above results we are confident that we continued to deliver value for money to all our stakeholders.

2012 was also a watershed year for our organisation and film education in general with the publication of the BFI Forward Plan and the release of a tender for a 4-year, £7million per year lottery funded film education scheme for 5–19 year olds.

1,651,141 LEARNERS ENGAGED WITH FILM THROUGH FILM EDUCATION RESOURCES

27 film-related, curriculum-based resources released in 2012

Resources commissioned by distributors to support the theatrical release of films continued to prove popular with teachers and students.

Major theatrical releases from *War Horse* to the *Life of Pi* were supported by resources, in-cinema preview screenings, training events and workshops for teachers and question and answer sessions with students involving the likes of Michael Morpurgo, Cuba Gooding Jnr and the cast of *Fast Girls*.

2012 was the most popular year in the twelve-year history of 'Teaching Trailers'. This resource is now released twice a year to cover the spring and summer theatrical releases.

A landmark release in 2012 was the 'Thinking Film' series of resources that covered Thinking English, Thinking History, Thinking Primary Literacy, Thinking Film Language and Thinking Modern Foreign Language – French.

The 'Thinking Film' series was commissioned by the Film Distributors' Association and launched by Lord Puttnam CBE at a Parliamentary Reception in Westminster.

'Thinking Film' resources comprise DVDs of selected film clips, CD-ROMs containing downloadable, curriculum-related teaching materials to accompany the extracts as well as online CPD for teachers and additional supporting materials. The contents were developed with the assistance of the Holocaust Educational Trust, London Gifted and Talented and the Rural Network.



The quality, credibility and relevance of the resources produced by Film Education was recognised in 2012 by the following nominations for awards:

- BETT Awards (2) – 'Thinking Film' series
- Learning on Screen Awards – 'Thinking Film' series
- UK Sexual Health Awards – 'Positive?' HIV awareness project

Average of 4 teaching resources released per term!

Film Education has created a library and archive of over 800 film-related resources since it was established in 1986. Work is in progress to reformat the most popular titles for digital delivery.

99% available FREE of CHARGE to all schools and home educators in the UK

27 TRAINING EVENTS ACROSS THE UK

1,021
Teaching professionals
24 events

524
Students
3 events

Assisting teachers understand, appreciate and accept the use of film in the classroom through an on-going programme of workshops, seminars and conferences is critical to the credibility and increased use of our resources and in-cinema experience.

Film Education offers high-quality curriculum-focused CPD workshops for teaching professionals, combining both critical and creative aspects of digital media.

Focusing on the latest film and media developments within the Primary National Strategy and the National Curriculum, our workshops help teachers raise levels of engagement and attainment through the confident and creative use of film in their classrooms.

Film Education organised and participated in a number of conferences and workshops during the year that focused on the use of its resources and film as a pedagogical tool for subjects across the curriculum.

Programmed especially for teachers and lecturers of film and media, the annual Film Industry Conference offered an exclusive 'behind-the-scenes' audience with the people who bring you the biggest blockbusters and the best in specialised cinema from around the world.

This one-day event considered the UK film industry from an educational perspective exploring production, distribution, exhibition and the future of cinema. It was based on a series of contextualising presentations and film case studies, which in 2012 included *Fish Tank* and *The Woman in Black*. The conference also offered delegates the opportunity to ask key questions of leading professionals and share ideas and experiences with colleagues.

Twilight sessions for teachers linked with the release of the 'Thinking Film' series of resources were supported by online video guides on using the resources.

Film Education staff also presented workshops on a number of subjects at conferences as well as delivering keynote addresses to hundreds of education professionals across the UK.

Film Futures – a new initiative launched in 2012 saw Film Education and the Film Distributors' Association run two career days for 6th form students who were considering a career in the film industry. The two days covered areas ranging from acquisitions to marketing and students chose to attend either or both sessions depending on their areas of interest. Industry professionals discussed 'behind-the-scenes' case studies covering a range of careers and



students had many opportunities to put their questions to them throughout the day. 495 students participated in the career days.

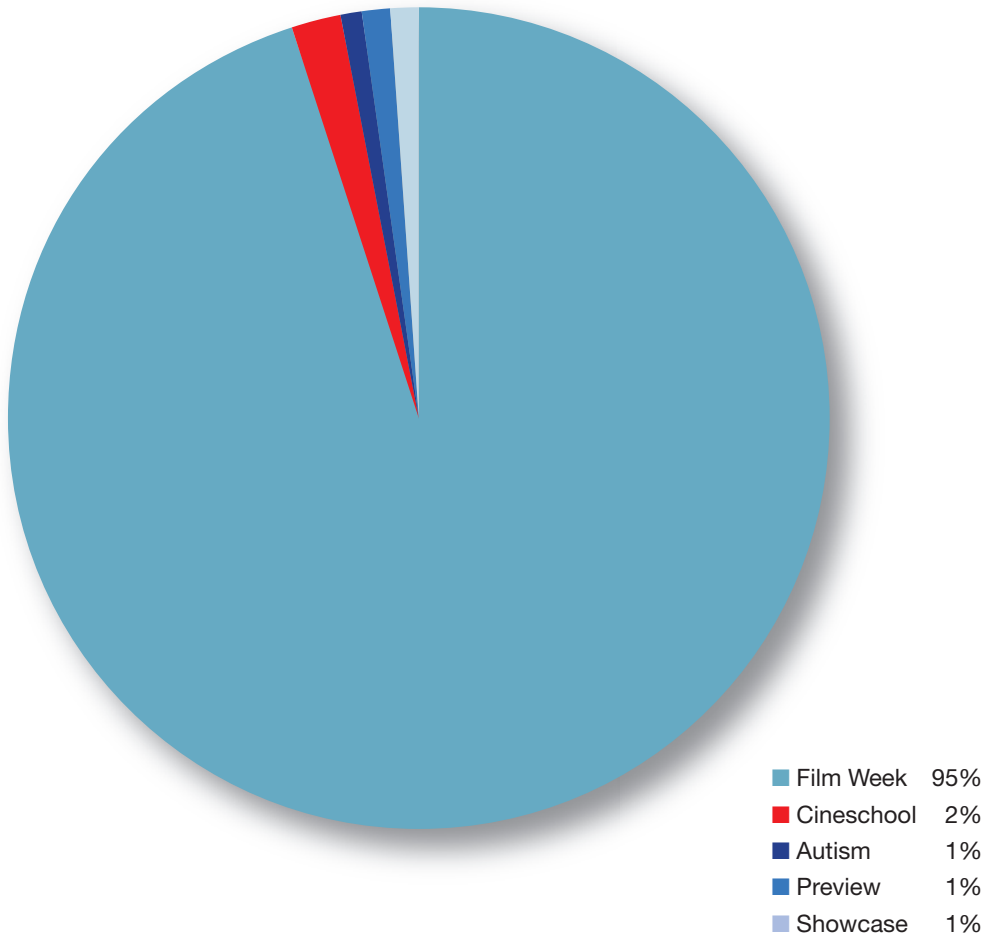
In partnership with the University of Westminster Film Education worked with a Year 3 class, their teachers and film producer Paul Trijbits to make a film in a day at Westminster University. This venue was chosen because of its film history connections (it was the first screening room to show Lumière Brothers films in London). Children watched and analysed Lumière Brothers films, compared them to the recent Snow White re-telling: *Mirror Mirror*, then shot and edited a scene from the film. The teachers were impressed with the engagement and focus of the 29 children in the class.

574,699 CHILDREN AND YOUNG PEOPLE ATTENDED FREE IN-CINEMA SCREENINGS

Film Education recognises that the development of sustainable audiences is critical for the well being of the film industry and a healthy social and cultural environment in the UK.

2012 saw record attendances for National Schools Film Week and a succesful launch of the Cineschool Festival in February 2012.

In-Cinema Screenings 2012



In-Cinema Screenings Data 2012

	Attendance	Screenings	Titles	Distributors	Cinemas	Schools	Events
Film Week	541,744	3,142	181	30	531	4,244	218
Cineschool	12,995	135	49	20	58	233	58
Autism	6,000	66	1	1	66	156	
Preview	6,528	27	9	9	27	204	13
Showcase	7,166	69	4	4	18	86	
Total	574,699	3,442	246	66	703	4,935	292

Film Education In-Cinema Screenings are an integral part of year round engagement by cinemas with schools, children and young people.



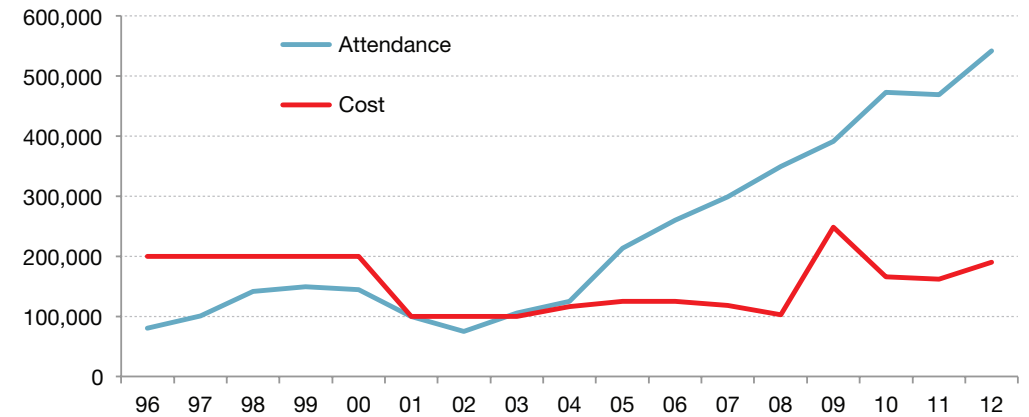
NATIONAL SCHOOLS FILM WEEK



The 17th National Schools Film Week achieved record attendances, participation by exhibitors, number of screenings and the number of countries from which films being screened originated.

In total 575 organisations and companies partnered with the small Film Week team at Film Education to deliver a successful National Schools Film Week in 2012. In addition the team managed 218 individuals presenting supporting educational events and liaised with 10 regional radio stations and hundreds of local and regional newspaper reporters.

National Schools Film Week 1996 - 2012



This level of partnership working, scalability, and value for money approach resulted in the cost to Film Education of Film Week 2012 averaging 33p per attendee! The average cost per attendee for the 4 years, 2009 to 2012, was 41p.

The full National Schools Film Week 2012 Festival Report is available on request.

EXPANDING ENGAGEMENT WITH THE CINEMA EXPERIENCE

CINESCHOOL



Cineschool – a new mini-festival supported by the European Commission Representation in the UK that sought to:

- create a greater awareness and understanding of European cinema based on the concept of inter-generational relationships and dialogues in a variety of European films
- address issues of cultural exchange and
- raise awareness amongst teaching professionals of the use of film across the school curriculum

We achieved the above with a programme of 135 screenings in 58 cinemas of 58 films from 11 countries attended by 12,995 children and young people from 233 schools across the UK. There were supporting educational events at 59 of the screenings and teachers were provided with film-related resources for use in the classroom.

We partnered University College London and Manchester Metropolitan University in workshops for teachers on the use of film in the classroom and across the curriculum.

AUTISM-FRIENDLY SCREENINGS

Over 6,000 pupils and staff from 156 schools attended an autism-friendly film event on the 26th April in celebration of National Autism Awareness Month and to highlight the ongoing commitment of distributors and exhibitors to improve access to and enjoyment of the cinema experience for children and young people with sensory and cognitive impairments and physical disabilities.

The screenings complemented the existing autism-friendly activities of exhibitors and were aimed at students with autism and sensory differences that would benefit from the subtle alterations made to the cinema auditorium, enabling them to attend the cinema with their neurotypical classmates in an inclusive environment. 66 cinemas from three cinema chains (Odeon, Apollo and Picturehouse) and one independent (Phoenix Cinema) took part.

During the special screenings of Disney's *The Muppets* lights were left on low, the volume turned down and pupils could move around the cinema or make noise as they felt comfortable.

PREVIEW SCREENINGS

As can be seen in the schedule of activities on page 11 of this review preview screenings for school groups of new theatrical releases continue to be popular with those attending but also with the creative talent that enjoy participating in the engagement with young people that such screenings provide. We were delighted that the likes of Cuba Gooding Jnr, Michael Morpurgo, Jeremy Irvine and Ken Loach amongst others participated in preview screening events in 2012.



SUPPORTING HIGHLIGHTS

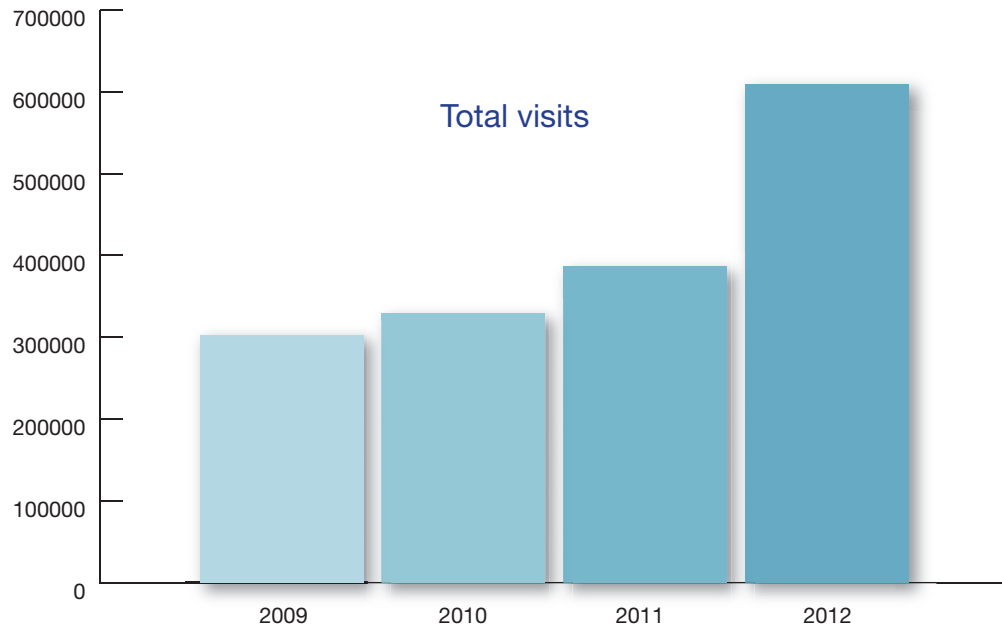
- 70% of UK cinemas participated in Film Education in-cinema activities
- 42 rights holders including distributors, UK and European cultural organisations as well as the BFI provided content from 24 countries
- ongoing improvements in access for those with physical disability and sensory or cognitive impairments
- screenings featured mainstream, World Cinema, European, specialised and independent films
- Film Education provided support for exhibitors own audience development initiatives including:
 - Showcase Cinemas free summer screenings for primary schoolchildren
 - Globe Theatre season at City Screen cinemas
 - Holocaust Memorial Day screenings at City Screen cinemas
 - Showcase Cinemas Schools Christmas Special
 - Promotion of Glasgow Film Theatre's Youth Festival



Over 4 million children and young people, enjoyed the cinema experience free of charge with Film Education since 1996

609,607 visits
30,878 resource document downloads

www.filmeducation.org 2009 – 2013



- 1,000 followers on Twitter and 984 Facebook likes
- 13,175 subscribers to our fortnightly newsletter – 1,039 more than 2011 – average of 100 new subscribers every month
- Approved online partner of the Times Education Supplement (TES) – 29,081 views and 10,565 downloads of Film Education resources



Web Data	2009	2010	2011	2012	2012/2011
Total visits	303,082	329,290	386,373	609,607	58%
Visits via mobile	309	4,583	5,874	41,940	614%
Unique visitors	230,887	247,381	281,733	445,889	58%
Page views	1,720,559	1,484,989	1,799,190	2,846,757	58%

Cumulative Web Data 2009 – 2012

Total visits	1,628,352
Visits via mobile	52,706
Unique visitors	1,205,890
Page views	7,851,495



PROGRAMME OF ACTIVITIES 2012

- JANUARY** Holocaust Memorial Day 2012 resource
Teaching Schools marketplace
Student focus groups trialling Positive? resource at Islington Vith form
Film Education & National Army Museum *War Horse* CPD conference
Hub meeting with teachers and cinema managers at Cine Lumière, London
War Horse screening with Michael Morpurgo and Jeremy Irvine
War Horse – 14 screenings across the UK
Good screening with Jason Solomon and Richard Hill (HET)
- FEBRUARY** Cineschool Festival supported by the EC Representative in the UK
Woman in Black screening with James Watkins
The Muppets resource
Teaching Trailers resource – Spring 2012
Trishna resource
Student focus groups trialling Positive? resource at Bishopshalt School, Hillingdon
Film Literacy Workshop
Young Film Critic winner 2011 attends *Woman in Black* World Premiere
- MARCH** Cineschool supported by the EC Representative in the UK
Film Education Awards ceremony at BAFTA (Young Film Critic & Be ©reative)
Mirror Mirror resource
African Cats resource and competition launched
Fast Forward 3 conference
Film Literacy in Practice: workshop session in Preston
OCR media studies conference
Film Across the Primary Curriculum workshop
Film Education opening keynote at United Kingdom Eastern Region Literacy conference
John Carter screening introduced by Andrew Stanton
Bel Ami screening with Declan Donellan and Nick Ormerod
- APRIL** Autism-Friendly screenings: *The Muppets*
Hub meeting with teachers and cinema managers at Birmingham MAC
Thinking Film – Primary Literacy resource
Thinking Film – History resource
Thinking Film – English resource
Thinking Film – Modern Foreign Language resource – French
Thinking Film – Film Language resource
Positive? resource
Teacher Training workshops at Canterbury Christchurch University
Fast Girls – on tour with members of the cast
Fast Girls resource
Red Tails resource
MFL INSET
- Red Tails* screening with Cuba Gooding Jr & Rick McCullum
Hub meetings in Belfast, Bradford, Bristol, Derby, Manchester and Sheffield (6)
African Cats competition winners met Duke & Duchess of Cambridge at premiere
All in Good Time screening with Nigel Cole, Amara Karan and Reece Ritchie
Film Industry conference
Chariots of Fire resource
Teaching Trailers – Summer 2012 – primary resource
Teaching Trailers – Summer 2012 – secondary resource
Film in a Day training at the University of Westminster
PGCE and International Schools Training at University of Buckingham
National Association of Teachers of English (NATE) conference
Suffolk English subject leaders conference
Oxford Brookes University Symposium: Unlearning Shakespeare
Showcase screenings: *Mirror Mirror*, *Hugo*, *Puss in Boots*, *African Cats*
- JUNE** *Salute* resource
LATE annual conference
LAFTAS student filmmaking awards
- JULY**
- AUGUST**
- SEPTEMBER** *Private Peaceful* resource
- OCTOBER** National Schools Film Week
Private Peaceful screening with Michael Morpurgo
Life of Pi Film Week promotion
Frankenweenie resource
Romeo and Juliet in Performance resource
Black History Month resource
Training session for Institute of Education PGCE students
- NOVEMBER** National Schools Film Week – Scotland
Life of Pi Film Week promotion
Diary of a Wimpy Kid 3 competition
Diary of a Wimpy Kid 3 resource
Life of Pi resource
Film Futures – industry career days for students
Anti-Bullying Week resource
- DECEMBER** Film Futures – industry career days for students
Thinking Film twilight training sessions for teachers – 3 sessions
Academies Enterprise Trust training – 3 sessions
BETT awards nomination
Great Expectations resource
Human Rights Day resource
Young Film Critic competition closes