



INCLUSIVE CINEMA IDEAS

Want to be more inclusive?

Film Hub Wales have put a few ideas together to support you in delivering accessible cinema during your Anim18 programme



CHAPTER



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ADAPTED SCREENINGS

Relaxed, or autism-friendly screenings

Make the most of this opportunity to bring in new, intergenerational audiences, and host a relaxed screening for people with additional needs. Talk to your local autism and learning disabled groups to get a steer on what they like to experience when they go to the cinema, then make a few tweaks to one of your screenings. Turn the lights up, drop the volume a smidge, consider getting out sofas and beanbags, and running an interactive workshop around your screening. [For our relaxed screening top tips, see here.](#)

Titles to consider

Early Man, Isle of Dogs, The Adventures of Prince Achmed, The Jungle Book, The Song of the Sea

Dementia-friendly screenings

In the run up to Dementia Awareness Week (15-21 May), cinemas across the UK are running screenings with adaptations to support people living with dementia. Why not tie in your Anim18 screening with this nationwide campaign? Notoriously, audiences with dementia respond well to music and classics, but many cinemas have screened feel-good modern titles to sell-out audiences. Talk to your local Dementia Action Alliance or Alzheimer's Society group to find out what changes you may need to make in your venue, and take a look at the guide produced by FAN, UKCA and Alzheimer's Society. filmhubwales.org/dfs-guide

Titles to consider

Who Framed Roger Rabbit?, Chicken Run, The Jungle Book, The Wind in the Willows

Welcome your disabled audiences

Support audiences by removing barriers. Provide captioned screenings at various times of day (people with hearing impairments work too!), check your audio description equipment is functioning correctly, and if you're running discussions and extra activities, consider getting a BSL interpreter in to translate conversations. Be clear in your promotional materials, on and offline, about what your audiences will find at your venue, and the various options open to them. Guidance on parking, level access, equipment, facilities, booking processes, carer or personal assistant tickets, whether you recognise the [CEA card](#), can all make a visit to your cinema a lot easier for someone who may be nervous about what to expect.

CONNECTING WITH YOUR COMMUNITY

Why not use your Anim18 screening to engage more with minority groups in your community? There's a great opportunity to tell a story about diversity in Britain. Open your doors and make clear your cinema is for everyone. Could you:

- Get local artists/animators to display their work as part of a screening/exhibition event, matching up themes of a film around your exhibition - create a buzz around a film and get insights directly from artists. *How about screening [Loving Vincent](#), and having a discussion about the life of an artist?*

- Have discussions around BAME animation with specialist groups - talk around the specifics of approaching animation from a different cultural perspective. *Why not collaborate with games developers like BAME in Games to explore animation, VR and AR by and for BAME audiences?*
- Show animation by LGBTQ+ filmmakers with Q&As - look at some of the themes and stories coming from people of non-heterosexual or non-binary backgrounds.
- Run workshops exploring diversity through animation characters - from nostalgic children's TV characters through to unusual depictions in adult animation, there's a lot of difference to embrace! *How about screening Fantastic Mr Fox and getting your young audiences to make Mr Fox a replacement tail?!*
- Trial a pay-what-you-can screening, with a sliding scale of ticket price suggestions, like SOIFF's - bring in audiences who have less cash in their pockets and may not have been to your cinema before. *Could you run a iPad jukebox in your foyer with a screening of Yellow Submarine?*
- Connect with charities and health groups to run discussions around themes in films - do some of your titles address mental health, homelessness, or physical difference? *Could you run a dog-friendly screening of Isle of Dogs, welcoming audiences and their furry friends? Bring a therapy dog along to say hello!*

POTENTIAL PARTNERS AND ADVISORY CONTACTS

Hook up with relevant organisations in your community to get advice, as well as to ask them to share news about your relevant events.

- Dimensions - Learning disability, autism services and independent living
- National Autistic Society
- UKCA (UK Cinema Association)
- Independent Cinema Office
- Into Film - film for children and young people
- Cinema For All - helping communities screen films
- Alzheimer's Society
- Dementia Action Alliance
- DEEP (Dementia Engagement and Empowerment Project)
- Age UK
- RNIB (Royal National Institute for the Blind)
- Action on Hearing Loss
- Centre for Accessible Environments
- BAME (Black Asian Minority Ethnic) in Games
- UK BAME
- The British Blacklist - Database of Black British talent
- Stonewall - UK directory of LGBTQ+ organisations
- Scope - seeking equal opportunities for disabled people
- Mind - for better mental health
- Shelter - fighting bad housing and homelessness
- GOV.UK - Find a community group

Resources

- Freeney Williams access [helpline to all FAN members UK-wide](#)
- [CAE \(Centre for Accessible environments\)](#) offer training and consultancy
- [FAN's The Bigger Picture](#) holds case studies on standout FAN projects
- [WCAG guidelines for website accessibility](#)
- [How to update your Twitter settings so you're accessible](#)
- [Accessible communication formats from GOV.UK](#)
- [Recommended LGBTQ+ titles](#)
- [LGBTQ+ national and regional film and community organisations](#)
- [d/Deaf national and regional organisations](#)
- [Dementia friendly signage from Alzheimer's Society](#)
- [Dementia friendly screenings: A guide for cinemas by UKCA, Alzheimer's Society and FAN](#)
- [Developing Deaf audiences for film by The Independent Cinema Office](#)
- [LGBTQ+ advice for older people from Age UK](#)
- [Meet-up.com - search for LGBTQ+ meet-ups in your area](#)
- [Young FAN toolkit - growing young audiences](#)
- [Into Film Women in Animation resources](#)
- Jules Thorn has [this excellent list of potential funders](#)

TITLES & RIGHTS DOCUMENT

[See this document](#) for suggested titles and detailed information to speed along your booking process.

FURTHER QUESTIONS

Talk to FAN's access officer, Toki Allison, if you have further questions about how to support and grow your diverse audiences. [toki\(at\)filmhubwales.org](mailto:toki(at)filmhubwales.org)