



# **Inclusive** cinema: dementia-friendly screenings



**Film**  
**Audience**  
**Network**

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# What's the point?

Why be inclusive?

*...an exciting contradiction of intimacy and isolation... achieved with a big screen and cinema sound... absorbs you totally into the film through the shared experience ... as well as the social meeting with others...*

*Audience member*

*Regional Screen Scotland: The Experiences and Impact of Local Cinema in Scotland, Social Value Lab*



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# What's working?

And what isn't?



**A Life More Ordinary**

Dukes Lancaster





## Outcomes

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- Shareable resources
- A successful model
- More impacts further afield
- Flexible process that works across different locations and venue types
- A normal experience for couples

*It's nice that there are things like this going on.  
You don't feel as isolated.*

*Carer*

*A Life More Ordinary screening, Dukes Lancaster*



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My Mum has  
Dementia and thanks  
to people like those  
here I have been  
at

**Tinted Lens: Festival of the Mind and Memory**

[Chapter Cardiff](#)

the  
best help available.  
I also contribute to





## Outcomes

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- Marrying content about dementia, with content for people with dementia
- Integration and growing understanding
- Programming insights
- Passion and participation
- Crew commitment

*I came away from the event with my faith  
restored in human nature. It was such a  
moving experience.*

*Participant*

*Do Not Go Gentle workshop, Chapter Tinted Lens*



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**More than a Matinee - Dementia-friendly Screenings**  
**[Courtyard Hereford](#)**





## Outcomes

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- Clear labelling works best
- Arts workshops make more of the day
- Create valuable social connections
- Creative evaluation means more meaningful data

*You find the stereotypical idea of dementia is quite often more frightening than the reality when you speak to people living with dementia.*

*Practitioner*

*In the Pink, Courtyard Hereford*



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# What next?

Building momentum...

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## Project outputs

- Toolkit
- Supporting resources
- Training champions
- Iterative improvements
- Audience test cases
- Advocacy & culture change

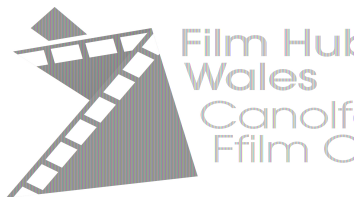


# Thanks

*Any* **questions** ?

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## CHAPTER

