



 CAROUSEL & JUNK TV PRESENT

OSKA BRIGHT

FILM FESTIVAL





WELCOMING LEARNING DISABLED AUDIENCES

with Oska Bright Film Festival





WHO AM I?

- My name is Sarah.
- I am a bit of a sci fi geek!
- I do filmmaking and work on the Oska Bright Film Festival
- But mainly I am a visual artist. I had my first exhibition in October in Brighton. I am hoping to do more things like this.
- I love films. I've been watching films since I was a kid. I like all different genres, I am a big fan of 80s films. I like Cocktail, Bond, Bladerunner, Pretty in Pink and animations like Who Framed Roger Rabbit.

WHAT IS OSKA BRIGHT FILM FESTIVAL?



**15% OF THE
POPULATION
HAS A
LEARNING
DISABILITY**



**IMAGINE NEVER
SEEING ANYONE
LIKE YOU ON THE
BIG SCREEN –
THIS IS THE
REALITY FOR
LEARNING
DISABLED PEOPLE**



**ONLY 0.1% OF
LEARNING
DISABLED
PEOPLE WORK
IN FILM
EXHIBITION
AND THAT'S US**



**OSKA BRIGHT FILM
FESTIVAL IS THE
PREMIER PLATFORM
FOR FILMS MADE BY
OR ABOUT PEOPLE
WITH A LEARNING
DISABILITY**



WE HAVE A
FESTIVAL EVERY
TWO YEARS IN
BRIGHTON, WE'VE
BEEN GOING SINCE
2004





**WE STARTED OFF AS
A ONE DAY FESTIVAL,
NOW THE FESTIVAL
RUNS FOR THREE
DAYS AND HAS
ASSOCIATED EVENTS
THROUGHOUT THE
YEAR**

**IT IS MANAGED
AND DELIVERED
BY US, A TEAM
OF LEARNING
DISABLED
ARTISTS**



**WE'RE EACH
RESPONSIBLE FOR
PROGRAMMING
DIFFERENT
STRANDS BASED
ON OUR EXPERTISE**





**WE HAD 3,647
PEOPLE OVER
3 DAYS AT OUR
FESTIVAL**

**WE WERE THE WINNER
OF BEST EVENT IN THE
CITY AT BRIGHTON AND
HOVE BUSINESS
AWARDS**



OBFF17

- This year we hosted the UK premier of Sanctuary
- Ran Discover Oska Bright, a morning of screenings and activity aimed at under 25s. All attendees had the chance to complete their Discover Arts Award, we delivered 75 of these
- 12 Cinema Plus events including live performances, Q&As, panel discussions and presentations
- Let's show you a little round up of the three days





5,000 FILMS SUBMITTED SINCE THE
FESTIVAL BEGAN

**WE HAVE PEOPLE FROM
ALL OVER THE WORLD
COME TO THE FESTIVAL.
LAST FESTIVAL WE
WELCOMED FILMMAKERS
FROM HOLLAND, GERMANY,
IRELAND, CANADA,
AMERICA, AUSTRALIA,
ITALY AND SERBIA**



**WE TOUR AROUND THE UK AND THE
WORLD SCREENING FILMS AND
ENCOURAGING LEARNING DISABLED
AUDIENCES TO COME TO THE CINEMA**

**WE'VE NOTICED LEARNING DISABLED
AUDIENCE NUMBERS DECLINE ACROSS
THE UK**

**WE THINK THIS IS DUE TO THE IMPACT
OF THE CUTS, MAKING IT HARDER TO BE
ABLE TO AFFORD A CINEMA
EXPERIENCE**

**WE NEED TO DO MORE TO
MAKE THE CINEMA
EXPERIENCE MORE
ACCESSIBLE TO A WIDER
AUDIENCE**

WHAT WE'RE GOING TO COVER

How we market ourselves and our
audiences

Programming

Then we'll have a discussion about
the hurdles we face engaging
learning disabled audiences



MARKETING

How you can reach learning disabled audiences

MY LIFE AS A COURGETTE (PG)

+ A SHORT FROM OSKA BRIGHT FILM FESTIVAL

+ THIS IS ME, A FILM MADE BY YOUNG ADULTS WITH AUTISM & LEARNING DISABILITIES WHO WORKED WITH THE KENT-BASED SQUARE PEGS



Oska Bright Film Festival has joined forces with Film Hub South East to present a mini-tour of special events around the region, designed to help improve cinema experiences for people with learning disabilities.



THE SEA REMINDS ME
OFFICIAL SELECTION OSKA BRIGHT FILM FESTIVAL

 **TUESDAY 8TH AUGUST**  **10.30AM**

 **GULBENKIAN, CANTERBURY, CT2 7NB**

 **TICKETS FREE**

 **WWW.THEGULBENKIAN.CO.UK**

Gulbenkian
University of Kent

Film Hub
South East
Opening up a World of Film

OSKA BRIGHT
FILM FESTIVAL

Film
Audience
Network
The National Lottery

WHAT DO WE DO TO REACH LEARNING DISABLED AUDIENCES?

We reach out to schools, colleges and day centres. We try and build databases of contacts so we can stay in touch with them

We try and find the “gatekeepers” in these communities who can spread the message.

We use a lot of traditional marketing techniques, although lots of learning disabled people have access to the internet, it's still not a huge amount. We use a mixture of direct telephone marketing, post, email and social media.



HOW OUR MARKETING HAS CHANGED

At a really early Film Hub Meeting, Jon Barrenchea from Picturehouse said

“I thought Oska Bright was a children's festival”

This made us stop and think about all our branding and the way we were presenting ourselves to people. We'd done everything in-house for a very long time and it was holding us back.

We realised that we needed to look different and we needed to reflect how cool the work is. Our aim was to look interesting, but to still be accessible to our core learning disabled audience.

2013



we are looking for film and video made by learning disabled artists

OSKA BRIGHT 2013
NOVEMBER 17th 18th 19th

send us your films before 30th april 2013!

to enter you can phone us on 01273 234734

download an entry form from www.oskabright.co.uk or email us on oskabright@carousel.org.uk

films must be under 10 minutes, but 5 minutes is best

the international festival of film and digital media made by learning disabled artists

Logos: Brighton & Hove Council supported, Lottery Funded, Arts Council England, Supported using public funding by Arts Council England, Carousel, JUNK TELEVISION

We looked around for illustrators that we liked and came across Billy Mather. We liked his work and thought he'd understand what we wanted to do.

We worked with him to do a complete rebrand.



We surveyed our audiences following the rebrand the results were very interesting.

At our 2015 festival 63% of admissions were new to Oska Bright Film Festival and had not attended before. 55% of audience members had a disability, compared to 70% in 2013, therefore we had an increase of 15% in non disabled audience members.





IN 2017 3,634 ADMISSIONS. 65% OF OUR AUDIENCE HAD NOT BEEN TO THE FESTIVAL BEFORE. 40% OF OUR AUDIENCES DIDN'T HAVE A DISABILITY.

WE WERE REALLY INTERESTED TO SEE THE INCREASE OF NON LEARNING DISABLED PEOPLE. 10% SAID THEY'D COME BECAUSE OF THE BRANDING. WE WEREN'T EXPECTING TO CONNECT WITH A NEW NON LEARNING DISABLED AUDIENCE WHO WERE 30 OR UNDER



Let's get into groups and talk about the fears we might have engaging with learning disabled audiences

TOP TIPS FOR WELCOMING A LEARNING DISABLED AUDIENCE





WHO IS YOUR NEW AUDIENCE

- Some people may have challenging behaviour and may make spontaneous noises and movements.
- Be there if people need assistance getting to their seats.
- Brief your front of house staff to make sure they speak clearly and slowly. Make sure they keep any choices simple, so that people aren't overwhelmed.
- Introduce the screening and remind the audience this is a relaxed screening
- Some of the audience might come in groups and should arrive in good time but there might be a sudden rush. Try and make sure you have an extra member of staff around if this happens.



- **Prices are confusing, an extra pound for a blockbuster, peak times, off peak, it's all too much! Try and simplify if you can.**
- **Have some clear signage in your venue**
- **Film a walkthrough of your venue and record an audio tour, help people get used to what will happen when they arrive. What can they expect?**



COMMUNICATION

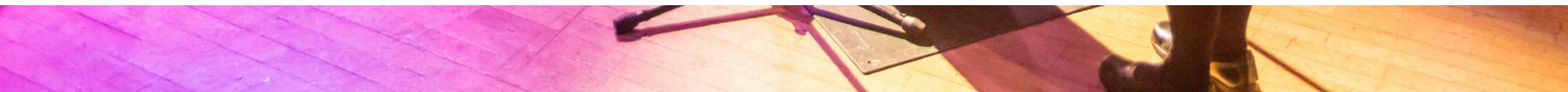
It's an important part of customer service to communicate clearly and well. There may be no visual clue that an audience member may have a disability.

Some things to remember...

- Make sure your body language is open and friendly**
- Face the person. Speak clearly and slowly and use plain English**
- Talk naturally and don't exaggerate your lip patterns**
- Just be warm and friendly!**



**CEA CARD AND MAKING SURE
PEOPLE KNOW THEY CAN USE IT**



**120,000 CEA Cards
averagely each year and
the industry awards over
a million carer tickets.
More people could be
using the card and having
a cinema experience**





- Have posters in the venue that advertise the card
- Spread the word when you're reaching out to new groups
- Make it clear on your website that you accept the card
- Are you able to book online with your CEA card? Make this clear to your audiences.



AUTISM FRIENDLY SCREENINGS CAN BE A TEMPLATE

- Autism Friendly screenings are often aimed at younger people.
- They're on too early and it's often kids films that are programmed.
- You don't stop being autistic at 15, try to programme to everyone's tastes.
- There's a misconception that people with learning disabilities are child like, we are not. We like proper films! The same as everyone else.



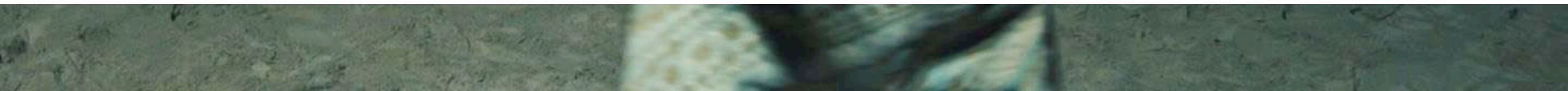
MAKE LEARNING DISABLED PEOPLE PART OF YOUR VENUE YOU COULD...

- Offer a social opportunity for learning disabled people to meet and talk about films.
- Offer opportunities to suggest films and help with programming. Get people with learning disabilities involved!
- Pair up with a local learning disability organisation to put on a screening. We can put you in touch with people in your area









SMALL ADJUSTMENTS CAN MAKE BIG CHANGES IN YOUR AUDIENCE

Slightly adapting your marketing materials could make a huge difference to the kind of audiences you could engage



I FIND IT USEFUL TO HAVE DATES AND TIMES IN AN ACCESSIBLE FORMAT. LIKE THIS . . .

You could do easy read documents when sending information to learning disabled audiences. We can give you access to these symbols

	Hi Sarah I hope that this letter finds you well
	I am writing to ask you if you could help produce a film making resource for Into Film. I would like to do it in May so we have some more time to prepare, sorry! So here are the new dates.
	The dates are: <div data-bbox="1805 868 2497 1097"> 1 3rd May, 4th May and 5th May</div>
	We start at 11.00 pm We finish at 2.00 pm Please bring some lunch with you, we'll have a break in the middle of the session.
	The Meetings are at: Carousel Community Base 113 Queens Road Brighton BN1 3XX

WHAT CAN YOU DO TO ATTRACT A MORE DIVERSE AUDIENCE?



- **Speak to day centres and community centres where learning disabled people go**
- **Parent groups**
- **Build a database of local contacts**
- **Direct marketing is a great way to reach learning disabled audiences and access to the internet is limited in group homes**
- **You don't just have to target Autism Friendly screenings to learning disabled groups, your whole programme is appealing.**

- **Spend time speaking to local day centres, group homes and organisations. When do they do activities, when would be a good time to have a screening for them?**
- **Weekends are bad for people with learning disabilities as they don't have support then. Weekdays in the daytime is best.**
- **Give plenty of notice. It's better for these groups to know in advance so they can make plans and organise transport. Have booking links up and information ready in plenty of time.**

YOU ARE WELCOME TO USE AN OSKA BRIGHT SHORT BEFORE ANY OF YOUR FEATURE FILMS

We have films available on DCP and Bluray. We can put you in touch with local learning disabled filmmakers, who'd love somewhere to show their work.





IN SUMMARY

- We hope this has been useful for you
- If you still need information or support with anything, we're happy to help
- Embrace the change
- Cinema is for anyone and together we can break down these barriers and make safe and encouraging spaces for everyone



**DOES ANYONE HAVE ANY
QUESTIONS?**

THANKS FOR
HAVING US
HERE TODAY
GOODBYE



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