

Bigger Audiences, Broader Audiences

Heather Maitland



This session

- ◆ What do we know about audiences for cinema?
- ◆ So what! – how can we use this knowledge to develop bigger, broader audiences?
- ◆ ... and all on a shoestring.





Creating an audience development plan

To Do List:

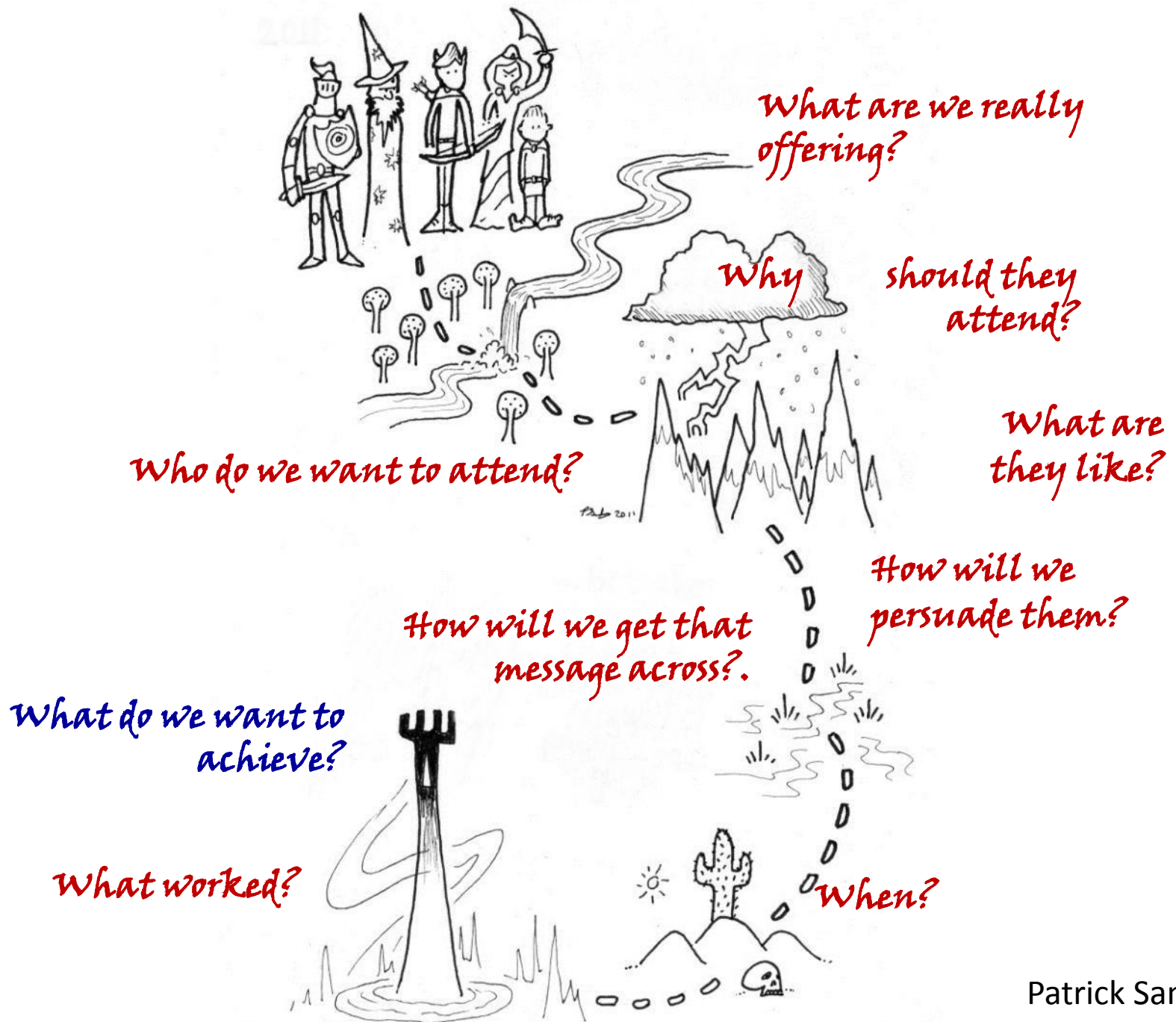
- weekly college
- weekly self portrait
- scan negative for Rayko print
- work out
- clean Ylaski's cage
- take out garbage



**So many choices
So little time!**

It's about thinking
and planning – so you
choose the tasks that
will get you what you
want







What are we really offering?

Why

should they attend?

Who do we want to attend?

What are they like?

How will we get that message across?.

How will we persuade them?

What do we want to achieve?

What worked?

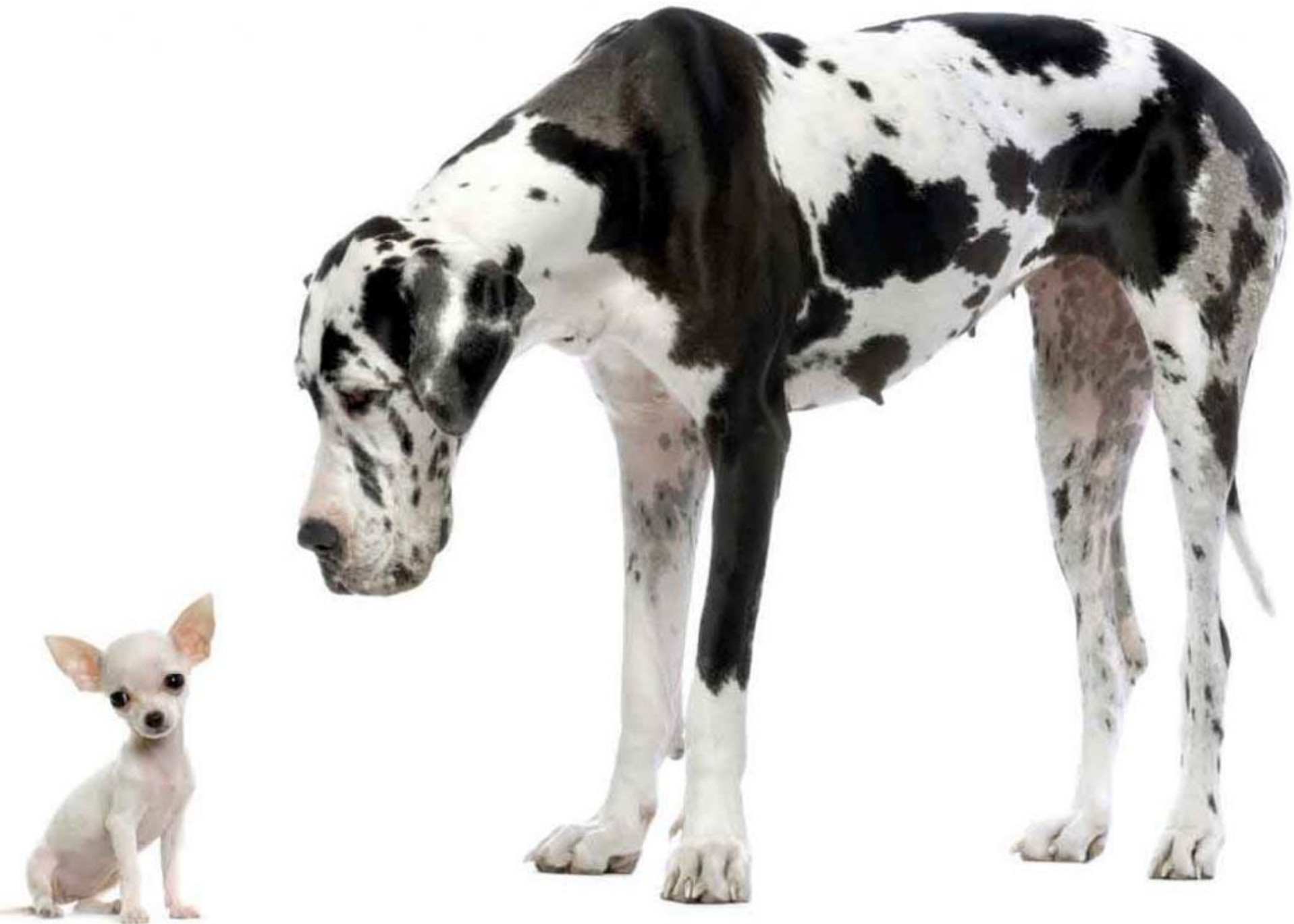
When?



**What do we
know about
audiences for
cinema?**

WHAT ARE THEY LIKE?





What are they like?

- ◆ Audiences for cultural cinema are not like audiences for mainstream cinema
- ◆ Much less likely to be aged 15-24
- ◆ More likely to be over 45
- ◆ More likely to be female
- ◆ Audiences for cultural cinema are more like audiences for the arts

That's because they are arts attenders

68%

% tickets purchased that are for film:

50%

24%



Incidental

Classical music buff – at least once a month

“It sounded an interesting film”

Travels 15 minutes each way

Doesn't see film anywhere else – but travels to concerts

“I'm here because it's Tuesday and tomorrow's my day off”

Been coming to Stamford Arts Centre for eight years

**Favourite film:
I don't really have one**

So what?

**The potential for
growth is among
general arts
attenders**

HOW MUCH DO THEY LOVE CINEMA?



- ♦ What percentage of the Welsh population said they visited the cinema at least twice a year?

58%

- ♦ What percentage of the UK population said they went at least once a month?

29%

- ♦ And what percentage visited weekly?

3%

But...

- ♦ What percentage of the Film Hub Wales survey respondents said they went at least once a month?

42%

- ♦ And what percentage said they went at least weekly?

12%

So what?

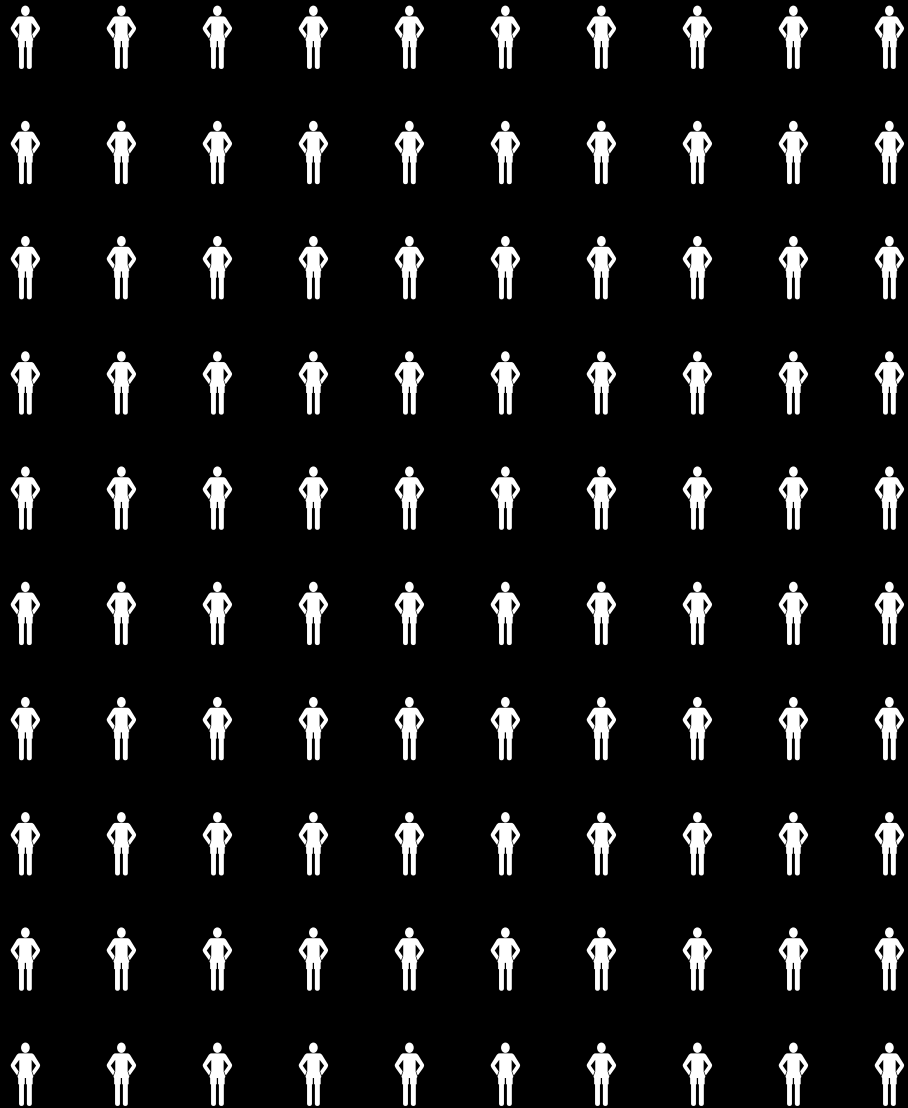
**We're already getting
the film buffs.**

**The potential for
growth is among
people who dip into
film.**

HOW MUCH DO THEY KNOW ABOUT FILM?

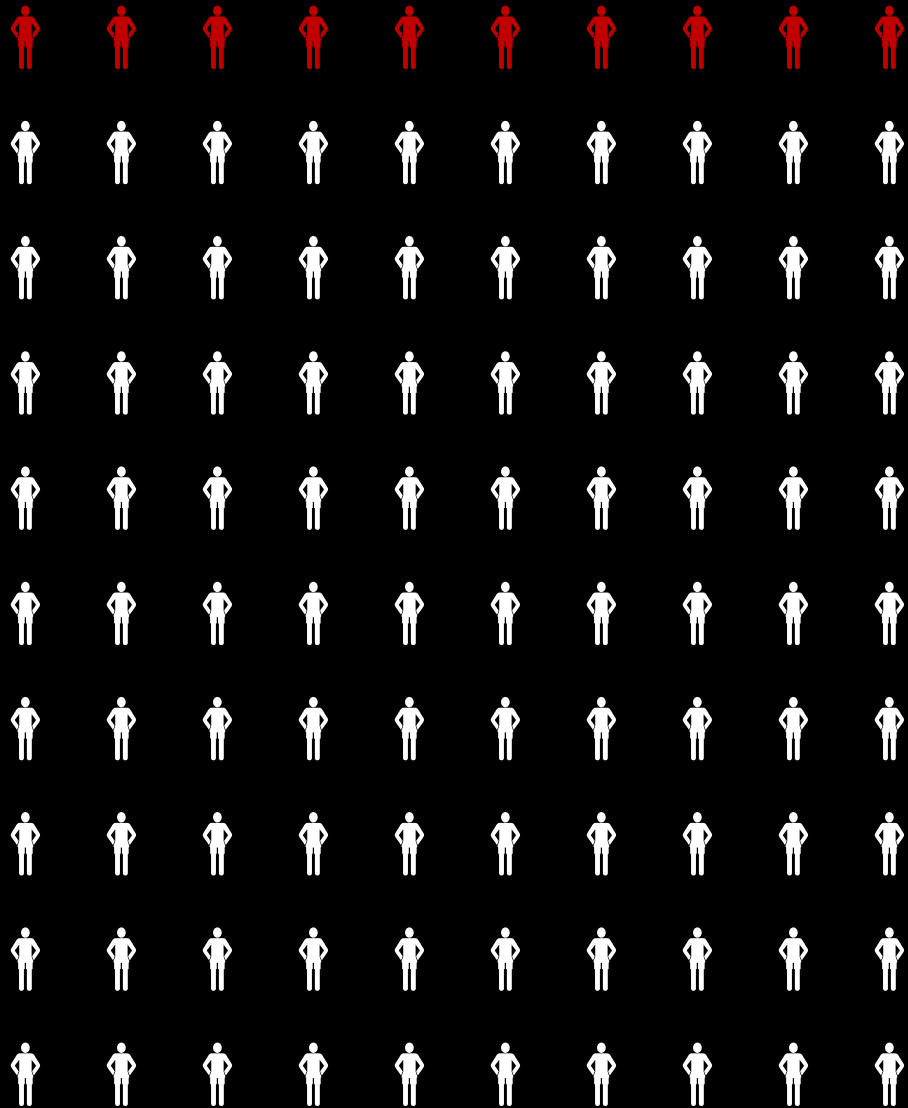


**Professional/
specialist**



**Professional/
specialist**

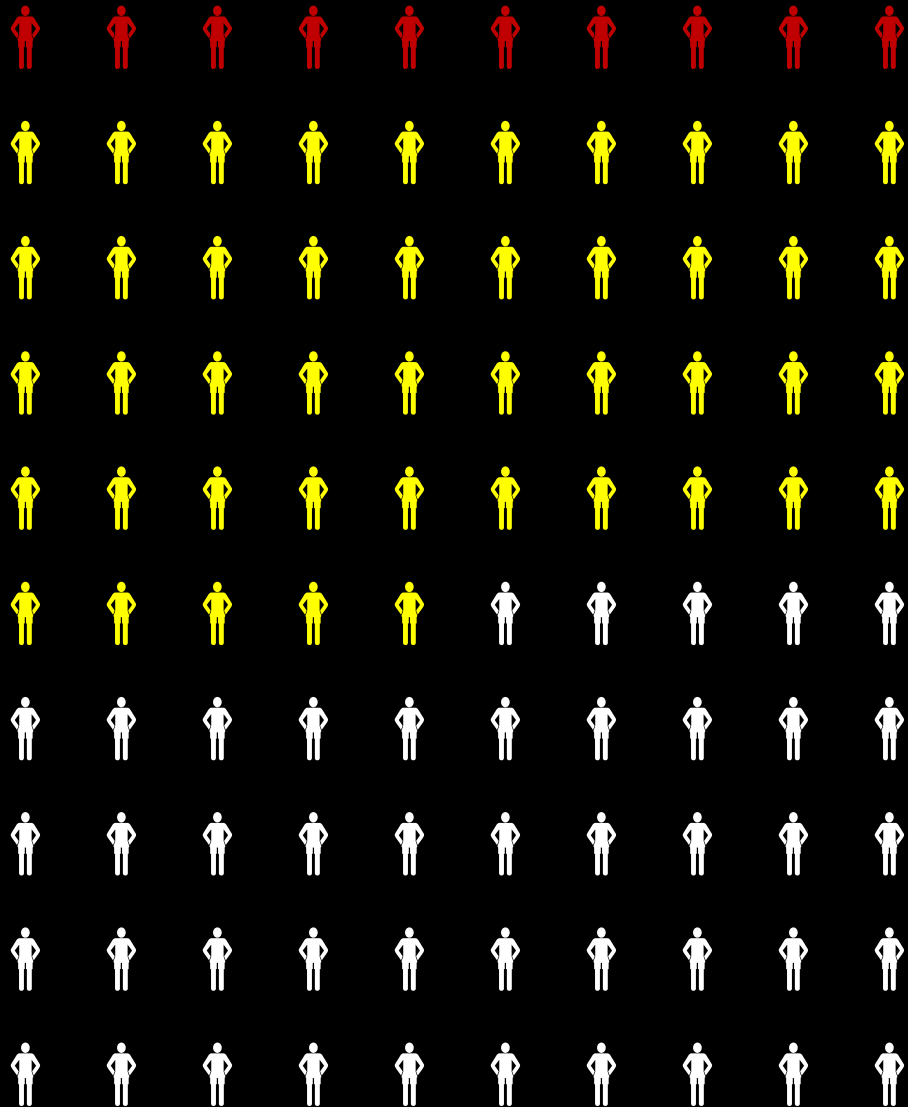
General



Professional/ specialist

General

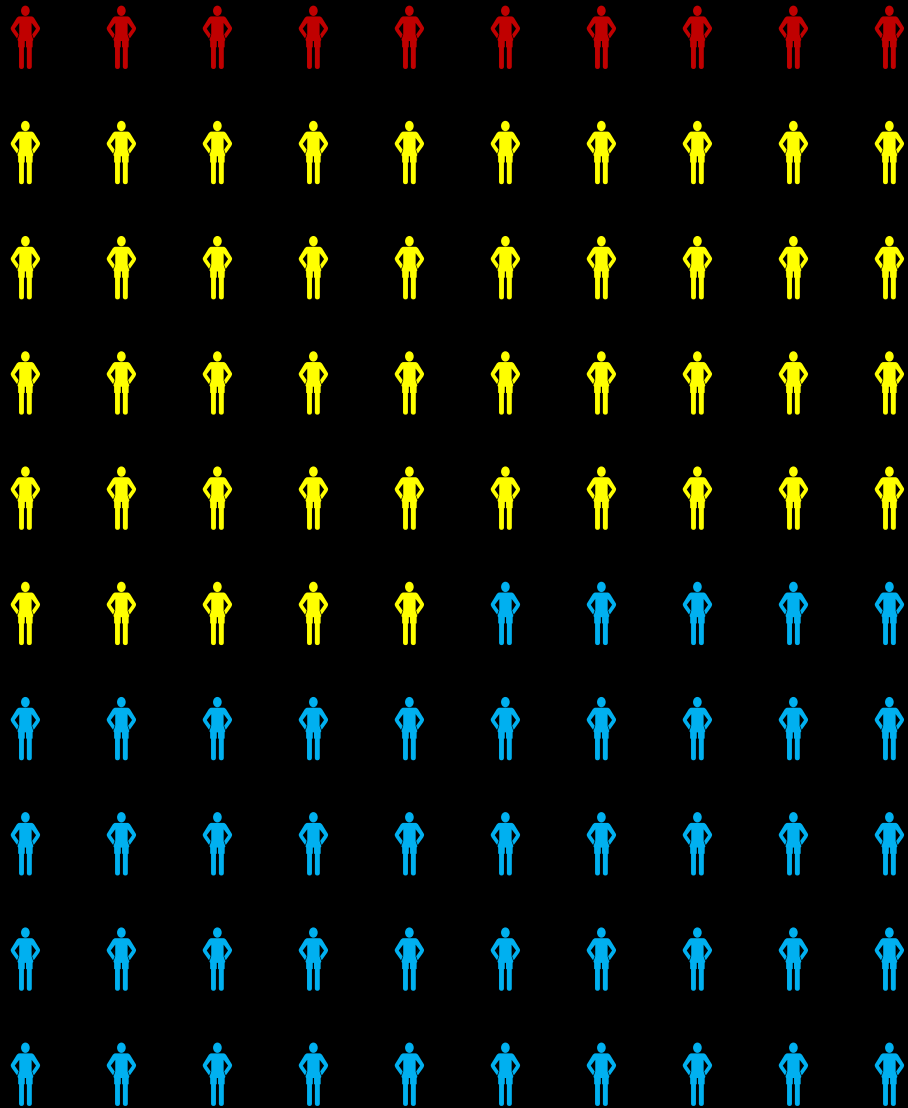
Casual



Professional/ specialist

General

Casual



So what?

**Don't assume
knowledge**



Film buff

Sees films – and only films -more than once a week and usually alone

“I see all the art house films here”

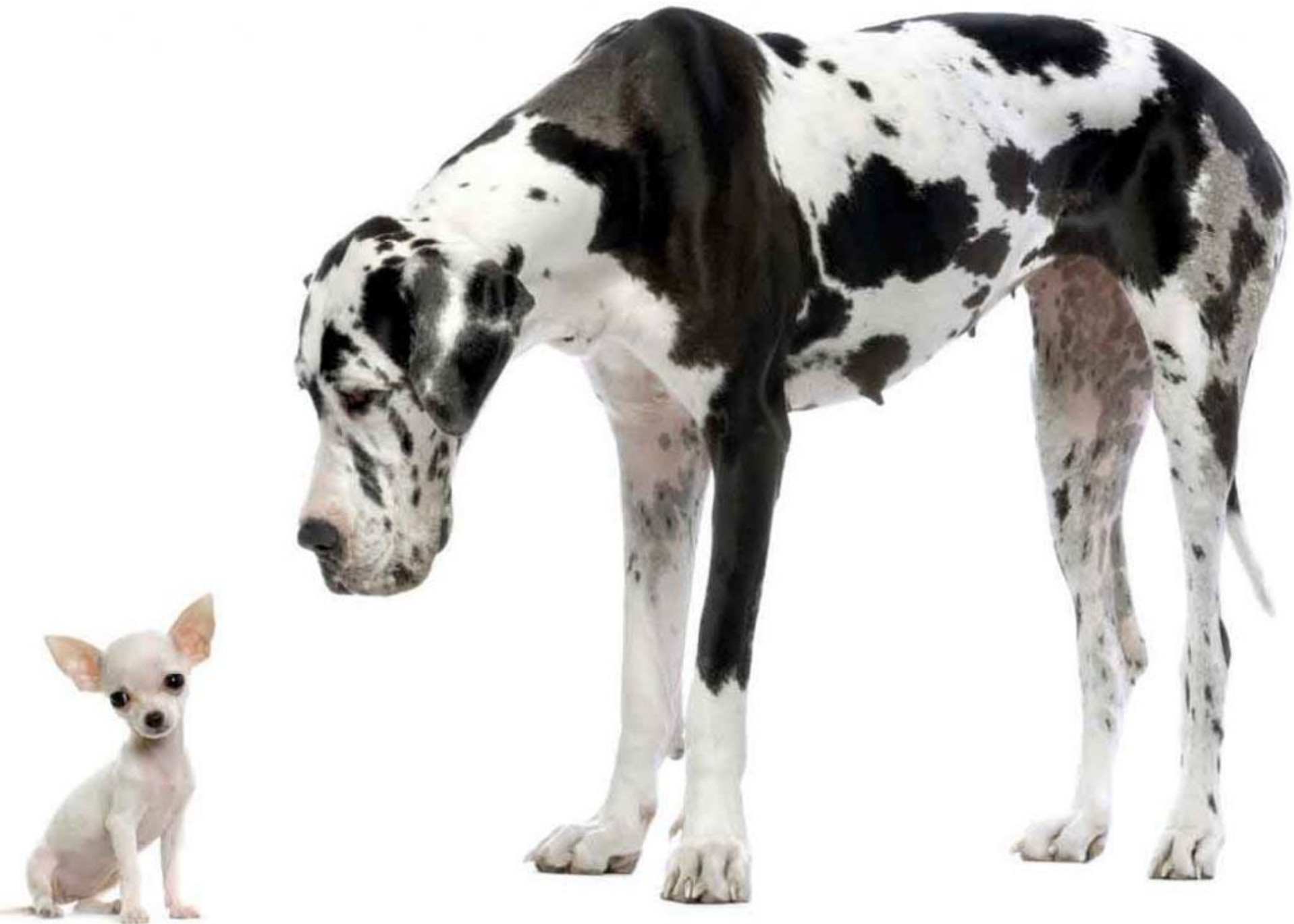
Travels up to an hour

A regular at three other venues

Been coming to Stamford Arts Centre for over six years

“I see most films even if I think I’m not going to like them”

Favourite film:
Mamma Mia



A wide-angle photograph of a large audience seated in a theater with red seats. The theater has a high ceiling with decorative lighting. Two speech bubbles are overlaid on the image. The first speech bubble, on the left, contains the text 'Bella Tarr, my fave'. The second speech bubble, on the right, contains the text 'Urgh subtitles!'.

Bella Tarr,
my fave

Urgh
subtitles!

Types of film enthusiast

- ♦ Summit
 - Film as business
- ♦ Specialist
 - Strong preferences
 - Know a lot about the bits they like
 - Collectors
 - Dismissive of anything else
- ♦ Scattergun
 - Love to discover new films
 - See film as part of a varied and busy cultural life

So what?

**Really ... don't
assume
knowledge!**

WHERE DO THEY SEE FILM?



Where do they go?

- ◆ 30% only ever go to their regular venue
- ◆ 15% also go to another cultural film venue
- ◆ 33% also go to an Odeon multiplex
- ◆ 34% to a Vue multiplex
- ◆ 29% also go to a Cineworld multiplex

Film Hub Wales research

So what?

**Develop more
Mainstream Plus
audiences**

WHAT MOTIVATES THEM?



Motivations

- ◆ Social
- ◆ Entertainment
- ◆ Emotion
- ◆ Excitement
- ◆ Identification: “That’s me...”

broadway

CINEMA | CAFE BAR | NOTTINGHAM



Bringing you the Cambridge Film Festival every September

Cambridge Film Trust

Promoting film culture in the East of England

So what?

**Talk about the
things that
motivate them**

WHY DO THEY CHOOSE YOUR VENUE?



Social motivations

- ◆ 30% only ever go to their regular venue
- ◆ 15% also go to another cultural film venue
- ◆ 33% also go to an Odeon multiplex
- ◆ 34% to a Vue multiplex
- ◆ 29% also go to a Cineworld multiplex

The perfect cinema

- ◆ A wide choice of films
- ◆ Friendly staff
- ◆ Food and drink
- ◆ Buzzy atmosphere
- ◆ Seeing film with like-minded people
- ◆ Being in a place where you feel you belong



Third Spacer

Sees films alone at least once a week
– also sees a few plays and gigs with others

“I choose by reading reviews”

Travels 30 minutes each way

Very rarely visits any other cinema

“I like any foreign film especially French”

I feel comfortable coming here

Favourite film: Some Like It Hot

So what?

**Tell them why they
will enjoy seeing
films in your
venue**



Every Thursday
night is curry +
movie night!

The menu is available
from 5pm onwards. For
more info, [click here](#).



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<http://www.shortlist.com/>

Cooldest Cinemas In The UK



BROADWAY, NOTTINGHAM

14-18 Broad St, NG1 3AL

For some time now, Broadway has spoilt Nottingham locals with some of the most beautiful cinematic environments you'll find anywhere on the continent, inviting even Paul Smith to design one of its luxurious theatres, as you may have guessed with the look of that chair, above. So why not go all out? The private spaces are well worth hiring if you've got a few friends, with The Lounge offering specially designed leather sofas and even an egg chair, because it will definitely make the film better; that's just science.

Broadway.org.uk

Broadway Cinema/Cafe Bar, Nottingham, Nottingham

Nottingham Hotels Flights Holiday Rentals Restaurants Things to Do Best of 2014 Trending Now More Write a Review

Europe United Kingdom (UK) England Nottinghamshire Nottingham Things to do in Nottingham Search for a city, hotel, etc.

Broadway Cinema/Cafe Bar, Nottingham

14-18 Broad Street, Nottingham NG1 3AL, England
0115 352 0511 Website Improve this listing

Ranked #9 of 66 attractions in Nottingham
170 Reviews

Type: Cinemas

21 visitor photos

Your own cinema at home
www.broadwaycinema.com/ Latest film releases, snacks, live theatre and much more!

170 reviews from our community

Visitor rating

Rating	Count
Excellent	58
Very good	46
Average	16
Poor	5
Terrible	5

170 reviews sorted by: Date | Rating English Sort

"Wedding Homecoming Party"
Reviewed 4 August 2014

My husband and I held a Wedding Homecoming Party in the Broadway's Mezzanine Bar, for around 50 guests on afternoon. With the large windows opened up onto the busy bar area below, we had a great personal space for our guests. The staff offered a great deal of help to decorate the room with the personal decorations from our wedding.

Was this review helpful? Yes

"One of my favourite places"
Reviewed 2 August 2014

Where else can you watch a range of films, or theatre productions in peace with thoughtful people, a good range of drinks and comfortable surroundings?

Was this review helpful? Yes

Hotels near Broadway Cinema/Cafe Bar, Nottingham

- Blue Nottingham Centre**
305 Reviews
Nottingham, Nottinghamshire
3.3 miles from Broadway Cinema/Cafe Bar, Nottingham
- Manor Nottingham City Centre Hotel**
402 Reviews
Nottingham, Nottinghamshire
2.1 miles from Broadway Cinema/Cafe Bar, Nottingham
- Hubbards Nottingham**
100 Reviews
Nottingham, Nottinghamshire
1.2 miles from Broadway Cinema/Cafe Bar, Nottingham

Hotels near Broadway Cinema/Cafe Bar, Nottingham

Browse nearby

Things to Do (150) | Hotels (56) | Restaurants (1,112)

Map data ©2014 Google

Which Nottingham hotels are on sale?

admin/typy admin/typy

See hotels

Cinema Cafe Coupons
coupons.watkinson.co.uk Search & Find Great Deals with Cinema Cafe Coupons & Save Today!

Cinema Cafe Nottingham
more information on Nottingham. Watch The Latest Film Bookings. Book Online Today With Cinema?

Art & Events at Streets
more information on all arts. Experience the arts at selected Streets cinema - book and see!

Cinema Cafe Coupons
www.watkinson.co.uk Search for Cinema Cafe Coupons Look Up Quick Results Now!

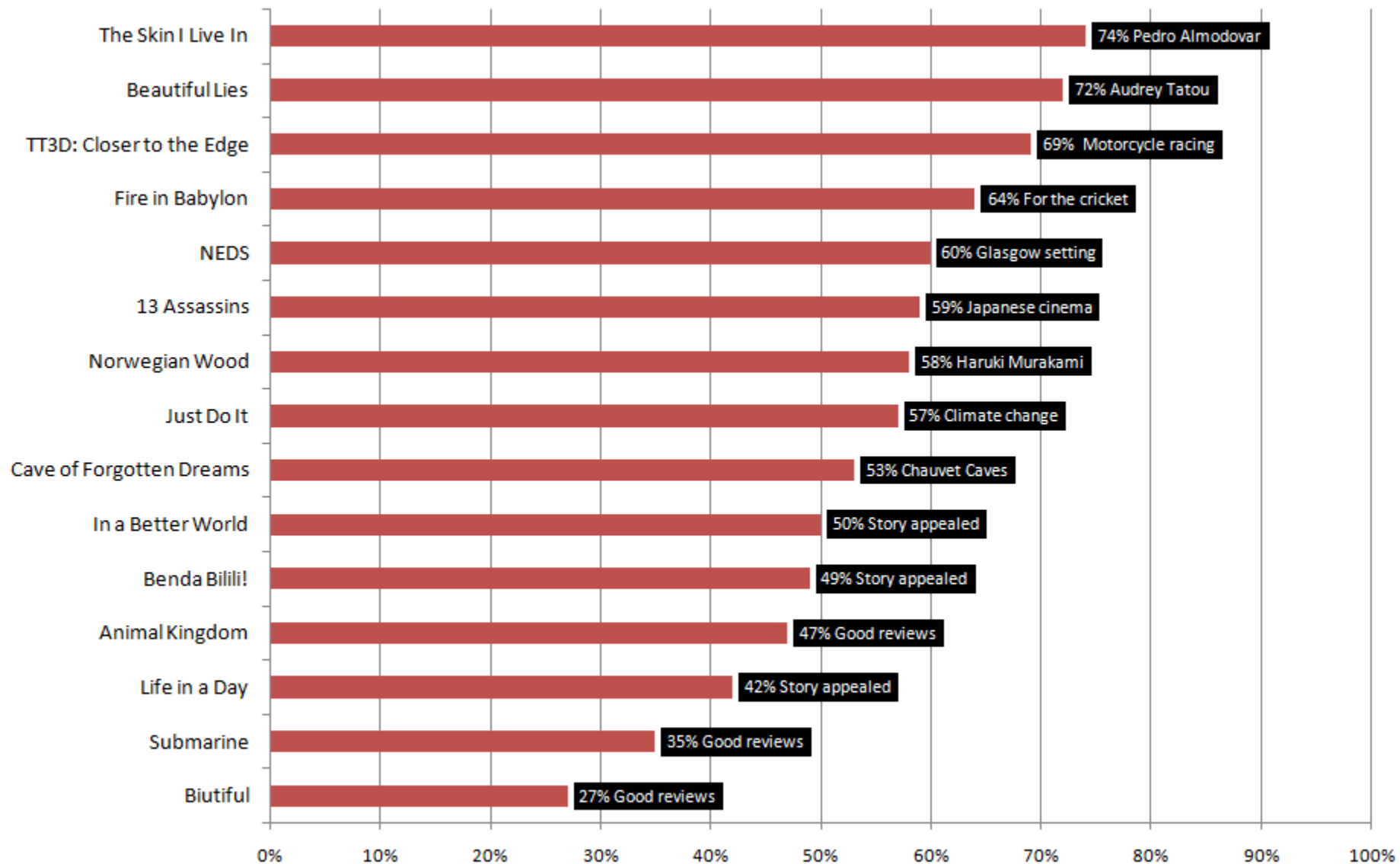
Sponsored links

**What's your
alternative to the
popcorn
experience?**

WHY DO THEY CHOOSE A PARTICULAR FILM?



Primary reason for attendance



So what?

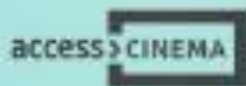
**Talk to different
audiences about
different things**

WHAT STOPS THEM?



Barriers

- ♦ Arts omnivores have not been persuaded to see film – yet!
 - make thematic and creative links to what they do see
- ♦ Programme is too specialised
 - in Ireland, venues that show a mix of cultural, crossover and mainstream family films do best
- ♦ Confusing programming



MONDAY NIGHT CINEMA

+ SPECIAL SCREENINGS AT PAVILION THEATRE
SEASON TICKETS ONLY €49.50

Love film? Get a great deal with our **Monday Night Cinema Season Ticket** at the fantastic price of **€49.50**. This will guarantee you entry into ALL of our Monday night screenings. Most of our screenings have been selling out so make sure to book early!

For more information or to buy our **Monday Night Cinema Season Ticket**, call us on 01-231 2929.



WITH SPECIAL THANKS TO
DÚN LAOGHAIRE RATHDOWN COUNTY COUNCIL



So what?

**Don't just tell them it's
on. Persuade them!**

**Consistent
programming and
clear messages**



Universal barriers

- ◆ Lack of interest
- ◆ Lack of time
- ◆ Difficulty of getting there
- ◆ Cost

Universal motivations

- ◆ The need to socialise
- ◆ Childhood exposure (especially participation)
- ◆ Formal education (which seems to give people a sense of the value of culture)
- ◆ Arts education (which seems to enable people to unlock meanings)
- ◆ Status and identity

Universal barriers (apparently)

- ◆ Lack of interest Relevance derived from history, interests and cultural identity
- ◆ Lack of time Relevance: what is worth spending time on
- ◆ Difficulty of getting there Not about distance but the familiarity and convenience of the route
- ◆ Cost Relevance (perceived value) except for low income groups

**We can't be inclusive
just by removing
practical barriers –
we have to build
relevance first**

How to develop audiences

- ◆ Not just about providing specialist services
- ◆ Understand particular groups' attitudes and beliefs about culture and cultural film
- ◆ Work to make cultural film relevant
- ◆ Then tell them how you have removed the practical barriers they encounter

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