



Arts & Humanities
Research Council



Launch of the 'Beyond the Multiplex: audiences for specialised films in the English Regions' project



@BeyondMultiplex

11.15 am - 3.00 pm on Wednesday September 27th 2017

at [Showroom Cinema, Sheffield](#), South Yorkshire S1 2BX

Aim

The AHRC has funded a major three-year research project that aims to support the development and growth of audiences for specialised film in the English regions. The project will be conducting extensive research with audiences and is developing innovative methods to understand audiences and audience journeys for specialised film. It will develop new insights into how audiences form, including how they use venues, platforms, social media and mainstream media to participate in film. It will also focus on the experience and meaning of film for particular audiences. The project has a strong emphasis on engaging with those involved in developing audiences for film to ensure that the project benefits those who are working to grow audiences for independent film. The aim of the launch, therefore, is to introduce the project to stakeholders and to provide an opportunity to discuss how the project can support their work. The output of the launch is a development plan that sets out stakeholder engagement over the three years of the project.

Representatives from the following organisations have already confirmed their attendance: BFI, FAN, Showroom, Watershed, Audience Agency, Cinegi, Studio of the North, Film London, HOME, Curzon, Audience Agency, Cinema UK, ICO, INTO film and many more

Directions to the venue can be found on the [Showroom Cinema website](#) and more information about the project on the [Beyond the Multiplex website](#)



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Programme

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| 11.15 - 11.30 | Arrival, tea and coffee |
| 11.30 -11.50 | Audience development and research Professor Bridgette Wessels (Newcastle University): Aim of the project Ian Wild (Chief Executive, Showroom Workstation): A venue perspective: the value of independent research in audience development Catharine Des Forges (Director of The Independent Cinema Office): The use of research to inform programming and distribution in supporting audience development Sarah-Jane Meredith (BFI Manager - UK Wide Audiences): Support for regional audiences |
| 11.50 – 12.30 | Beyond the Multiplex Project: an introduction to the research project (Project team) Project aim and objectives Engagement and impact plan Questions |
| 12.30 - 13.20 | Lunch and networking |
| 13.20 – 14.15 | Ben Luxford, BFI Head of UK Audiences introduces the discussion sessions: the challenges and opportunities of developing audiences for independent film. |
| 14.15 | Feedback and discussion |
| 14.45 | Next steps in stakeholder engagement |
| 15.00 | Close |