

Beyond the Multiplex

Audiences for specialised film in English regions

- 3 year project funded by the Arts & Humanities Research Council (AHRC) led by Newcastle University with Liverpool University, University of Sheffield and University of York.
- Central Question: How do audiences engage with and form in different ways around specialised films in English regions? Examining practices of venue-based and online film watching and the audience experience of specialised films. This includes cinema experience and film experience in venues, festivals, film clubs and online platforms.
- Research is taking place in the North East, Yorkshire and the Humber, North West and Greater Manchester, and South West England.
- The BFI's definition of 'specialised film' relates to those films that do not sit easily within a mainstream and highly commercial genre. The BFI considers most feature documentaries, subtitled foreign language films, re-releases of archive/classic films, artists' film, short film and British film to be specialised.
- Independent and collaborative research. Working strategically with BFI, Film Audience Network (FAN), Film Hub North, Film Hub South West, and stakeholders more broadly, including ICO, Into Film, Film Hub members, regional cinemas, film clubs and community cinemas.

Aims of the project

- Understand how to enable a wider range of audiences to participate in a more diverse film culture that embraces the wealth of films beyond the mainstream.
- Support those working in film and with film audiences by providing: evidence, analytical data tools and a digital methodology for audience research.

For more information:

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