

Education in Cinema Survey Report — Executive Summary

BACKGROUND

Between March – May 2022, **Film Hub Scotland** conducted an **Education in Cinema Survey** to learn more about its members' film education programmes and screen activities for young audiences. The survey looked at activities aimed at **young people aged 25 and under** and focused on **three education in cinema categories: Youth Screenings, School Screenings and Education Activities**.

This research was funded by **Screen Scotland's Film Education Partnership Fund**. FHS's official partner on this project is **Into Film**.

RESPONDENTS

- **65 out of 200 FHS members responded to the survey.**
- Of these, **52 respondents offer activities from at least one of the three education in cinema categories.**
- Responses were received from members covering **24 of Scotland's 32 local authorities**. The highest number of responses came from **Glasgow (11), Edinburgh (9), Perth and Kinross (5)** and the **Highland Council area (5)**.

YOUTH SCREENINGS

- **41 respondents offer youth screenings.**
- **The most well catered for category is 5 – 11 year olds.**
- **Edinburgh and Glasgow have the highest number of FHS members offering youth screenings.** Perth and Kinross initially has good provision, but this rapidly tails off through older age categories. **After 11 – 14, there are no youth screenings in Perth and Kinross.** This contrasts notably with the consistent level of youth screening activity in several other local authorities including the **Highland, Argyll and Bute** and **Scottish Borders** councils. There were **a number of local authorities with no youth screening provision at all.**

SCHOOL SCREENINGS

- Of the 65 respondents, **31 FHS members offer primary school screenings and 28 provide secondary school screenings.**
- Of these, **the majority of screenings take place a few times a year or once or twice a year.**
- **71 % of those offering school screenings had some of their screenings supported by Into Film.**

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EDUCATION ACTIVITIES

- **32 respondents offer more in-depth film education activities.**
- **Glasgow and Edinburgh are most well catered for** with multiple providers across all the different categories of education activity.
- **Dundee/Tayside** receives excellent provision of youth screenings, school screenings and some education activities through FHS members, but it does not currently receive certain other activities such as filmmaking. Likewise, although a substantial number of youth and school screenings take place in **Aberdeen**, in-depth education activity provision *by FHS members* is generally more constrained here.
- Individual FHS members are also responsible for particularly comprehensive offerings in **Argyll and Bute, Shetland, the Scottish Borders** and the **Highland Council** area.
- Film education activity provision is particularly lacking in **Perth and Kinross, Fife and south west Scotland**. Also, while the various **Central Belt towns** are close to Glasgow and Edinburgh, these are **highly populated areas with no consistent provision of their own**.
- Six respondents offer film education activities for young people that lead to a **formal qualification**.
- Eleven respondents offer learning/training opportunities for **teachers/facilitators**.

ACCESS, INCLUSION AND REACH

- For various under-represented groups, especially **D/deaf and disabled audiences**, youth screenings/school screenings and/or education activity engagement lags behind that of the wider organisation.
- However, film education leads the way in engaging **audiences identifying as being from a lower socio-economic background** and those with **experience of being in the care system**. This is suggestive of **the important role that film education work can play in connecting exhibitors with new and diverse audiences**.

EDUCATION IN CINEMA — FUNDING, COLLABORATIONS, CHALLENGES AND POSSIBILITIES

- Main sources of funding: **Screen Scotland (62%), charitable organisations (40%) and BFI (31%)**.
- **FHS members engage in a range of partnerships for film education work, frequently with other FHS members**. However, one third of respondents had not been involved in collaborations, suggesting **scope for FHS to facilitate future partnerships**.
- **Lack of staff, difficulties in promoting the work** and **transport challenges** were the major obstacles for respondents.
- There was **strong enthusiasm for the work**, with various respondents stating that they would love to do more of it.
- **100% of respondents who don't currently provide education in cinema offerings stated that they have an interest in doing so.**