**On Screen Representation**

The inaugural Lowestoft Film Festival (LFF) has received submissions from first time filmmakers, female filmmakers, LGBTQIA+, as well as films focussing on social and environmental issues.

We are proud to have a broad range of entries shortlisted, of which the finalists for each category are being screened at the festival, which represent a diverse set of narratives across the board depicted in the films screening.

On top of this we are also programming:

* Right of way
* The camera is ours: Britain’s women documentary makers
* Sweetheart
* Tourettes & I
* Sensibility
* Octopus

**A Diverse Team**

The diverse team behind the festival includes a 50/50 gender balance, REDACTED who is our LGBTQIA+ Ambassador, REDACTED who is our Diversity Ambassador, and REDACTED who are two passionate founders ensuring there is strong representation.

All 8 judges of the 2022 jury also includes strong diversity, with a 50-50 gender balance, representation of under-represented ethnic groups and disabled and/or neurodivergent.

LFF has equal representation, and groups that are currently underrepresented within the industry playing a valued part in the support of the festival.

**Industry access or training**

Our already established YFP group also continues our strong link with local colleges media/film students, and will take on board a number of young people/students for work experience/professional development opportunities leading up to and during the festival.

**Catering for different audiences**

All the venues for any event/screening taking place during the festival are fully accessible for any different audience that may have additional needs, and there are no steps to each screening location. As well as all locations having fully accessible toilet facilities onsite.

Where films that have been submitted have subtitles, we will ensure they are displayed with the film.

All though for our first year, we do not have the facilities for BSL, or audio description, this is a priority of ours to achieve, in order to enable Lowestoft Film Festival to become a fully accessible event.

For 2022, the option of a portable hearing loop in the Grit Arts Centre will be available.

**About our activity**

Lowestoft Film Festival is a celebration of independent film, that actively supports and champions filmmaking within Lowestoft, the wider east coast and nationally.

At its heart, LFF supports up and coming filmmakers (with a focus on those under 30), whilst showcasing the existing local talent within the coastal town. Ultimately, celebrating the diversity and power of film, and cultivating a stronger creative community on the east coast.

We are reconnecting with an audience in a town that suffers from high levels of social isolation and deprivation, that has only been exacerbated since the covid pandemic and the rising cost of living. Therefore, effecting low socio-economic groups that are the hardest hit as we go into a recession.

Waveney as a whole includes 25% of the people within the 10% most deprived neighbourhoods within England, and Lowestoft’s levels are significantly higher than the figures above.

70% of young people within families of the town centre and coastal wards of Lowestoft, also experience the highest levels of hardship within Suffolk.

Because of the audience we are connecting with, we know that ticketed events must be low cost, and we have taken this into consideration from receiving feedback in person from our YFPs.

The shortlisted entries from each of our categories are also being screened, which range from experimental shorts, documentaries, short films and two feature films (because the 2022 entries are still in the judging process, we cannot confirm specific titles at this time).

From this the winning films in each category will also include a Q&A with the lead filmmaker, or director behind the project.

On top of this, we are also working with Get Suffolk Reading/Literacy Trust to work on workshops shaped around films.

Lowestoft Film Festival is an inclusive, and accessible festival that supports and gives opportunities for anyone of any background.

Our open submission process, has enabled an inclusive space for filmmakers to enter their projects, and from our shortlisted selection we are proud to be achieving, what we set out to achieve. Which is to promote under-served audiences outside of London, and have a strong number of entries from within East Anglia, and further into the Film Hub South East area.

We are directly giving training and skills development opportunities to young people we already engage with, and young people that are currently under-represented within our area to work with LFF through our partners, including work experience, skills development for staff and paid employment.

LFF consists of low cost ticketed (set at £3 per ticket) and free events, ranging from screenings of the shortlisted independent film entries of our first year, a programme of talks, and other events, including a hand-picked collection of diverse British made independent films, that audiences in Lowestoft otherwise wouldn’t have access to engage with.

The wider population within Lowestoft are able to engage with the event and discover something new, whilst supporting up and coming talent within our region and local communities, through accessible screenings in a town with high levels of socio-economic impact.

Our outreach and events, are promoted and marketed, to engage with under-served audiences, allowing them to re-engage with independent film, through educational workshops with our two educational partners, Lowestoft Rising Local Cultural Education Partnership, Get Suffolk Reading, and through targeted promotion of our low-cost tickets.

Working with our partner Lowestoft Rising LCEP, we directly engage with students to ensure no audience is under-served, and that they are well informed about the activities and events taking place that can benefit them.

Our programme of industry talks, aims to educate audiences of ways they could breakthrough into the industry, and find out more information by asking their own questions in an open forum to the speakers, which will allow inspiring new talent to explore the opportunities for them in film.

Talks will focus on historic and current issues within the industry, and look at ways we can improve. Themes will cover a range of progressive movements, and look at how the medium of film can influence positive social change.

Overall, the Lowestoft Film Festival is a platform that supports and champions emerging new talent to allow our audience to discover, and access something new that they otherwise wouldn’t have engaged with; directly leading them to want to watch/engage with more independent film.

LFF creates the opportunity for all filmmakers, and enthusiasts to network with, and form new relationships across the duration of the event.

**Cultural engagement:**

LFF develops the engagement of British independent cinema within Lowestoft, and grows cultural engagement within our town that predominantly includes a high level low socio-economic group, whilst showcasing upcoming and under-represented talent that they otherwise wouldn’t consume.

**Developing young audiences (aged 16-30):**

From the start our film festival has focussed primarily on engaging a young audience of 16-30 year olds, and it is our continued aim to achieve this during the festival with direct engagement.

We do this by engaging an audience of young people within our local communities, through our local educational partners, and through the filmmakers behind the submissions entered into our film festival that are mostly under 30.

**Promoting inclusivity:**

LFF continues to promote inclusivity through the duration of our festival, by screening diverse films and scheduling talks that promote inclusivity and diversity within the industry.

**Showcasing screen heritage:**

For our inaugural year LFF is showcasing an exhibition on the screen heritage within Lowestoft, which includes an exhibition within the ‘Parcels Office Exhibition Space’, highlighting the history of cinemas within Lowestoft’s past and present.

**Marketing & publicity**

By working with all of our project partners, we ensure promotion is widely sort across their venues, and with the groups they directly engage with.

Our promotional print and digital material are also shared with them, which helps us to target the low socio-economic audiences within Lowestoft, as well as young people aged 16-30 years old.

Our specific marketing and publicity, consists of sustainably printed marketing material such as posters, flyers and banners as well as a digital campaign online, through our social media channels, website and e-newsletters.

Targeted online promotion and ads that include call to actions to book screenings and discover more about LFF, will also run across our Sunrise Studios channels that have a combined online presence that engages over 2,850 people.

On top of this, we also have access to an online Lowestoft Facebook group which has direct engagement with over 4,000 people from the town.

**Project management**

Sunrise Studios has a plethora of experience running film related activities, workshops and our own regional community outdoor cinema.

Our rural roaming ‘Pop up Cinema’ saw us successfully put on 15 sell out screenings last year across East Suffolk directly reaching over 1,200 people.

In 2020 after successfully producing a landmark documentary on Lowestoft, we also successfully programmed 14 screenings across local independent cinemas within Suffolk which reached over 400 socially-distanced cinema attendees and included 9 sell out screenings.

By combining our experiences and in house expertise across the team to programme, market and grow the audiences engaging with independent film within Lowestoft.

**Partners we are working with:**

East Point Pavilion – Venue partner in Lowestoft.

Lowestoft Library – Venue partner in Lowestoft.

The Grit Arts Centre – Venue partner in Lowestoft.

Lowestoft Rising LCEP/Ness Fest – Workshops partner, Lowestoft cultural education partnership that works with all schools and colleges within the Town.

Get Suffolk Reading/Literacy Trust – Workshops partner, working within Lowestoft to get more children and young people reading and they will be working with us to curate film-based activities and workshops associated with their ambitions.

Wherry lines community rail partnership/Lowestoft central project – Sustainable travel project partner and venue partner (Parcels office exhibition space).

**Monitoring & evaluation**

Our reporting consists of a survey, our podcast ‘Deckchair Talks’ setup at the Parcels office exhibition space across the weekend to gather people’s feedback vocally (what they’ve enjoyed, as well as any constructive feedback).

Our podcasts are run by our young volunteers that are directly engaged through Sunrise Studios. As well as also having young people documenting, and filming the festival across the weekend.

Enabling us to have the opportunity to capture visual sound bites, from our audience across the weekend and create a highlights video.

**Our activity support**

LFF is a place for our community to discover new emerging talent, and those talented creatives that haven’t yet been discovered.

Kickstarting an individual’s journey within the industry and giving them the belief, and confidence to express themselves and become the best they can be.

We proudly promote films from any filmmaker thanks to our open submission process, which enables audiences in Lowestoft to view something different, regardless of how big or small their budget was for creating short films, documentaries or experimental films.

Overall, LFF will be an annual celebration of film for Lowestoft and shape a platform that brings people together, to watch independent, learn new things and for people of all ages to find out more about the industry, from other events taking place across the festival.

Most importantly, our ambition in our first year is to ensure that most of the high costs of establishing the festival are covered, to enable the festival to run at a lower cost going forwards, which will enable LFF to become much more self-sufficient, and to use funds in future years to make the festival even more inclusive and accessible as possible by funding BSL and other accessibility improvements.

**Outputs & KPIs for 2022**

Please detail the outputs and key performance indicators for your project:

|  |  |
| --- | --- |
| Projected audience figures:  *Separate in-person and online audiences, if applicable* | 3,020 |
| Number of screenings:  *Separate in-person and online audiences, if applicable* | 20 |
| Number of independent films projected: | 70 (56 shorts & 14 feature films) of which 24 shorts are 100% made by local filmmakers. |
| Proposed venues: | East Point Pavilion, Lowestoft Library, The Grit Arts Centre & Post office exhibition Space. |

**Environmental Impact**

The LFF is committed to eliminating any unnecessary waste, and reduce the use of non-recyclable products and materials. This will include a digital programme available on our website, that is promoted through our social media channels.

All marketing flyers/posters are also printed on recyclable materials, and marketing materials such as banners will be non-dated so they can be reused.

We also eliminate all unnecessary travel within our team, and encourage public transport and walking where possible, this will also be public facing by promoting the use of travelling by rail for visitors from further afield with our friends at the Wherry lines community partnership and Lowestoft Central project.

We will also be ensuring where visitors may need to use public transport in the town, that the local bus service available is also promoted.

Furthermore, the venues taking part in the festival, will be ensuring that the use  
of shared natural resources such as energy, food and materials is as efficient as it possibly can be, to ensure we are as a collective, contributing to making society more resilient.

Each venue taking part this year will also have recycling waste sorting bins.

We also review our environmental practices every 4 months, to see how we can become a much more sustainable festival to reduce the environmental of our activities.