

## BROADWAY, SUMMARY OF ACTIVITIES 2016-17

### Cinema Programme

Broadway's 4 screens, 634 seat cinemas are open for 362 days each year with an independently curated film programme championing British Independent and international cinema. Between April 2016 and March 2017 Broadway achieved 184,489 admissions, presenting 3,897 screenings of 423 film titles representing 38 different countries. More than 70% of the film titles were shown exclusively at Broadway and would not otherwise have been available to audiences with the local and surrounding area. Top titles were *La La Land*, *I Daniel Blake*, *Fantastic Beasts and Where to Find Them*, *T2 Trainspotting* and *Bridget Jones's Baby*; with three of the five British Independent.

In a commitment to addressing BFI Diversity Standards, Broadway has made a determined commitment to re-balance on screen under-representation promoting local, national and international contemporary voices across issues of disability, gender, race, age and sexual orientation. A discounted price ticket introduced to encourage anyone at any time aged under-25 to attend films and events for £4.50 has resulted in a 20% increase in young audiences with 11% of the admissions BAME in contrast to 4% of normal priced tickets and in line with the 11% city and county BAME population.

Black History season included the extended 'Sembené: A Rebel With a Camera' season, in a partnership with Aya Distribution and University of Nottingham; *The Hard Stop* was followed by a Q&A with director and lead roles; *Queen Nanny*, *Legendary Maroon Chieftainess* to mark Jamaica's independence day. Following the death of Muhammad Ali, Broadway hosted a charity screening of *When We Were Kings*, donating profits to the Himmah Food Bank in Hyson Green, the first Muslim food bank in the UK. An introduction and panel discussion on black masculinity followed a screening of *Fences* (Denzel Washington, 2016) and a panel discussion about women of colour working in STEM followed *Hidden Figures* (Theodore Melfi, 2016). The BFI Black Star Music Hall of Fame presented a season of uplifting musical films, including *Stormy Weather*, *Boyz n the Hood*, *Mo' Better Blues*, *The Wiz*, *Carmen Jones*, *Car Wash*, *Sister Act 2* and *The Proud Valley* starring Paul Robeson.

On-screen representation by women directors featured strongly with big budget comedies, *Absolutely Fabulous – The Movie* (Mandie Fletcher) and *Bridget Jones's Baby* (Sharon Maguire); mid-range budget dramas, *Our Kind of Traitor* (Suzanna White), *Money Monster* (Jodie Foster), and *Queen of Katwe* (Mira Nair); US indies *Heart of a Dog* (Laurie Anderson), *Maggie's Plan* (Rebecca Miller), and *Certain Women* (Kelly Reichardt); foreign language gems *Mustang* (Deniz Gamze Ergüven), *Chevalier* Athina Rachel Tsangari, *Things to Come* (Mia Hansen-Love) and *Toni Erdmann* (Maren Ade). Films by British women included *Adult Life Skills* (Rachel Tunnard), *The Silent Storm* (Corinna McFarlane), *American Honey* (Andrea Arnold), *Swallows and Amazons* (Philippa Lowthorpe) and *A United Kingdom* (Amma Asante) and *Viceroy's House* (Gurinder Chadha).

In association with Pride and University of Nottingham, Broadway presented a season celebrating the lives and achievement of the LGBT community as part of LGBT History Month, launched with the opening night of the Oscar winning *Moonlight* (Barry Jenkins 2016) and included *Theo and Hugo* (Olivier Ducastel & Jacques Martineau 2016), *Girls Lost* (Alexandra-Therese Keining 2015) and *The Pass* (Ben A Williams 2016). Gender equality was a theme reflected in a season of films that included *No Home Movie*, *Next to her*, *Beyond the Lights*, *The Wonders* and *My Skinny Sister*.

## Film Education, Guest Introductions, Events and Q&As

Broadway presented over 60 film introductions and post-screening Q&As, including *Battle Mountain* with cyclist Graeme Obree; *Green Room* & *The Killing of America* were both introduced by horror expert Chris Cooke; Film London's Adrian Wootton presented an Illustrated talk on Shakespeare before Zefferelli's *Romeo and Juliet*; director Katharine Round spoke after her documentary, *The Divide*; Paul Fegan & Aidan Moffat took part in a Q&A after *Where You're Meant to Be*; Joe Stephenson presented his film *Chicken*; Rob Alexander took part in a Q&A after *Gary Numan: Android in La La Land*; producer Rachel Dargavel presented *Norfolk* and the Nottingham Panther's Ice Hockey team attended *Ice Guardians* documentary with Q&A. Both *Fences* and *Hidden Figures* were followed by panel discussions and Gurinder Chadha talked about *Viceroy's House* to a diverse and engaged audience on the controversial film's opening weekend.

A total of 17 film culture courses held during the year included a focus on contemporary features and screen writing, including *The Exile Files* (expatriate directors); *Don't Look Now, With Eyes Wide Shut* (controversial and cult films); *Around the World in 80 Road Movies*; *Hollywood and Politics*; *Loving the Alien* (Science Fiction); *Ten Great Cinematographers*; *Island of Terror* (cult and horror) and *Dial H for Hitchcock*. Six one day film courses focused on directors as diverse as Richard Linklater, Jean Renoir, Pedro Almodovar, Howard Hawks, Ken Loach and Laurent Cantet.

## Screening Partnerships

Broadway worked with local community groups, film clubs and associations including the Nottingham Refugee Forum, Nottingham Pride, Nottingham Trent University, the University of Nottingham and Framework Housing Association Mental Health Charity. Our partnership with the University of Nottingham resulted in a series of post-screening discussions including *Rising from the Ashes*, a documentary about cycling legend Jock Boyer helping a group of Rwandan genocide survivors create a national cycling team, in partnership with Rwandan Stories of Change Project. *All Quiet on the Western Front*, *The Battle of the Somme* and *La Grande Illusion* were followed by discussions with national WW1 experts from The Centre for Hidden Histories: Community, Commemoration and the First World War; *Still Alice* was followed by a panel discussion with Dementia Health Care experts; with screenings of *The True Cost* and *Ice and the Sky* complemented by a post-screening analysis from the University of Nottingham's International Centre for Corporate Social Responsibility. In a partnership with Nottingham Trent University, a screening of Moroccan LGBT film, *Salvation Army* in which he recounts his odyssey as a gay Muslim in Morocco was followed by a Q&A with director, Abdellah Taïa. Broadway partnered with the Reel Equality Film Club to present *Aliens* and *The Second Mother*, within an explicitly feminist context.

For young audiences, Broadway jointly ran three stop-motion animation workshops for 5 to 12 year olds with Nottingham Trent University staff complementing the screenings at Broadway of *The Iron Giant*, *Fantastic Mr. Fox* and *James and the Giant Peach*.

## Supporting Local Talent

Broadway hosts regular film talent networking events, bi-monthly *Short Stack* and monthly *Shooters Nottingham* showcasing the best short films from the East Midlands area, providing peer to peer platforms for the independent film community. Broadway hosts public screenings each with over 200 admissions showcasing the three short films written, directed and produced by the 16-19 year old participants of our annual BFI supported Film Academy. A gala screening of Broadway-based

filmmaker Ben Wigley's *Paa Joe & the Lion* (UK/Ghana) was preceded by a street procession and exhibition in our gallery, followed by a Q&A with cast and crew (including Ghanaian coffin-makers Joseph Ashong, Jacob Tetteh-Ashong and poet Benjamin Zephaniah). The film has since been screened at SxSW and due to be shown at the East End Film Festival in 2017. We welcomed back locally-made award winning *NG83 - When We Were B Boys*, a documentary about inner-city Break-dancers and provided support for its nationwide release.

A documentary about the Nottingham-based duo Sleaford Mods, *Bunch of Kunst*, was given its UK premiere at Broadway in March, followed by a Q&A with band member Jason Williamson and director Christine Franz. Locally-born director Anthony Baxter sent a special message delivered before a screening of *You've Been Trumped Too*, a post-screening discussion with experts in US political history and International Relations from Nottingham Trent University, with US election coverage screened in the café bar and the audience participating in a quiz about US presidents.

### **Mayhem Film Festival 2016**

Mayhem Film Festival is scheduled to take place at the same time as the London Film Festival (LFF) which enables working with the LFF to share a quota of film titles, guests and associated costs. Highlights in 2016 included two UK Premieres (*Headshot* and *Don't Kill It*), a live performance of *Tales of HP Lovecraft* from The Duke St Workshop featuring cult British actor Laurence R. Harvey, screenings of hit French horror *Raw*, and cult classic *The Greasy Strangler*, with a number of guested screenings including *The Ghoul*, *I Am Not A Serial Killer*, and *The Void*. The festival continued to diversify its programme by offering a balance of genres from horror, sci-fi, cult and the darker edge with films from French, Indonesian, Mexican, Italian, Canadian and Japanese filmmakers, as well as British and American.

### **Film Hub Central East (FHCE)**

Broadway is the Hub Lead Organisation for Central East, part of the BFI's Film Audience Network (FAN) and 2016/17 has been the most successful year to date in terms of admissions. In addition to offering programming and technical expertise to hub members, a number of strategic developments ensured FHCE made a significant contribution to FAN priorities and the needs of the membership. Broadway delivered a Cinema Know How workshop at the *This Way Up* conference in Glasgow in December 2016 with interest in the design thinking business support programme continuing to grow nationally.

Promoting Screen Heritage and increasing young audiences are both key strategic objectives for the BFI with Broadway making a significant contribution by leading on national projects such as *Britain on Film - Rural* enjoyed by a total of 31,514 people, with 367 screening events in 106 villages and rural communities across the UK, followed by successful management of *Britain on Film - Coastal* due to deliver screenings around the UK in summer 2017.

The first phase of the *Young Film Programmers Network* national project will be extended to December 2017 working with young people across the UK in programming, marketing and advocacy to develop audiences. FHCE's investments into Broadway's programme of Cultural Excellence helped to launch and for a limited period, underwrite the discounted under 25 ticket which has been a great success with the learning accrued shared with the hub membership.

## **Learning & Enterprise**

Drawing together Broadway's wider role of educational and charitable activities, Learning & Enterprise continues to support a wide range of collaborative projects, partnerships and initiatives as follows:

### **Near Now and Fellowship**

The first round of 2015-18 ACE NPO funded Near Now Fellowships were completed in 2016 with Erica Scourti securing a commission with the Wellcome Collection, *Empathy Deck*, featuring in the exhibition *Bedlam: the asylum and beyond*. With the support of a Fellowship travel and research grant, Erica visited galleries and artist-led spaces in the USA and secured a reworking of *Empathy Deck*, shown at the Microscope Gallery, New York. After his exhibition on the Hyson Green Workshops, the citizen-led activist movement in the '70s, Bahbak Hashemi-Nezhad continued to develop his Nottingham-based work with Primary on its *Making Space* programme. Sarah Gold launched her business, Projects by IF and her Fellowship project *The Future of Consumer Advocacy* led to an interactive installation for Somerset House's Big Bang Data exhibition.

### **Near Now Studio**

The Near Now Studio, Broadway's pilot for the Arts Council England and Innovate UK co-sponsored Arts and Technology Programme, continued through to its conclusion in September. The Studio Members developed five collaborative projects, including a digital service prototype for a cooperative childcare model and an artist-led network to accelerate research on arts, technology and feminist practice. The pilot also had a significant impact on the professional development of the Studio Members, acting as a pivot in their careers, and proved a valuable learning exercise for Broadway and the project sponsors in relation to similar activity in the future.

### **Explorers Fair**

Broadway's Near Now ran its first Explorers Fair, a celebration of arts, play, science and technology, for three days in February. After joining the Nottingham STEMCity Steering Group, Broadway aligned Explorers Fair to the city's annual Festival of Science and Curiosity and was attended by 217 Primary school pupils and 191 secondary school pupils, with 254 tickets sold for the family day. It was very well received by families with 59% and 38% giving it a 5/4 star rating respectively, with 600 people attending the Explorers Fair's Light Night and free drop-in activities.

### **BFI Film Academy Course**

Broadway delivered its fifth BFI Film Academy course to eighteen participants aged between 16 and 19 receiving over one hundred hours of training provided by industry professionals. The three films produced on the course, *Cheapskate*, *Baby* and *Tuna on Wednesdays* were screened to an audience of 261 family, friends and members of the public. Fourteen participants passed the NCFE 'Preparing to Work in the Film Industry level 2' qualification on the course, a 100% success rate of those that chose to submit folders and blogs on the first year that Broadway delivered this particular qualification. Broadway was invited to have a playlist on the BFI Player and participants from the 2015/16 BFI Film Academy were invited to select the first playlist and present its introductory film.

## **Connecting Local Communities**

*Connecting Local Communities* was part funded by FHCE and Rebalancing the Outer Estates Foundation, in which Broadway ran a pilot for a network of self-sustaining Community Cinemas delivering 20 film screenings at 5 venues in underserved communities across Nottingham North and Nottinghamshire, including Dementia Friendly screenings at Mansfield Central Library. Broadway provided an assessment of the technical capabilities of each venue and marketing, programming and film booking support alongside help with volunteer recruitment.

## **Creative and Cultural Employers Support Programme**

Broadway was contracted by The Mighty Creatives to deliver a Creative and Cultural Employers Support Programme providing workshops offering information on apprenticeships, follow-up one-to-one advice and referrals to an apprenticeship provider for brokerage support to creative and cultural organisations in the Midlands. Broadway delivered above target on the programme's primary outcome of 'the number of employers referred to agencies/colleges/apprenticeship providers for brokerage support.'

## **Creative Local Growth Fund**

Broadway is a member of the D2N2 Creative and Digital Industries Consortium. As part of the consortium's "Big House" programme of business support, Broadway started planning the thirty graduate placements and postgraduate research assignments in creative and cultural organisations it will deliver through to 2019 in partnership with The University of Nottingham and with the support of Arts Council England's Creative Local Growth Fund.

## **Foreshadow Film Fund**

As a regionally based independent film exhibitor Broadway is unique in investing in film development, through its Foreshadow Film Fund, a legacy of EM Media and regulated by BEIS. The fund focuses on supporting the development of feature-length fiction and documentary films which have potential to reach production and theatrical release and which advance the careers or businesses of East Midlands based film talent.

## **Adapt to Film**

With experienced script and talent development executives Anna Seifert-Speck and Caroline Cooper Charles, and support from Creative Skillset, Broadway delivered Adapt to Film, a five-month training programme for ten UK-based professional writers interested in adapting source material for the screen. After two residential weekends at Broadway, Adapt to Film culminated in the writers presenting their projects to producers and commissioners at an event in London. Broadway is investing £5,000 from its Foreshadow Film Fund in the development of one of the projects that emerged from Adapt to Film.

## **Gallery exhibitions**

A programme of public exhibitions commenced in the Gallery including: *Colour and Light*, a selection of Ashley Bird's photographs ahead of the first digital photography workshop; George Stamos' *The Waiting Room*, a video installation presented by Dance 4 as part of the Neat 16 festival; two

exhibitions related to and ahead of the screenings of *Paa Joe & The Lion* and *NG83: When We Were B Boys*, both made by filmmakers based at Broadway and a residency for the musical, playable artwork *Wheeze*.

### **Hearing Deaf Voices**

Four BFI Film Academy alumni joined Broadway staff to deliver training and advice to Nottinghamshire Deaf Society volunteers as part of its Hearing Deaf Voices project. The volunteers produced video documentation for an exhibition celebrating the history of the Deaf Community in Nottinghamshire.

### **Into University Workshops**

Broadway delivered two learning sessions on the theme of Light to Primary Year 6 children through a partnership with Into University Nottingham Central. Children visited Broadway for a day of activity which included making Thaumatrope and Flip Books, introducing practical film lighting skills and seeing behind the scenes of the Screen 1 projection box.

### **Digital Photography workshops**

Broadway launched a series of popular digital photography workshops with photographer Ashley Bird. This included the entry level *Demystifying the DSLR: Part 1* and, offering a progression route for participant, the intermediate level *Part 2*. A community of 60 photography enthusiasts has been established through the workshops, some of whom also attended an informal meet-up at Broadway. It is planned to consult with this community to explore how the photography workshops could be further developed in the future.

### **Café bar, catering and building resources**

Broadway's ground floor café bar is located within the heart of the building, operated by subsidiary company NMC Commercial Ltd and provides a welcoming social, creative and business hub with free high speed broadband for the whole community. Offering a wide variety of home cooked foods and international beverages it attracts a wide range of customers throughout the day, the café bar provides the opportunity to extend the film going experience into a social event, hosting a regular event programme including quiz nights, live music, DJ's and free film screenings.

Affordable workspace is provided for around a dozen creative industry professionals including film producers, writers and directors. Cinemas and meeting rooms are available for conferences, private hire and screenings with discounted prices available for community groups and charities, with in-house catering. Broadway also offers access to cinemas and meeting rooms for use by local film makers, film clubs and creative talent to screen short films, creative content and networking. The Mezz bar on the first floor is used to host event catering and it is also a quieter space for the public and small clubs to have informal meet ups, with Broadway's 'Lounge', a distinctively 1970's styled screening room a popular alternative space for smaller private parties, meetings and film screenings.

### **Future Plans**

Broadway is planning to embark on an organisational development plan that will strengthen its programmatic and institutional marketing capability and include the launch of a loyalty cinema

incentive scheme, the purchase of an advanced CRM, commissioning of a new website, refreshed brand guidelines and a programme of capital refurbishment, all aimed at improving the customer experience, appealing to a new generation of audiences and countering increased commercial competition with the key objective to ensure the future viability of the organisation and portfolio of charitable activities.

Broadway is planning to invest a proportion of its accumulated reserves, in a capital refurbishment programme which will be executed in distinct packages to ensure continued operation throughout aiming to be completed by summer 2018, focussed on essential improvements to Screens 1 and 2, foyer and box office, café bar, toilets, with energy efficiencies and replacement of seating, projection and sound equipment.

As part of our ambition to widen revenue streams, by maximising the income we generate from trusts, foundations, sponsors and individual supporters, progress has been made on establishing a philanthropic fundraising scheme during 2017. Work has been completed on developing the 'case for support' for Broadway's portfolio of charitable activities, the design of promotional materials and agreement with the Charities Aid Foundation to administer donations and Gift Aid. Broadway was successful in its bid to secure financial support from the Arts Council of England for the scheme who will match donations £1/£1 up to a limit of £55,000 or until August 2019.

If you would like more information or arrange for a visit prior to application deadline then please contact [s.mapp@broadway.org.uk](mailto:s.mapp@broadway.org.uk)