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Bedfordshire

# Youth Film Club

## 2019 proposal for film pilot

### Overview

This document sets out how Leighton-Linslade Town Council and Leighton Buzzard Library Theatre can work together in delivering an eight-week Youth Film Club pilot, which is aimed at young people who attend schools within Leighton Buzzard.

### Aims and objectives

The pilot seeks to:

- Provide weekly films aimed at a young audience
- Provide a cultural experience for young people locally
- Provide a safe space for young people
- Provide club ID
- Provide an affordable experience for young people locally

### Target audience

The target audience is 13 to 17-year olds. With the current three-tier school system within Leighton Buzzard, this would enable local school children affordable access to a cultural activity in a safe place during the early evening.

### Logistics

**Membership:** It is suggested that Leighton-Linslade Town Council create membership cards as a means of verification, which can be issued via Leighton-Linslade Town Council, middle schools and upper schools within Leighton Buzzard. It is recommended that there is no bureaucratic process, such as form filling or information collection for database management to enable young people qualify for the club, as this will inherently be off putting and will form a barrier with regard to attendance.

**Other provisions:** Leighton Buzzard Library Theatre shall:

- Provide early evening film screenings, once a week from Friday 19 July until Friday 6 September 2019 inclusive.
  - Ensure films are suitable for the age range (certificate 12A in the main)
- Provide Box Office and lounge facilities (for the purchase of soft drinks and light snacks).
- Provide full staffing for each event to meet all Public Entertainment License and Health and Safety requirements.

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- Publicise the Youth Film Club through Leighton Buzzard Library Theatre’s normal advertising channels, including the theatre brochure and social media.
  - Reduce ticket prices for club members at £2.60 (plus £1 booking fee).
  - Provide the attendance figures and broader analysis of data following the pilot.

## Finances

Leighton Buzzard Library Theatre seeks a financial contribution of £2,400 toward the costs incurred for all screenings that are part of the pilot. This contribution would enable the theatre to screen a maximum of 8 films which are tailored to a younger demographic from mid-July to early September 2019.

A financial contribution would also enable Leighton Buzzard Library Theatre to charge young people £2.60 per film (plus £1 booking fee), which is 61-66 percent cheaper than cinema’s in Milton Keynes, Luton and Aylesbury. In addition to this, young people would not need to travel far to experience quality cinema.

## Next steps

If the pilot is a success and future funding is available, it is suggested that both parties reconvene discussions with a view to include a summer Youth Film Club at Leighton Buzzard Theatre per annum. If there is interest in films during the autumn or winter, it is recommended that a test or pilot during the season of interest is trialled to ensure parents are willing to allow young people to attend after school and when the evenings are much darker. If these pilots are successful both parties should reconvene discussions with a view to include a Youth Film Club at Leighton Buzzard Theatre for a set number of films per year per season, starting in July 2020.

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\*Notes (standard ticket prices)

### **Odeon Aylesbury:**

Monday to Thursday from 5pm, Child (12 years and under) £7, £7.75, £8.00 & £8.75. Teen (ages 13-17.) £7.50, £8.25, £8.75 and £9.50. Pricing is depending on the type of film shown from 5pm onwards.

**Odeon Milton Keynes:** *Additional fees apply – blockbusters +£1 and +75p booking fee.*

**Off peak** Monday to Thursday before 5pm, Child (12 years and under) £6.75 & £7.50. Teen (ages 13-17.) £7.25 & £8.

**Peak** Monday to Thursday before 5pm and all-day Friday to Sunday. Child (12 years and under) £8.25 & £9. Teen (ages 13-17.) £8.50 & £9.25.

### **Cineworld Luton and Milton Keynes:**

Monday to Friday before 5pm child £6.80. After 5pm child £8.50

**N.B.** Odeon Cinemas run an Odeon Kids club (from £3.50) which offers certificate U and PG films and is available to children and their parents. These screenings are available on weekends and during the summer holidays.





Cineworld run a Juniors club which require adults to attend also (all under 14-year olds must be accompanied by an adult and all over 16s must be accompanied with a child). £2.50 for children's films and £5.50 for blockbusters.

Neither of these options are directly comparable with the Leighton Buzzard Offer.

