



CINEMA  
FOR ALL

# Vote 100 Born a Rebel

A guide  
to hosting  
your own  
immersive  
screening  
events

# Introduction

Archive films enable audiences to see the past come alive onscreen, connecting viewers through their shared heritage and stimulating engagement with contemporary issues. Funded by the Women's Centenary Grant Scheme, Vote100: Born a Rebel uses footage researched and curated by the North West, North East, and Yorkshire Film Archives to celebrate the centenary of Representation of the People Act 1918, which gave select women in the UK the right to vote for the first time.

Cinema For All has produced this film and accompanying resource to inspire community cinemas to screen it for their audiences, celebrating our shared heritage and encouraging them to share their own stories of civic life and activism. [See our Vote 100 campaign page for more details!](#)

Screening archive films can sometimes present a challenge, though: how do you attract viewers to watch films they are unfamiliar with? Never fear! We have designed this resource to help you create a vibrant and engaging screening, learning the tips and tricks that can bring together your local community through the shared pleasure of watching archive film.

'Our experience of screening archive films is that lots of people are really interested in them. I think this is partly because there is a sense of pride in seeing where things have got better and celebrating gains for social justice. It also sparks debate; because archive film shows real people in real situations it brings out personal experiences for the audience, stimulating people to share their stories and experiences.'

**Clare Wilford,  
Belford Community Cinema**



# Developing your screening event

## Partnerships add value

There are a number of benefits to working with another group to organise your archive screening. Partnerships help attract new audiences to your cinema as you can tap into your partner's networks, which in turn deepen your community engagement. If your screening includes a discussion or other interactive elements then having a more diverse audience will empower more voices to be heard, stimulating the sharing of stories across different groups, or generations. Collaborating with another organisation also gives you access to additional resources, such as the use of different screening venues. Your partner may also be able to bring their unique skills to any immersive elements of the screening: from introducing the films to hosting discussions, running workshops to creating decorations, or providing food.

For a partnership to be successful, it needs to be mutually beneficial and genuinely collaborative. Before linking with another group or organisation to deliver your screening think about what skills and knowledge you can share with each other, and how you can help one another achieve your aims; if your partner has a genuine stake in the event then they are more likely to get behind it.

One approach to working collaboratively is to focus on a particular theme for your screening, and then seek a partner group who has similar interests. The Vote100: Born a Rebel contains many ideas that might speak to groups in your area: for example, your screening may allow you to explore your community's heritage of activism or the lives of notable local women in public life; engage with current issues in your area; champion local causes; or offer inspiration to your viewers, particularly younger audiences.



'I worked with a group of young people from a local youth group to programme a season of films. When we met up we had a general chat, rather than talking about movies, and from that conversation I put together a season around the theme of female friendship. If you're going to talk to a group of people who don't currently have an interest in cinema, then they're not going to care about reviews or Oscars. It's much more about human connection, and connecting to the issues they do care about.'

Oriana Franceschi,  
freelance programmer

'We wouldn't be where we are now without partnerships. Putting on an event screening for the community doesn't work unless you're doing it with someone else or for a cause.'

Elizabeth Costello,  
Leigh Film Society



As such, local groups you might partner with for your screening could include:

- young people's groups: schools, colleges, universities, youth clubs, or the local youth branches of political parties
- women's groups, including Women's Institute (WI) groups
- local activist or campaigning groups, including the local branches of political parties
- groups who have a specific link to the film(s) you would like to show, or with a particular viewpoint that needs to be represented within the community. This might include: Black, Asian, Minority Ethnic and Refugee (BAMER) community groups; Eastern European community groups; and LGBTQI+ groups. If you partner with one of these groups you might work with them to screen a film that represents aspects of their heritage and/or culture (take a look at our list of suggested films below for some inspiration).
- On the other hand you might choose to organise a screening that speaks less specifically to your partner group's cultural or political heritage, but which will still bring communities together through the power of the cinema experience. In either case, be sure to always consult closely with your partner group.

To build a successful partnership, it is likely that you will need to meet people face-to-face in order to build trust and collaboratively plan an event that you can both fully champion.

It can be really difficult to "get into" schools in order to attract younger audiences to screenings. If you send a generic email to a school then it goes into a blackhole and never comes out! So you need someone who will champion a film for you, and put up a flyer in a corridor or circulate information in a newsletter.

If you're attracting a different audience than usual, you may have additional considerations while planning your screening. Will you need to provide childcare facilities or entertainment for children? Will you need to make sure your screening doesn't clash with religious holidays, or with periods when attendees may be fasting? Is there anything you can do to make the venue or the screening itself more accessible, such as offering gender neutral toilets, screening your film with subtitles or captions, or displaying venue signage in multiple languages?

When organising events that may draw a young audience, it is important to have a child protection policy in place. If you're unsure of what this should look like, you can see an example policy here. You should also be mindful of having your staff DBS checked regularly, especially when planning events that may appeal to children or vulnerable adults. You can read more about DBS checks here.

'Working collaboratively with young people is also really important. As a film society we can offer ourselves as a project to students, as there are umpteen little jobs they can tap into: marketing, promotion, administration, accounting, technical services, and researching and introducing the films. Everyone gets something out of this! The work we get from young people is really valuable; we treasure and respect it. And once young people see this kind of thing happening they think it's okay to come to our screenings.'

Elizabeth Costello, Leigh Film Society

# Choosing your films

To build an audience for your event it's a good idea to pair Vote100: Born a Rebel with a main feature film. As well as helping attract an audience, this could stimulate further discussion as viewers may draw links between the archive footage, the main feature film, and their own personal experiences.

**Here are some considerations you might take into account when choosing which film to screen:**

- are there any specific ideas in the archive films that could tie into the main feature? Are there any particular themes you could use to successfully promote your screening?
- if you're working with a partner organisation: what film would they like to screen? What ideas are they interested in? What's a feature everybody is happy with and can champion?
- What would your audience like to see?
- What films can bring the community together?

Showing Vote100: Born a Rebel can be an opportunity to celebrate women both past and present, and as such you might like to screen an F-rated film. The F-Rating system was developed by Bath Film Festival to identify films that fairly represent women on screen and behind the camera. Triple F-Rated films have significant women on screen in their own right and are both written and directed by women.

**To help we've suggested a number of Triple F-Rated films you could screen, including blockbusters, genre flicks, cult classics, and arthouse films:**

- American Honey (dir. Andrea Arnold, 2016)
- At Five In The Afternoon (dir. Samira Makhmalbaf, 2003)
- The Babadook (dir. Jennifer Kent, 2014)
- Belle (dir. Amma Asante, 2013)
- Bhaji On The Beach (dir. Gurinder Chadha, 1993)
- Born In Flames (dir. Lizzie Borden, 1983)
- Certain Women (dir. Kelly Reichardt, 2016)
- Clueless (dir. Amy Heckerling, 1995)
- Daisies (dir. Věra Chytilová, 1966)
- Dark River (dir. Clio Barnard, 2017)
- Daughters of the Dust (dir. Julie Dash, 1991)
- The Divine Order (dir. Petra Volpe, 2017)
- Girlfriends (dir. Claudia Weill, 1978)
- Girlhood (dir. Celine Sciamma, 2014)
- In Between (dir. Maysaloun Hamoud, 2016)
- Lady Bird (dir. Greta Gerwig, 2017)
- The Miseducation of Cameron Post (dir. Desiree Akhavan, 2018)
- Mustang (dir. Deniz Gamze Ergüven, 2015)
- On Body And Soul (dir. Ildikó Enyedi, 2017)
- Pariah (dir. Dee Rees, 2011)
- Raw (dir. Julia Ducournau, 2016)
- Suffragette (dir. Sarah Gavron, 2015)
- Toni Erdmann (dir. Maren Ade, 2016)
- Wadjda (dir. Haidaa al-Mansour, 2012)
- We Need To Talk About Kevin (dir. Lynne Ramsey, 2011)
- Whip It (dir. Drew Barrymore, 2009)
- Winter's Bone (dir. Debra Granik, 2010)

Many of these films are directly or indirectly about equal rights.



Here are a few more F-Rated films (which means they have significant women on screen and/or are written by women) that are about civic and political struggles and feature women in leading roles:

Films that celebrate inspiring women and the strength of female friendships will also pair well with Vote100: Born a Rebel. Have fun creating unusual double bills that will appeal to your audience: you could pair the archive footage with sci-fi blockbusters about powerful women, such as *Aliens*, *Gravity*, or *Mad Max: Fury Road*, or engage younger viewers by screening archive footage alongside female-fronted animations like *Brave*, *Mulan*, or the Triple F-Rated *Frozen*. [Find out more with our F Rating resource to help with screening ideas.](#)

## Hidden Figures

(dir. Theodore Melfi, 2016)

## Women Without Men

(dir. Shirin Neshat, 2009)

## Silkwood

(dir. Mike Nichols, 1983)

## Erin Brockovich

(dir. Steven Soderbergh, 2000)

## Made In Dagenham

(dir. Nigel Cole, 2010)

## Persepolis

(dir. Marjane Satrapi and Vincent Paronnaud, 2007)



# Making your screening immersive

To turn your screening into an event that can attract and engage your local community you might add immersive elements to your screening. These elements may vary in scale, but they can all help encourage viewers to share their own stories of activism or their experiences of civic and public life, inspire engagement with local and national issues, and bring audiences together in celebration.

## **My tips for running an immersive screening are:**

plan well in advance. Engage with associated groups to share the work. Get good quality costumes for helpers. Pick a very defined audience so tickets sell easily. Have food that is linked with the film. Don't let people know too much in advance so they get nice surprises! It is great fun, provided you don't get carried away thinking you can do it every month! But for a community cinema it reinforces the difference in experience between what we offer and a normal cinema.'

– Polly McMeeking, Movies At Chaddersley

To engage across generations and enable parents and carers to attend, you may want to consider how your screening can cater to children. This might include running film-themed workshops prior to or alongside the screening, such as painting, drawing, craft, writing or music workshops. If you draw upon the creative talents of your volunteers and of people in your area to run these workshops it can also help foster a greater sense of community. You may also wish to provide creche facilities during your screening event.

'We didn't want it to seem like a history lesson, or like we were lecturing the audience. Showing archive films doesn't have to be like that at all!'

Clare Wilford,  
Belford Community  
Cinema



## Other immersive elements you might consider including are:

- dressing the venue, such as by using film-inspired bunting or banners (for example, in the suffragette colours of purple, white and green), or by using props and decorations to mimic the setting of the film(s) you're screening.
- serving tea and cake. In the nineteenth/early twentieth century there were few places for women to congregate informally, and so tea parties were one of the only ways the suffragettes could meet. Serving tea and cake at your screening can be a great way to bring people together and foster discussion and friendships. You could work with local groups or businesses to see if they could provide food, or strengthen the sense of your screening as a community event by hosting a bring-and-share.
- encourage attendees to wear period costume, and play period music before and after the screening.
- host a post-screening discussion or Q and A, enabling different voices from across the community to be heard.
- invite inspiring speakers to talk about your local area's history of women in civic and political life, or about their own activism. They could also give context to the archive footage, or discuss its links to contemporary issues. Your speaker might come from an academic background or be an active figure in your community, but either way they can take on the role of being a community advocate, promoting your screening and encouraging attendance.
- host interactive workshops linked to your screening's key theme(s). You can draw upon the skills and knowledge of your community in order to run inspiring workshops, which might be creative (banner making; badge making; crafts; visual art; writing; music) or skills- and knowledge-based (such as workshops on activism, sharing cultural heritage, or on local history).
- turn your screening into a party! Encourage everyone to dress up as their favourite female icon, or invite local bands to play before or after the film, or celebrate contemporary women by partying to an all-female playlist post-screening.

'We thought a straightforward programme of silent archive films about the Suffragettes may be a little flat and found someone locally who wore historical costume and could get into character to create an immersive performance – meaning we had Mrs Pankhurst with us on the night! My only concern was that we would trivialise the issues: the way people treated the suffragettes was appalling, and I didn't want to undermine the seriousness of that. But I don't think it did; it made the films more accessible. The audience loved it, and we'd definitely do something like that again.'

Clare Wilford,  
Belford Community Cinema



# Promoting your screening

If you're working with partners to host your screening then that will help with bringing a new audience to your events, as they can champion your screening through their community networks and communication channels. Ensure you work together on your marketing and publicity plans as well as the event!

Screening these archive films may have specific appeal to particular groups – be it youth organisations, women's groups, local history societies, or campaigning or political groups – so you can promote your fantastic screening event to them. If you're reaching out to a new audience you'll have more success if you can find a community or organisational gatekeeper and speak to people face-to-face, so draw upon any links you and your team have in the local community to do this.

Some audience members will be engaging online, via your website, Facebook, Twitter, and Instagram so design tempting posts to attract them and encourage sharing so that an even wider group finds out about your event. Other audience members might not use the internet, and so posters and flyers displayed in your area and articles in local print media will be the best way to reach them. Remember to use consistent branding and imagery across both your print and online promotions in order to clearly identify your event, and give a sense of what it's about.

If you decide to put on a screening of *Vote100: Born a Rebel* or use this resource to create a screening then do let us know. We'd love to know how it went!

'If you've got an idea for an immersive screening that you think people will turn out for then go for it! But always find a theme: pick something out of the film that you can use to promote it in your marketing and advertising. But if your screening is for a good cause – for the right reasons for your community – you will get an audience.'

Elizabeth Costello,  
Leigh Film Society



Cinema For All is the the national support and development organisation for volunteer-led cinema. Since 1946 we have been helping communities across the country to develop and sustain the type of film screenings they want to put on. You can find a wealth of additional resources on our website at [www.cinemaforall.org.uk](http://www.cinemaforall.org.uk)

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