

Film Access Activities Outreach and Engagement Strategies

The following strategies and tips and tools were compiled following the Film Access Scotland Outreach and Engagement Workshop on 19 April 2023 with the participation of:

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With thanks to all for their valued contributions and experience.

Remember, Film Access activities enable people to:



Enjoy and learn about film and filmmaking as an artform and part of our culture.



Gain qualifications and advance along formal progression pathways.



Develop a voice and communicate more effectively.



Develop and regenerate communities.



Develop personal skills and enhance employability.



Improve health and wellbeing.

Outreach and Engagement Strategies for Film Access activities, projects and initiatives

Overarching considerations which will have an impact on outreach and engagement:

- Online or in-person
- Age range, inter-generational activities
- Type of project (employability, health & wellbeing, community, education & lifelong learning)
- New activity or previous activity to develop and build on

Attracting Participants/Communications	
Use local assets: schools/parents/teachers	Stakeholders
Referrals	Faith groups, care homes, family and community centres, community screenings
Word of mouth	Overlapping interests/charities/volunteers
Social media/newsletters	Include support staff for the group as well as the practitioner to support needs/ find others who can support access and engagement
Community connections	Consider finding participants /audiences through new platforms
Like-minded organisations/existing partners	

Practical Considerations	
Safety – identify partners to support with safeguarding	Issues of digital literacy
Offer food and travel fares	Issues of isolation
Accessibility	Challenges and benefits of teaching online
Allow access budget for languages other than English	Free, inclusive programmes/projects
Issues of digital poverty	Access to technology – consider the mix of participants bringing smartphones/cameras and having camera available

Preparation	
Make it fun and interesting for the specific audience/participants, allow 'transgression'	Move to practical work early to maintain interest
Emphasise it's not like school	Consider opportunities for the film access activity to contribute to wider society or community needs
Be clear about the purpose	Consider how the activity could lead to participants' involvement in other things – transitions
Make it young and fresh v the familiar	Digital technology offers lots of ways to engage, research apps available for online engagement and keep up to date with the tech options/try them
Build flexibility/personalisation into sessions and structure to balance needs, interests and creativity of individual participants and how they want to engage	Use digital tools to demonstrate/facilitate online working and to demonstrate how/why the activities will be rewarding
Balance learning technical skills and storytelling skills	Use the digital tools to share ideas/store ideas in one place and keep conversations going between sessions/workshops
Consider equity of story	Offer a range of choices of apps to encourage engagement and buy-in
Make 'how to' videos / pre-event packs to share ahead of first session	Use interactive access/connectivity to get comments, reactions from participants, but note you need buy-in from the participants themselves to use digital tools
Create learning materials to take away	Notice, reflect, task, ask open questions
Use group agreement/contract/moderation/set parameters, as appropriate	Encourage a sense of pride and community for participants and the output
Pass leadership to participants, where appropriate	

Finishing up/Legacy	
Manage expectations about end of the project and have an end point strategy from the start	Consider possibility of continued support when participants are not ready to move on
Talk about when course ends early on	Connect with employability/worker support
Showcase celebration at end of project	Build up an advisory group
Consider Youtube premieres to bring anticipation, opportunity to join an event	Always ask for feedback