

# INTO FILM

UK-WIDE  
SCREENINGS  
WORKSHOPS  
EVENTS

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FREE  
FREE  
FREE

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WORKSHOPS  
EVENTS

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FREE



# INTO FILM FESTIVAL

## 2025 Report



Travel  
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CINEMA  
FIRST

BFI  
THE  
NATIONAL  
LOTTERY

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screen

fruit  
bowl

# The 12<sup>th</sup> Into Film Festival ran from 7-28 November, delivering a powerful, UK-wide celebration of cinema that reached 388,727 children and teachers.

As Into Film's flagship audience development initiative, the Festival has now enabled more than **4 million young people** to experience the magic of the big screen for free since 2013. This year's programme was our largest in several years, with **over 3,000 screenings and events across 585 cinemas**, driven by the dedicated support of existing partners, increased participation from independent venues and significantly expanded engagement from ODEON.

At its heart, the Festival reconnects young people with the joy of shared cinema-going. For over 50,000 attendees, this was their very first visit to a cinema – a formative experience at a critical point in their social development. By creating memorable, high-quality big-screen moments with friends, the Festival plays a vital role in shaping future audiences and embedding a lifelong love of cinema.

## 2025 Festival Programme

This year's programme included big cinematic titles coupled with films aimed to provoke discussion and stimulate debate on issues relevant to today's generation of young people. Through an offering of **over 85 titles** all accompanied by film guides and resources which map to the curriculum, along with a review-writing competition, the festival programme is designed to help teachers get clear educational value out of their cinema experience. Teachers are as eager as ever to lead school trips to the cinema with a clear link between school cinema trips and attendance having been identified. Being able to provide an enjoyable treat for their students is seen as a valuable boost to their wellbeing along with the educational value we provide around literacy, oracy and other key skills.

We included exclusive Pupil Premiere previews of *Future Council*, *Christmas Karma*, *Kangaroo*, *Wicked: For Good*, *Brides*, *I Swear* and *Zootropolis 2* – building awareness of theatrical releases to the Into Film network and young audiences.

*I think it's so important for this film (Wicked For Good) to be part of the Into Film Festival, because it's the power of bringing a new audience into the cinema. For so many children, this might be the first time that they've ever been to the cinema, and so it's incredibly inspiring to see that and to be nurturing that new audience.*

*The Into Film Festival is such a powerful way for schools and schoolchildren to experience cinema and experience film because there's such a variety. There's so many opportunities to see different movies. And it's free so it makes it incredibly accessible.*

**Kezia Williams, Managing Director Universal Pictures International, UK & Ireland**

**For over 50,000 attendees, this was their very first visit to a cinema\***



**96% of teachers said that the cinema trip led to an increase in discussion amongst pupils and students\***



Across the programme we screened more films than ever after responding to the requests from secondary teachers and thanks to the support of our colleagues in distribution:

- The best of the latest animation releases including *Flow*, *Elio*, *Savages* and *The Bad Guys 2*.
- Quality recent releases for older students including *Memoir Of A Snail*, *Hard Truths*, *Karate Kid: Legends* and *Nosferatu*.
- Outstanding documentaries including *Ocean with David Attenborough*, *A New Kind Of Wilderness* and *Wilding*.
- Classic titles/set texts such as *Pan's Labyrinth*, *Clueless* (30th Anniversary) and *Pride & Prejudice* (2005).
- Other stand-outs include *Deep Space* across UK IMAX screens, *Six The Musical Live!* and the National Theatre's *The Importance of Being Earnest*.

**52% of young audiences said that they saw a film that they wouldn't normally see\***

*The FDA and its members are delighted to support the annual Into Film Festival, which continues to offer young audiences unforgettable experiences at the cinema. Collectively seeing a film on the big screen and sharing in its unique visual pleasures with others remains the most democratic and accessible form of culture, and it is thoroughly rewarding to have the opportunity as an industry to help introduce new audiences to the power of cinemagoing.*

**Andy Leyshon, Chief Executive of the Film Distributors' Association and a Director of Cinema First**

## Mass Cinema Participation

The Into Film Festival is underpinned by the vital participation and support of our exhibitor partners, whose collective commitment enables cinema to be presented to young audiences as the gold standard cultural experience. Each year, cinemas across the UK go above and beyond simply hosting screenings - presenting welcoming environments, supporting inspiring introductions and Q&As, and ensuring that for many children and young people their first cinema visit is a memorable, formative experience.

*Nothing beats experiencing film on the big screen. We're thrilled to be opening ODEON's doors to schools and youth groups on our largest-ever scale for the Into Film Festival. From first-ever cinema trips to confidence-building events, this partnership helps bring the power of stories to life for young people in every corner of the UK. We're grateful to Into Film, its supporters and our teams for making these magical moments happen.*

**Suzie Welch, Managing Director UK & Ireland at ODEON**



This mass participation delivers significant audience development value, helping cinemas build long-term relationships with schools, teachers and young people, and embedding cinema-going habits early. Through the Festival, exhibitors are not only welcoming hundreds of thousands of pupils into their venues but actively growing future audiences and strengthening local education networks that extend well beyond the Festival period.

*I was very pleased to have given children from our local primary school a WICKED time at the Into Film Festival this year. It is always a pleasure to work with the IFF team each year and this was no exception. Well done all.*

**Paul Kidd, Stockbridge Community Cinema**

*Congratulations!! I know it was a success at the cinemas we work with, and that's down to the INTO Film team's brilliant execution and efficiency. It's such a fantastic initiative - Viva Into Film!*

**Mandy Kean, Mustard Studios**

*Having two of our local primary schools in for the screenings was honestly such a joy - the kids were buzzing, the teachers were thrilled, and the whole atmosphere felt pretty magical. It reminded us exactly why spaces like this matter. We're really excited about the possibility of growing this partnership and supporting the amazing work you do to bring film to young people across the UK.*

**Ceri Davies, Director Cynefin Caerffili**

*We love taking part in the Into Film Festival! It is such a fantastic way for children to experience watching a good film on the big screen. For so many, it is their first experience going to the cinema and for them to enjoy it with their classmates is nothing short of magical! I feel like this festival really inspires young people to get creative, excited about the music, the storytelling and discussing the themes with their class.*

**Katie Sommers, Education Producer,  
Trinity Theatre**

The Festival featured a wide range of standout venues that showcase the breadth and quality of UK cinema exhibition, including BFI Southbank, Glasgow Film Theatre, Chapter Arts Centre, Queen's Film Theatre, HOME, and The Depot in Lewes - one of the greenest cinemas in Europe. From Cromarty in the Scottish Highlands to The Poly in Falmouth, via a refurbished train station in Yorkshire (The Station, Richmond), the Festival reaches school groups in every corner of

the UK. This geographic breadth ensures equitable access to high-quality cinema experiences, while demonstrating the strength, diversity and cultural importance of the UK cinema network.

We also highlight cinema at its most immersive, with young people experiencing the power of the big screen through IMAX, Dolby Atmos and ScreenX presentations, reinforcing the unique impact of theatrical exhibition.

**94% of young people  
felt welcome, safe &  
comfortable in the  
cinema they visited  
and liked being there.\***



*The fact that for so many people their attendance at the Into Film Festival is their first experience of the big screen shows how important is this event - and the other work of this brilliant organisation - to achieving our aims of growing the next generation of cinema-goers. The support given by our members to the Festival is ample evidence of the value they attach to the event, and to offering children and young people the chance to enjoy the best possible way to enjoy a film.*

**Phil Clapp, Chief Executive of the UK Cinema Association and a Director of Cinema First.**

## EVENT SPOTLIGHT

### Festival Launch

The Into Film Festival 2025 got off to an incredible start on Friday 7th November, with several European premieres of Damon Gameau's inspiring new film Future Council taking place in London, Belfast and Cardiff before moving around the UK over the following days.

Future Council sees Gameau gathering an inquisitive group of teenagers and helping them set off on a road trip across Europe to lobby powerful leaders to take action against climate change.



*"The reason I made this film was for your generation", explained Gameau as he introduced the film to an audience of young people. "Because I think you should have a say and a voice in shaping your own future. And that's what this film is about - how we really need your creativity and your morality desperately right now."*

Damon, and members of the Future Council spoke to the enthusiastic attendees in London after the screening with simultaneous events in Cardiff and Belfast. We also ran events with Damon and members of the council across the UK over the subsequent days with several schools bringing their 'Eco Warrior' groups along – including one group that walked to the screening to help make their visit more sustainable – it was clear that the film had struck a chord.

The three Council members in London were treated like celebrities, signing autographs and posing for photographs with their peers, as well as answering questions about the fight for a better future. It was the same story at other locations including in Cardiff, where Future Council member Skye joined us, along with Megan, a member of the Youth Parliament in Wales, both of whom were peppered with questions from a rapt young audience.

*I thought it was really inspiring to hear young people talking to other people and discovering new things said Keona, aged 14, after seeing the film in Belfast, while Alfie, aged 13, said It was very interesting. It was good to see young people getting their own ideas in, and leaders were actually listening to what young people are saying.*





In London, as Gameau was mobbed by fervent and engaged young people, he was asked by one young boy what message he would offer to the future generation that he's trying to save. "To have hope", Gameau stated simply, before continuing. There are so many great people doing wonderful things. We don't hear about them on the news, or in social media, because our algorithms don't show those kinds of things, but when you get away from all the craziness there are so many people that care and that are trying to make you a better future. I think we can turn things around and make a very beautiful future.

Gameau's previous film, the equally inspiring and hopeful *2040*, opened the [Into Film Festival in 2019](#), and we're delighted and honoured that he and Together Films recognised the Into Film Festival as the perfect place to give his new film its European premiere.



*Into Film was the perfect home for the premiere of Future Council. The festival doesn't just screen films – it creates space for young people to see themselves as active participants in the world around them. This film is about listening to the next generation and taking their ideas seriously, and there's no audience more engaged, curious or empowered than the one Into Film brings together. Having previously opened 2040 here in 2019, it felt especially meaningful to return with a film that continues that conversation with young audiences.*

**Sarah Mosses, Founder & CEO, Together Films**

## Wide-scale Events Programme

We included over 70 guest speakers, Q&As, panel discussions and workshops this year. Highlights included:

- Leverage Point Entertainment: Climate in Film**  
An expert-led talk on sustainability in screen production – from carbon footprints to climate storytelling.
- BBFC: Film Classification Workshops (UK-wide)**  
Interactive sessions across the UK, inviting young people to engage with how films are classified and why it matters.
- Pan's Labyrinth Study Session with We Watch Films (Parkway Cinema, Beverley)**  
A curriculum-focused screening and discussion, aligned with Film Studies study themes.
- Grand Theft Hamlet Screenings + Q&A (Derby & London)**  
Director Pinny Grylls and actor/producer Mark Oosterveen took part in post-screening Q&As. The event with Pinny included an interpreter and was fully accessibility for Deaf attendees.
- Modus Arts – Foley Nights**  
Short films paired with interactive in-cinema workshops where students recreated sound effects live and learned about sound design for screen.

**40% of young people said that they learnt about the different jobs people do to make a film\***



- **Safe in Our World** introductions at **Sonic the Hedgehog** screenings  
Short talks raising awareness of mental health and wellbeing.
- **Behind the Scenes with James Hunter**  
Production Coordinator James Hunter shared his journey from Liverpool into the film industry, exploring on-set job roles, revealing stunt and special effects secrets, and led students through interactive tasks to experience the skills needed on a film set.
- We partnered with **BAFTA** on their **Young Showcase** careers day hosted at BAFTA HQ with a variety of guest speakers from across the sector.
- We screened *Time Travel is Dangerous* with the **director and producers in Q&A**, *The Glassworker* with **screenwriter Moya O'Shea** and *GROW* screened across Scotland with **actor Sanjeev Kohli** and **director John McPhail** speaking to students.
- We celebrated 250 Years of Jane Austen with a **special craft-along screening** of *Pride & Prejudice* with children joining in with themed craft activities that brought Austen's world to life.
- We partnered with **Universal** and the **Anti-Bullying Alliance** on a **special Odd Socks Day Wicked screening** with attendees all showing off their odd socks and focussed on the theme of individuality.
- We included a special '**meet our fishy friends!**' screening of *Tiddler at the Bristol Aquarium Megascreen* with a talk and access to the aquarium.
- We included special previews of *Brides* with director Nadia Fall and lead actors Ebada Hassan and Safiyya Ingar in London while producers **Alice Lusher** and **Catryna Ramasut** spoke to students in Cardiff.
- Our **Representation Matters Screen** Careers Panel discussion focussed on ethnic diversity in front of and behind the camera, hosted by Ashanti Omkar. Panellists included Rico Johnson (Crew HQ), and Tobi Kyeremateng (Film London EAN producer mentor) and BAFTA-winning actor, writer, and director **Adjani Salmon**.
- And many other events across the programme.

As a person who loves movies, it thrills me to see children being taken, and in many cases, introduced to movie viewing in cinemas. The experience is so different to watching on a tablet or phone or even a TV and I saw many children at the screening I attended, loving the experience of scale and community. They found it fabulous to watch a movie on a big screen with other people.

**Moya O'Shea, Screenwriter and guest speaker,  
The Glassblower**

Getting access to a director and seeing different and recent processes, such as in production, distribution and you expect that in itself to be a great influence ... the students we have got here today are 'gamesy', sports learners mainly so it is useful for them to see something a little bit different and possibly a good way of linking our film pathway with our games pathway.

**Damian, Media Lecturer North East Surrey College of Technology, ages 16-18**

## EVENT SPOTLIGHT

## Pupil Premiere of Prime Minister with Dame Jacinda Ardern

We were truly honoured to be joined at the Into Film Festival by former New Zealand Prime Minister Jacinda Ardern. With Prime Minister, a new documentary that charts her time in office, Ardern joined us to speak directly to young people about her inspirational story and offer her advice to the next generation.

Ardern joined us at London's Regent Street Cinema for a special preview of Prime Minister, and took part in a lively Q&A offering rare insights into her life and career. Ardern shared wisdom and advice for the young audience and emphasised her hopes for future generations to follow in her footsteps and provide a more measured and compassionate alternative in an increasingly volatile world.



*I'd hate to think that anyone will not take on an opportunity just because they're holding themselves back... You just don't know what you can do until you do it. So do it!*

**Jacinda Ardern**

*We have to demonstrate to the next generation that we know that we have a job to do on their behalf, and be willing to make this our cause.*

**Jacinda Ardern**

*I chose to be a storyteller in politics, to try and make the world better. And some people try and make the world better by showing film to shift minds and build understanding. So whichever path you take, or whatever it is you do in life, never let anyone trivialise the importance of storytelling.*

**Jacinda Ardern**

*I love going to Regent Street Cinema because it's so cool and special. When you walk in, it doesn't feel like any other cinemas, it feels like a royal place! The seats are really comfy, and I get to relax and enjoy the film. The staff are super friendly too, and they always smile at me, which makes me feel happy and welcome. It's like they really want everyone to have a good time! But what really made it amazing this time was the live Q&A with Jacinda Ardern. It felt like meeting a real-life superhero! I love learning about how people overcome big problems, and Jacinda talked about barriers and how to break them down. I was really excited to see her in person and ask her questions. It made me feel like I could do anything, too! I think this is the best cinema I've ever been to!*

**10-year-old, Leaways School**

## EVENT SPOTLIGHT

## UK-wide Pupil Premieres of *I Swear* with guest speakers

As an Into Film Festival taster special in October, we hosted a series of pupil premieres of *I Swear* at cinemas across the UK ahead of the film's general release.

At The Cinema in The Power Station, Battersea, the film's director Kirk Jones joined multiple school groups to discuss Tourette Syndrome and the film's key themes. At Showcase Cinema in Glasgow, young actor Scott Ellis Watson, who appears in the film, spoke with students about his experience of working on the production. Additional previews took place in Cardiff, while audiences in Nottingham participated in a special session with Neupulse, a local medical equipment manufacturer featured in the film for its pioneering work supporting people with Tourette's.



*I Swear* explores John Davidson's experiences of bullying and social exclusion, highlighting how a lack of understanding around Tourette Syndrome can lead to marginalisation. These screenings and discussions reinforced the importance of empathy, education and inclusion, and how greater understanding can support people with a wide range of neurological differences.

Reflecting on the film's impact, Kirk Jones encouraged audiences to engage openly with both its humour and its message: *While you're being entertained, I really hope it might educate in a small way - not only about Tourette Syndrome, but about people who aren't exactly the same as you. My normal is different to your normal, and different to someone else's normal.*



## EVENT SPOTLIGHT

## Letitia Wright showcasing her directorial debut *Highway To The Moon*

Acclaimed actor Letitia Wright joined us for a special event in Manchester, speaking to a packed cinema of pupils and teachers following a screening of her new short film, *Highway to the Moon*.

Written, directed, and produced by Wright, *Highway to the Moon* follows the experiences of young Black men whose lives have been tragically cut short. Set in a world between Heaven and Earth, the film is a moving coming-of-age fantasy drama that broaches the difficult issue of knife crime and uses it to explore themes of brotherhood, unity, forgiveness, and hope among young Black men.





*I wanted to show them [Black boys] in a different light, show them in a light of beauty – that was very important to me. Letitia Wright on Highway to the Moon.*

Wright created the film in response to London's knife crime issue, aiming to provoke urgent dialogue around the problem's roots. Having previously referred to Highway to the Moon as a 'love letter to Black men all over the world', Wright used the event to further expand on how she wanted to represent the cast of young Black boys in the film. *I wanted to showcase something different, show them in a different light, show them in a light of beauty – that was very important to me.*

*It was good, especially for young Black boys, to see different and positive representations, and I've got seventy pupils who are going to want to go back and unpick all this, which is really powerful.*

**Roxanne Reed, Film and Media Studies Teacher at Xaverian Sixth Form College, Manchester**

*It was great to see alternative representations of Black boys and that sense of community... I hope my brother finds a community like that.*

**Tyannah, Pupil at Xaverian Sixth Form College, Manchester**

*The film was extremely inspirational, and I haven't seen anything like it before, said Inayah from Xaverian Sixth Form College, Manchester. It portrays young Black boys as unique and as a brotherhood, and I haven't seen that before in the media, which is amazing to see. You can see where the future is going.*

*It was great to see alternative representations of Black boys and that sense of community, said Tyannah, also from Xaverian Sixth Form College. In my own community, you rarely see that, so it's beautiful to see them come together and lift each other up. I hope my brother finds a community like that.*



*I thought that the event was brilliant! It was so well run, Letitia was excellent and the young people were so engaged. Loads of the questions the audience asked were so well articulated and insightful, you could really see how impactful both the film and the event were to them.*

**Laura McAuley, DCMS**

## EVENT SPOTLIGHT

## UK-wide Pupil Premieres of *Christmas Karma* with guest speakers

We were delighted to hold special pupil premieres of *Christmas Karma* with director Gurinder Chadha, actor Kunal Nayyar, and several of the young cast joining us to celebrate the film's release in London.

*"It's important to acknowledge all aspects of what makes us who we are. When you go out and make a film, all you budding young filmmakers, it's important that you make a stand about who you are, what you are, and what you want to say to the world".* Gurinder Chadha, Director

Chadha also spoke about her own unique perspective as a woman raised in Britain, but having Indian heritage - a background shared by so many other people in Britain.

*"A really important thing is that everyone at the moment is asking what it means to be English, or what is English culture? I understand that. I grew up in London and I am formed by watching beautiful British movies and Ealing Comedies; listening to Cilla Black and The Beatles. People forget that English culture is really important to people like me, just as much as my Indian side. So this film is definitely bringing in those values that I've grown up with and celebrating them".* Gurinder Chadha, Director

Another audience member asked what Chadha's favourite moment was while filming, to which she replied: *"When I said 'It's a wrap' at the end! Making films is not easy, it's tough work, but what gets you through is that you're telling a story that you really want to tell. And because this is an independent British film, we didn't have the luxury of all the time that studio movies have".*



## EVENT SPOTLIGHT

## Festival Closing Event Zootropolis 2

The Into Film Festival drew to a wonderful close with a special pupil premiere of Disney's *Zootropolis 2*, and a celebration of some talented young filmmakers.

As well as the excitement of catching *Zootropolis 2* before most of the UK - Charlotte Tudor, Vice President Marketing (Disney & Animation) UK/ EMEA The Walt Disney Studios was on hand to introduce the film and celebrate some of the phenomenal youth-made films that Disney have supported through our [Every Child a Filmmaker](#) initiative.



Members from Pinc College in Stoke-on-Trent and Caedraw Primary School in Wales were celebrated by an audience of their peers and had the opportunity to speak to Disney and thank them for the opportunities.

## SEND and Accessibility

We remain committed to ensuring that the festival activities are accessible for all young people. More screenings than ever included the closed-caption subtitles for the hearing impaired this year. Audio-description was made available widely as well as BSL Interpretation as requested for key events and autism-friendly screenings were offered widely too.

*This is a great language opportunity for the deaf children I teach and a springboard into talking and writing. Two of the older pupils produced the best piece of writing they had produced all term in response to the film with very little support. They were very motivated to write their reviews. The younger pupils couldn't wait to tell their friends, teachers and parents where they had been and what they had seen. It had a big impact.*

**Catherine Waites, North Lincolnshire Hearing Support Team**

*My daughter is autistic and hasn't been to the cinema in a long time as she always struggled with it before. When we saw this pop up we both thought we would try again. We have already been back to the cinema again as she really enjoyed herself.*

**Charlotte Atkinson, Home Educator**

## EVENT SPOTLIGHT

### *The Stimming Pool*

We formed a new partnership with the Electric Palace cinema to host a special screening event for local SEND schools. The event featured an introduction by writer, producer and director, John Knowles, followed by a screening of *The Stimming Pool* and a Q&A with two of the film's co-directors from the Neurocultures Collective, Benjamin Brown and Sam Chown Ahern, as well as the film's producer, Chloe White.

*As the film was made almost entirely in Hastings, it felt extra important to be able to show the film in the community. Not only that, but given the film's subject matter, being able to show the film to a neurodivergent audience was so valuable. It was refreshing to hear their take on the film, and it felt as if the audience were inspired by the stories of the filmmakers.*

**Chloe White, Producer Whalebone Films**

By ensuring there was appetite for this experimental hybrid film, the event was given enough context to inspire conversations around representation of autistic experiences, as well as discussions around neurodiversity in the Screen Industry. Each student also had an Electric Palace stimming goodie bag for this relaxed screening.

*We were delighted to be part of Into Film Festival this year for the first time - connecting with local schools and showing some great films encouraging young audiences to see films on the big screen and talk about them! Julia Andrews-Clifford, Creative Director, Electric Palace*



## EVENT SPOTLIGHT

# Everyone Can

Over the past two festivals, Into Film partnered with gaming charity **Everyone Can** to deliver accessible live gaming tournaments at Everyman Manchester, linked to screenings of *The Super Mario Bros. Movie* and *Sonic the Hedgehog 3*.

Designed to be fully inclusive, the tournaments used bespoke adaptive controllers and consoles created by Everyone Can's specialist team, enabling young people with a wide range of disabilities to take part in a fun, safe and welcoming environment.

By bringing live gaming into the cinema, the events highlighted the creative crossover between film and gaming as storytelling mediums, while showcasing the added value cinemas can offer beyond at-home viewing. For many participants who rarely visit cinemas, the tournaments provided a supported, social introduction to the big-screen experience - building confidence, connection and a sense of belonging.



## Incentivising return paid visits

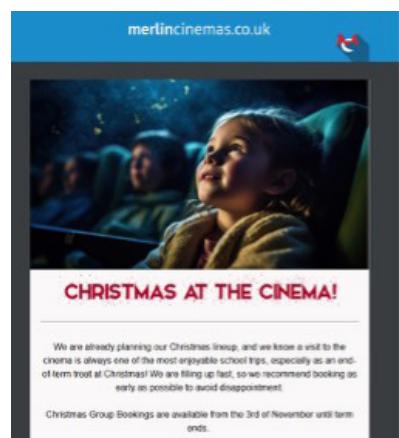
The Festival is a powerful audience development tool, creating clear pathways from free first visits to future paid cinema trips.

Working with exhibitor partners, we ran targeted incentives to encourage return visits. Aimed specifically at young audiences, over 120,000 return-visit vouchers were distributed during the three-week Festival, encouraging young people to come back with friends and family over the December period. Strong redemption rates translated into incremental paid bookings, clearly demonstrating the Festival's value as an effective driver of repeat cinema attendance.

We also support the sector in driving paid school bookings which is always a great opportunity during the festive period when demand for school bookings is at a high. Through strong educational framing, the Festival generates significant unmet demand, with many schools placed on waiting lists due to limited capacity. We capitalised on this by promoting existing paid school booking offers to convert interest into action.

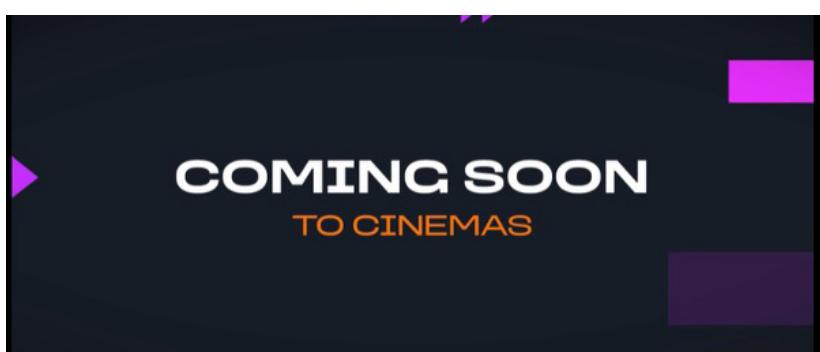
# FREE CHILD OR TEEN TICKET AT VUE

Valid from 1 to 31 December 2025



## Pre-reel

The Festival pre-reel presented a valuable audience development opportunity, playing ahead of all screenings to capture attention at a key moment in the cinema experience. Designed as a short, dynamic compilation, it highlighted upcoming cinema releases and encouraged young audiences to stay engaged with what's coming next on the big screen. The pre-reel also featured a film by one of our young filmmakers, showcasing emerging talent supported by Into Film and actively encouraging future entries, reinforcing clear pathways from audience to creator.



## Review-writing Competition

The Festival's review-writing competition was a key driver of literacy and educational impact, encouraging pupils to reflect critically on the films they experienced. Supported by Into Film's classroom resources, the competition provided teachers with a clear curriculum link that helped justify trips out of school while adding meaningful learning value.

Thousands of entries were submitted, with children articulating thoughtful responses to story, character and theme, broadening their engagement with film and developing confidence in written expression and critical thinking.

*Thank you for the opportunity for our Year 6 children to visit the cinema to watch the film Harold and the Purple Crayon. We enjoyed the screening immensely and it has provided us with plenty of inspiration for our learning. In fact, we are practising being film critics today and writing our own film reviews using the resources from your website.*

Year 6 Teacher

INTO FILM FESTIVAL  
7-28 NOV 2025

Review Festival films and be in with a chance of winning £100 vouchers for your class to enjoy!

To enter, fill in the form below (the review should be no more than 300 words, you can use additional pages if you need to) and send it back to us by Wednesday 10th December 2025.

You can review as many films as you like, as long as you saw them as part of the 2025 Into Film Festival programme. Just don't forget to tell us which film you're reviewing please!

Film title: Missing Link

Rate this film out of five:

My review (no more than 300 words):

*I loved the film's high tension bar attack. Susan was hazy as Sir Lionel Frost as peration and kindness. Adelina was a bit confusing but very kind. I thought the overall experience was great. I thought the cinema staff were friendly, the seats extremely comfy and just great.*


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You can review as many films as you like, as long as you saw them as part of the 2025 Into Film Festival programme. Just don't forget to tell us which film you're reviewing please!

Film title:

Kensuke's Kingdom

Rate this film out of five:



My review (no more than 300 words):

It is a thrilling show that will keep you entertained for hours. It has got some big surprises along the way. There are some times you will jump, laugh and cry. It is a movie you will never forget. It will keep you at the edge of your seat. As soon as you step into the room you step into a new world. As soon as you sit down you feel like you are part of the story. It opens up a world that was so close but just out of reach. You feel like you have climbed higher, reached another level you did not think was real.

I personally liked Becky the most out of all the characters. She has a fun personality. I think that Michael is a big help some times but most of the time he is up to something naughty. Stella is a rascal at times but is very lovable and is helpful all the time.

I did not particularly like the part when the hunters came and killed the animals. It was a very sad part.

I love how loud it is. And I like the huge, gigantic screen. As soon as you see the screen a shiver comes down your spine. And when the music begins to start you want to jump for joy. And you wriggle on your seat. The seats are very comfy. It is a magical adventure. It feels like you are jumping to a planet like Mars, the moon and Jupiter and many others.

I personally would rate it as four stars. It is a calm peaceful movie. It has some very beautiful scenes that will blow your mind. It is a movie about friendship, kindness and family. I would really recommend it.

Film title:

Wicked

Rate this film out of five:



My review (no more than 300 words):

I went to watch Wicked in the Odeon cinema in Swansea on a wet and windy November afternoon. The experience was like a ray of sunlight on a damp and dreary day. I thought the film was amazing! The story is about two girls who meet at Shiz University. At the start they don't like each other and Elphaba feels that she is made fun of because of the colour of her skin. She is a green as the grass! As they spent more time together they eventually became the best of friends. My favourite part of the film was the talking animals, such as the Scarecrow and cowardly lion. I really enjoyed singing along with the songs I already knew. It was an amazing experience shared with all my classmates.

## Film of the Festival – *Flow*

The Best Film of the Festival Award gave young audiences a collective voice across the entire programme. Attendees at all screenings were invited to vote for their favourite film from a diverse selection of over 85 titles, with scores averaged to determine the overall winner. This approach encouraged active participation and critical judgement at scale. *Flow* was crowned Best Film of the Festival, with the award presented to the team at Curzon, who commented: *It really is amazing because we don't typically do a lot of children's movies - we release one every few years. And it's quite hard to find something in that space. And we saw this in Cannes, which is a very serious place and obviously there were no kids in the audience, so we had to sort of gamble that kids were going to enjoy it. So it's really pleasing that it turned out that way. I think it's a really special film as whatever age you are you can take something out of it. It's really rare adults and children can enjoy something together.*



*It really is amazing because we don't typically do a lot of children's movies - we release one every few years. And it's quite hard to find something in that space. And we saw this in Cannes, which is a very serious place and obviously there were no kids in the audience, so we had to sort of gamble that kids were going to enjoy it. So it's really pleasing that it turned out that way. I think it's a really special film as whatever age you are you can take something out of it. It's really rare adults and children can enjoy something together.*



*The Into Film Festival is important - I remember my first trip to the cinema, it was really magical. So instilling that love of cinema from an early age is just essential to keeping cinema alive and having that next generation come through that appreciate it in the same way.*

**Jake Garriock, Director of Publicity, Curzon**

We felt that the wordless connection that the different animals formed was a perfect message to the world right now, and a reminder of our need for positive social bonding. This animation perfectly portrays humanity's core need for connection and empathy and the necessity to work together to make the world a better place.

*In relation to the fundamental principles of Film and animation; it effectively portrayed how to use metaphor, wordless narrative, relatable symbolism and struggles, along with seamless and beautiful visuals in order to immerse and engage an audience. It totally immersed the audience into the visuals and narrative and this was truly inspirational.*

**Katie Morgan, Teacher, Barking & Dagenham College**



## Cinema Experience of the Festival

The Best Cinema Experience Award celebrated the outstanding contribution of cinema staff to the success of the Into Film Festival. Hundreds of enthusiastic nominations from schools and young people highlighted how cinema teams across the UK consistently go above and beyond to welcome festival audiences - from offering behind-the-scenes tours of projection booths, to adapting screenings, accommodating access requests, and creating warm, inclusive first cinema experiences. These staff are the true faces of the festival, playing a vital role in making young audiences feel valued, excited and safe in cinema spaces. We were proud to recognise four regional winners - Cineworld Brighton, QUAD Derby, Vue Cardiff and Lanternhouse Cinema - whose teams exemplified exceptional care, creativity and commitment to young audiences.

### ★ Best Cinema Experience – South

**WINNER >> Cineworld Brighton**



#### Teacher comments:

*The staff allowed a boy suffering from an anxiety attack to enter the back door with 2 members of staff to help him get into the cinema and passed the other attendees he thought were judging him.*

*They were so kind to another school's young people who had profound disabilities/ autism, it was fantastic. They were very patient and paused the screening until everyone was seated and ready.*

*When people were struggling to find seats, they put the lights on and paused the adverts.*

*Very accommodating when we were running slightly behind schedule.*

*There was a very friendly staff member who greeted us. They also delayed starting the show until all students were sat and ready. Very accommodating.*

*It's a great achievement for Cineworld Brighton - we take pride in providing great customer service and to be recognised for that is amazing. We often see with the Into Film Festival that the audiences that we get in can be in difficult circumstances and it's nice to see them thrive on the experience that we can give. We often hear that this is their first every cinema trip and the more we can do to make sure this is the best experience for them is important.*

**Kayleigh Rose, Manager, Brighton Cineworld**

*That shared memory of them first coming to the cinema, especially amongst their peers – is a special memory they're making. My team are fantastic with working with customers and for them to get an award for it and recognise the hard work that they put in every day is wonderful.*

**Deputy General Manager, Paul Cook**

## ★ Best Cinema Experience – Scotland

**WINNER >> Lanternhouse Cinema**

### Teacher comments:

*I am a regular visitor to the cinema myself with my family and was delighted to take my pupils there because I knew how accommodating, helpful and friendly the staff always are.*

*The staff are fantastic, the atmosphere and space is not only welcoming but ideal for groups of children/teens. There is a delicious and fairly priced cafe on site and the washrooms are accessible and immaculate. We love taking our classes to the Lanternhouse, it always feels like they care about our needs and overall experience.*

*The staff were excellent and the cinema was clean and comfortable.*

### Lindsay Attwood, Cinema and Programme Manager, Lanternhouse Cinema:

*It feels wonderful to win this award as we always try our best to give all our audiences the best experience while using our cinema. The fact that the award is voted for by teachers and young people who have visited makes it extra special. We have had a tough 2025 with funding worries so it has been a delightful boost to all the staff to know we are appreciated by the community, and it proves why we fight so hard to keep going.*

*We look forward to the Into Film Festival because it gives us an opportunity to engage with young people and educators and welcome them into the space. We have connections with many of the groups who come and enjoy seeing new faces in the building too. By having these groups to visit we get the chance to show off our lovely little cinema and the amazing staff that work here.*





## Best Cinema Experience – North & Mids

**WINNER >> Derby QUAD**

### Teacher comments:

*Friendly staff who actually remembered us when we came back for the second film. Small yet spacious. Comfortable and disabled friendly.*

*Good atmosphere, nice screen area and comfy seats, accommodated our students needs. Quite atmosphere which made it smooth for us to take the children into the theatre.*

### Eleanor Thornley, CEO, Derby QUAD:

*We are absolutely delighted to receive the best cinema experience award, particularly as it was voted for by teachers and young people. It means so much to be able to open our doors to the next generation of films fans and let them begin their journey through all the worlds cinema has to offer. The big screen experience is so important and fact that the Into Film Festival allows so many young people to have access to cinemas right in their own cities and towns (often for the very first time!) is crucial. We are proud that QUAD and Derby were able to give these young films fans such a memorable experience and can't wait to do it again!*



## ★ Best Cinema Experience – Wales

**WINNER >> Cardiff Vue**

### Teacher comments:

*The staff were helpful and professional. When we couldn't get to the cinema via the escalators there were staff on hand to show us the stairs and there were staff when we came down after the screening to.*

*The staff in the cinema were friendly to all the students.*



### Lauren Mean, Cinema Manager:

*We're all very proud here at Vue Cardiff, the staff put in so much effort to ensure that every customer walks away feeling as though they had a great experience. It means a lot to be able to provide a service to today's children and show them great stories that they may relate to or find comfort in.*

*Hosting the Into Film festival offers Vue Cinema audience development opportunities by introducing new demographics, particularly young people and their families, to the cinema environment. These events often attract individuals who might not regularly visit the cinema, I personally met a family the other day that were here to watch a movie as their children raved about their experience here when they visited with their school and it feels really special that we get to do that.*

## Travel Bursary – Fruit Bowl Sponsorship

We're always conscious that the cost of transport can be prohibitive for some schools so we secured a targeted travel bursary to remove cost barriers that can prevent schools from attending cinema screenings. This support enabled over 35 schools to take part in the programme, alongside receiving Fruit Bowl snack boxes delivered directly to their schools. The partnership also included a linked competition and in-person event, extending impact beyond the screening and enhancing the overall experience for pupils.



*With the bursary, we were able to include every child, regardless of financial circumstances. It truly promotes equality and opportunity.*

*The bursary allowed us to take learning beyond the classroom. Our children used the film to write their own stories using the film as stimulus.*

**Amy Warren, Asst Head, Beech Grove Primary School, Middlesbrough**

*Thank you to Fruit Bowl for our travel bursary. Without this funding our school would not be able to run trips like this as the coach is too expensive. We are able to offer these experiences to our children because of our travel funding.*

**Eleanor Bedford, Teacher, Castle View Primary School, Lancaster**

Castle View  
@Castle\_ViewPS

...

Year 2 getting ready for the #IntoFilmFestival with their #FruitBowl snacks! Thank you @intofilm\_edu and @FruitBowlFamily , we had a great time! 🍎🍿



*The travel bursary afforded our entire school the opportunity to go and experience a film on the big screen. This experience was in some instances, a learners first ever experience of a cinema screening. As a school we look to embed cinema and moving image as a major part of our literacy progression and attainment so I cannot express strongly enough how wonderful this experience was for all learners.*

**Martin Murphy, Tullos School, Aberdeen**

*Many of our children rarely leave their local area, even to travel into the local town and a number have never been to the cinema before. As a school we do not have the funding to pay for transport, nor do our families have the funds to contribute, so it really does mean a lot to our children, families and community.*

**Jade Turner, KS2 Lead, Crow Lane Primary School, Huddersfield**

## Youth Cinemagoing Research

The Festival also provided a valuable opportunity to gather robust, in-venue insights into youth cinemagoing behaviours and attitudes. Using new live voting technology, we piloted quickfire audience questions embedded within the cinema experience, enabling us to capture high-quality data at scale. This emerging research strand will deliver timely, practical insight for the sector, helping exhibitors and partners better understand young audiences, their motivations and barriers, and how to shape future cinema experiences to meet their needs.

## Coverage & Social Performance

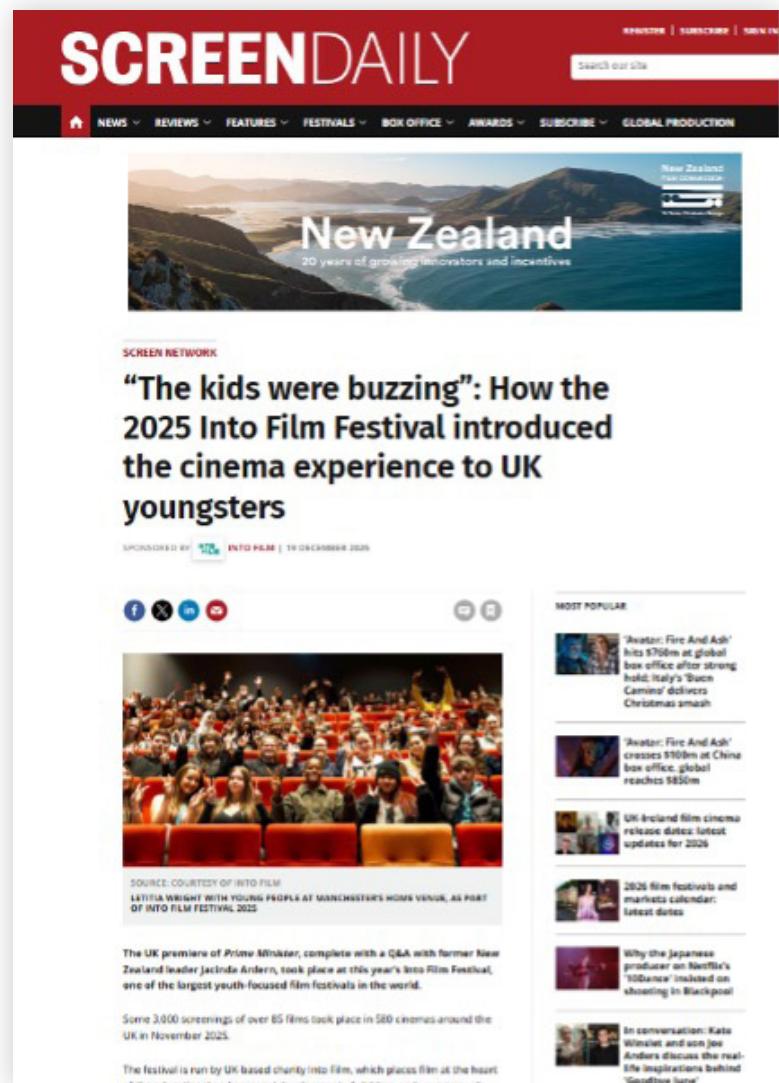
The Into Film Festival 2025 achieved strong and far-reaching media coverage, reflecting its national impact and deep regional resonance across the UK.

In total, the festival generated 94 pieces of coverage, delivering an estimated monthly reach of over 1.6 million and an Advertising Value Equivalent of £114,038. Coverage was predominantly editorial-led, with the vast majority appearing in print (84 pieces), complemented by online coverage (10 pieces).

While the festival secured visibility in national and trade titles (7 pieces) — particularly across education and industry press — its real strength lay in extensive regional coverage (87 pieces). This demonstrates the festival's success in engaging local communities and cinemas across all four nations, with coverage spanning England (59), Scotland (15), Northern Ireland (9) and Wales (4).

The Into Film Festival was the strongest driver of social engagement across Into Film's channels, with partner collaboration significantly amplifying reach. The Anti-Bullying Alliance supported campaign content and extended reach via *Andy and the Odd Socks* (the official Odd Socks Day account), while Universal Pictures also amplified the campaign through social collaboration. Further partner support came from the UK Cinema Association, Fruit Bowl (Travel Sponsor), Christmas Karma's campaign, Together Films and Discover! Creative Careers. Total impressions: 628,298.

Overall, the breadth, geographic spread and value of the coverage and social response underline the Into Film Festival's position as a major UK-wide cultural and educational moment, championing cinema for young audiences at both a national and grassroots level.



The image is a screenshot of the Screen Daily website. At the top, there is a red header bar with the 'SCREEN DAILY' logo in white. Below the header, there is a navigation bar with links for 'NEWS', 'REVIEWS', 'FEATURES', 'FESTIVALS', 'BOX OFFICE', 'AWARDS', 'SUBSCRIBE', and 'GLOBAL PRODUCTION'. The main content area features a large image of a landscape with mountains and water, with the text 'New Zealand' and '20 years of growing innovators and incentives'. Below this, there is a section titled 'SCREEN NETWORK' with the headline: "'The kids were buzzing": How the 2025 Into Film Festival introduced the cinema experience to UK youngsters'. The article is sponsored by 'INFO FILM' and dated '19 DECEMBER 2025'. There are social media sharing buttons for Facebook, Twitter, LinkedIn, and Email. To the right, there is a 'MOST POPULAR' sidebar with several thumbnail images and titles, including: "'Avatar: Fire And Ash' hits \$70m at global box office after strong opening in Italy's 'Bush Cinema' delivers Christmas smash'; "'Avatar: Fire And Ash' crosses \$100m at global reaches \$850m'; 'UK Ireland film cinema release dates: latest updates for 2026'; '2026 film festivals and markets calendar: latest dates'; 'Why the Japanese producer on Netflix's 'Dolcence' insisted on shooting in Blackpool'; and 'In conversation: Katie Melua and son Joe Andrus discuss the real-life inspirations behind 'Goodbye June'.'

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Home > News > September 2025 > The world's largest free film festival for young people returns!

## The world's largest free film festival for young people returns!

Welcoming almost 400,000 pupils and their educators each year, education charity, Into Film, will launch bookings live on September 10th to the Into Film Festival, the world's largest free film festival of its kind. The Into Film Festival offers over 3,000 free film screenings, festival film guides, screen careers activity, and curriculum-linked special events at over 600 cinemas across the UK this Autumn, exclusively for UK educators and their pupils aged 5-19.

The 2025 Into Film Festival will launch on November 7th with UK Premieres across the UK of Future Council, the latest feature from director, Damon Gameau (2040, That Sugar Film), the story of eight kids on the ultimate school excursion: a road trip across Europe to challenge powerful leaders and find solutions to our greatest ecological challenges. This is a coming-of-age journey that dares to imagine a brighter future.

Director, Damon Gameau said: "Future Council highlights how important the creativity and morality of young people is in this moment. I couldn't think of a better launch pad into Europe than the Into Film festival."

Walt Disney Animation Studios' Zootropolis 2, will close the Festival with a Pupil Premiere in London. Detectives Judy Hopps (voiced by Ginnifer Goodwin) and Nick Wilde (voiced by Jason Bateman) find themselves on the twisting trail of a mysterious reptile who arrives in Zootropolis and turns the mammal metropolis upside down.

SCREEN DAILY

NEWS

Environmental documentary 'Future Council' secures theatrical deals for France, Italy, Canada

By BEN DALTON | 1 OCTOBER 2025



**EXCLUSIVE:** Together Films has signed key deals on Damon Gameau's environmental documentary *Future Council*.

The film has secured theatrical distribution in France (L'Atelier d'Images), Italy (BeMezzo Inc) and Canada (Kingsmith Inc), as well as a broadcast deal for the Netherlands (NTR).

Having premiered at Melbourne International Film Festival in Australia last year, *Future Council* will open the UK's Into Film Festival, an event for young audiences, next month.

The film released in Australia and New Zealand cinemas through Madman Entertainment in August; further deals are in negotiation.

*Future Council* follows eight young environmental advocates on a road trip across Europe as they meet with corporate and political leaders, pushing for urgent ecological change.

The filmmaking team has launched a global impact campaign to extend the film's reach. Aimed to empower children aged 9-16, participants can join monthly meet-ups with experts, access an AI database of ecological solutions, and vote to allocate resources from a Future Council Fund to support nature regeneration projects worldwide.

The film is produced by Australia's Regen Studios.

"*Future Council* is resonating with audiences and buyers alike because it offers something rare in the climate space: optimism," said Jess Reilly, head of sales & acquisitions at Together Films. "Damon and the Regen Studios team have created not just a film but a movement that enables young people to step into positions of real influence."

"With almost 60% of our children experiencing eco-anxiety, *Future Council* is a pathway to give them hope, a voice, and a seat at the table in shaping the future they want," said Gameau. "These international partnerships are an important step in ensuring their message is heard."

**ABOUT**

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Latest Community news

## Manchester programme – world's largest free film festival for young people

By About Manchester • October 16, 2025 • 0



The Into Film Festival is back and there's still a huge amount on offer for Manchester educators and their pupils aged 5-19, including free film screenings, festival film guides, screen careers activity, and curriculum-linked special events.

The 2025 Into Film Festival will launch on 7 November with Premieres across the UK – including Vue Manchester Lowry – of Future Council, the latest feature from director, Damon Gameau (2040, That Sugar Film). It is the story of eight kids on a road trip across Europe to challenge powerful leaders and find solutions to our greatest ecological challenges.

Vue Manchester Lowry will also host a pupil premiere of British director, Gurinder Chadha's (Bend it Like Beckham) latest film, *Christmas Karma*; a Bollywood-inspired musical drama based on the Charles Dickens novella, *A Christmas Carol*.

Acclaimed actor Letitia Wright (Black Panther, Small Axe, Top Boy) will be speaking at HOME Manchester, alongside a screening of her directorial debut, *Highway to the Moon*, which follows the experiences of young Black men whose lives have been tragically cut short.

Finally, two exciting interactive events will take place at Everyman Manchester: 'Foley Nights' hosted by Modus Arts, where young people will make live 'foley' in response to a selection of film clips; as well as a 'Everyone Can', making gaming accessible for all.

Just some of the additional free screenings in and around Manchester, available for young people of all ages, include:

**London highlights from the world's largest film festival for young people**

By Lain-Post • November 25, 2025 • 0



The 2025 Into Film Festival is coming to an end, so here's a lowdown of all the free film screenings, screen careers activity, and curriculum-linked special events that London educators and their pupils aged 5-19 experienced this year.

The Festival launched with premieres across the UK – including Cineworld Leicester Square and The Cinema In the Power Station – of Future Council; the story of eight kids on a road trip across Europe to challenge powerful leaders and find solutions to our greatest ecological challenges. Director, Damon Gameau appeared at Cineworld, as well as some of the young Future Council members.

Former prime minister of New Zealand, Jacinda Ardern spoke to a packed cinema of young people at Regent Street Cinema after a special preview of new documentary, Prime Minister. Ardern shared wisdom and advice for the young audience and emphasised her hopes for future generations to follow in her footsteps and provide a more measured and compassionate alternative in an increasingly volatile world.

Jacinda Ardern: "We have to demonstrate to the next generation that we know that we have a job to do on their behalf and be willing to make this our cause."

Meanwhile, director Gurinder Chadha, actor Kunal Nayyar, and several of the young cast appeared at Cineworld Leicester Square for a pupil premiere of their vibrant new musical *Christmas Karma*. A Bollywood-inspired re-imagining of Charles Dickens' classic *A Christmas Carol*, which is here transformed into a joyous, colourful, feel-good Christmas musical that celebrates modern-day London and all its communities and cultures.

Gurinder Chadha: "I wanted to make a Christmas film that made me feel like my favourite film makes me feel: it's a wonderful life. I also wanted to update Charles Dickens, because what he was saying in 1843 still was really relevant to today."

Careers-focused events provided young people with information and guidance on entering the screen industries, including two careers insight events in collaboration with BAFTA and a 'Representation Matters' screen careers panel with Adrián Salomon (Writer, Director, Actor), Rico Johnson-Sinclair (Training and Skills Director, CineHQ) and Tobi Kyeremeteeng (Producer).

Adrián Salomon: "Nobody ever gave me money, but because of that I just made my own stuff, I just kept making short films with my friends. By doing that, we created our voice – the industry never taught me how to make films but subsequently, my stuff is authentic because no one tried to tell me how it goes and no one tried to teach me what's funny."

A screening of *Brides* featured a Q&A with director Nadia Fall and lead actors, Ebba Hassan and Safiya Ingar. Meanwhile, collaborative special events took place with the likes of The London Transport Museum, the BBFC and Modus Arts, as well as filmmakers such as Joshua Trig, Root Goodwin, Penny Graft and Moira O'Shea.

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WHAT'S ON IN BELFAST

Home > Entertainment > Cinema

CINEMA FAMILY

### Into Film Festival Returns to Northern Ireland – Over 40 Free Screenings for Young Audiences

By Love Belfast November 7, 2025

The much-loved Free Film Festival for young people, the Into Film Festival, returns to Northern Ireland over 40 screenings taking place across Northern Ireland. So far, 4,000 young people and educators from 160 schools and around 1,300 free seats still available for schools and home educators across the region.

The 2025 Into Film Festival will welcome over 400,000 pupils and educators across the UK, offering an array of free learning and creative opportunities.

Organised by the education charity Into Film, the festival provides free access to more than 2,000 films and special events at over 800 cinemas nationwide, including free film guides, screen access and 120 curated learning opportunities – all designed exclusively for UK schools and their pupils aged 5-16.

The festival will open in Belfast with the UK premiere of *Smurfs: The Lost Village* (2018) and the UK premiere of *The Wild Robot* (2022). The film follows eight young people on a road across Europe to challenge world leaders and resolve conflicts over global ecological issues.

**You reposted**  
**St Peter's PS**  
@stpetersgala

P5/6 thoroughly enjoyed watching The Wild Robot at the cinema today. We loved the animation, the colours, the story plot – everything! We had front row seats. Thank you Mrs Moodie-Lee for organising this through @intofilm\_edu and the lovely staff at the Pavilion. @SBCEducation1

**Usworth Colliery Primary School**  
Yesterday at 09:00 ·

RAW had a fantastic time seeing Smurfs at Cineworld Cinemas as part of the Into Film Festival. Thank you to the parents who came along to support.

**TollbraePS**  
@TollbraePS

All of our Primary 6 pupils visited @glasgowfilm for the @intofilm\_edu festival. We had a great time. Thank you so very much for this opportunity.

**You reposted**  
**St Peter's PS**  
@stpetersgala

Thanks to the generosity of @intofilm\_edu all of P3 to P7 were able to visit our Pavilion cinema to enjoy a free screening of The Wild Robot. A fantastic movie, enjoyed by everyone. @SBCEducation1 and thank you to the cinema staff for accommodating us all @MerlinCinemas

You reposted

St Conor's College  
@st\_conors

"👉 Our Year 9 pupils had a fantastic morning celebrating their merit, behaviour & work ethic! 🌟  
They visited a Cultural Heritage Centre and enjoyed The Wild Robot 🎬  
Thanks to @intofilm\_edu for making it possible! #INTOFilmFestival #StudentSuccess

Festival 2025 1w  
lancasterianprimary  
@intofilm\_edu

Experiencing animation in the cinema has set us up for Lancasterian's Film Week, starting on 1st December. We will be making our own digital animations and can't wait to share these with you!

You reposted

Shirestone Academy  
@ShirestoneAcad

A very lovely visit to the cinema for Year 1. For some children, it was their first time which made it even more special! @intofilm\_edu  
@BirminghamEdu @ElliotSchools

9:33 AM · Nov 12, 2025 · 272 Views

Holy Cross Girls' Primary School  
13 November at 16:58

Our girls had a brilliant time at the cinema today, celebrating all their hard work in our Accelerated Reader and Freckle programme. They were treated to a special screening of "Karma Christmas" which had everyone feeling very festive. Thank you to Claire at INTO film and the Movie House staff for making us feel so welcome!

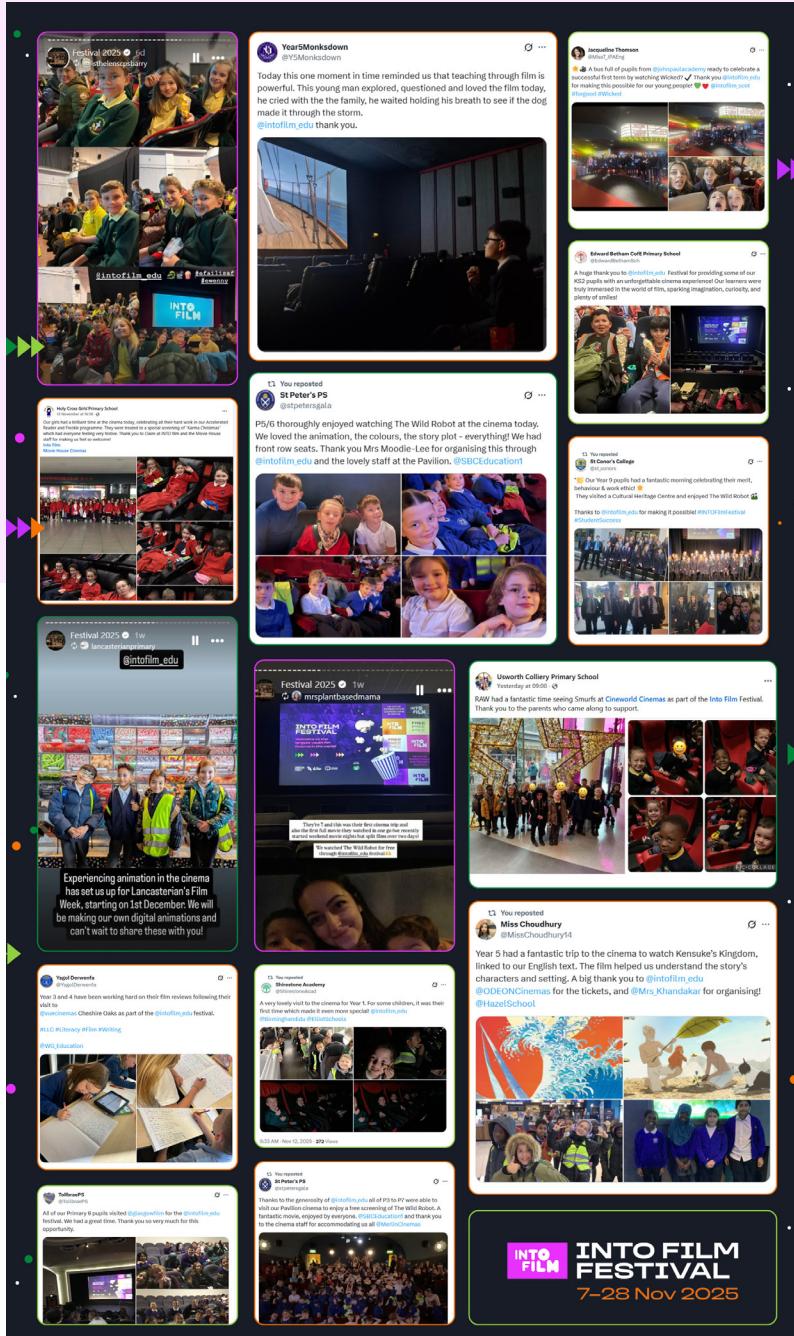
Into Film  
Movie House Cinemas

Jacqueline Thomson  
@MissT\_JPAEng

⭐️🎥 A bus full of pupils from @johnpaulacademy ready to celebrate a successful first term by watching Wicked? ✓ Thank you @intofilm\_edu for making this possible for our young people! ❤️❤️ @intofilm\_scot #forgood #Wicked

Edward Betham CofE Primary School  
@EdwardBethamSch

A huge thank you to @intofilm\_edu Festival for providing some of our KS2 pupils with an unforgettable cinema experience! Our learners were truly immersed in the world of film, sparking imagination, curiosity, and plenty of smiles!



**The 12th Into Film Festival was a standout moment for young audiences, teachers and the cinema industry alike – delivering unforgettable big-screen experiences while nurturing the next generation of cinemagoers.**

At a time when fostering a lifelong love of cinema has never been more important, the Festival brought communities together, inspired curiosity and creativity, and demonstrated the unique power of shared cinematic experiences.



## Young People Quotes

*"At first when I was walking into the cinema, I thought wow, there were nice designs everywhere. I like watching the popcorn machine. The staff were very welcoming and friendly. When we were walking up the stairs into the cinema it felt very grand, cool and special to be in such a building. As we entered the cinema screen, I felt overjoyed because I knew I was about to watch an interesting film in such a grand place. and the film had a lot of bright colours and intense sound that made the showing even better. Best film ever!"*

**10-year-old, Dallimore Primary School (*How To Train Your Dragon*)**

*"It was very special because it makes me have more friends, builds stronger friendship and makes me learn more things that I didn't know. I also think it is very cool and special because I don't normally go to the cinema at school and even though the animations are not real, the story is real. It makes you think things even though you don't notice it. The movie also allows me to learn things with my friends instead of alone which also gives me a better experience."*

**9-year-old, Glendower Preparatory School (*Savages*)**

*"First I am very thankful for our film trip to kenzukes kingdom and I would all love to go to the cinema again because I loved it and we don't really go to the cinema often, we have never went before kenzukes kingdom and this would mean a lot to us all thank you so much for reading my survey! thank you all so much for our cinema trip we all loved it, thanks so much!!"*

**9-year-old Hawthornden Primary School (*Kensuke's Kingdon*)**

*"I think it was amazing!!!!Also the seats were very comfortable, I would recommend coming here for the best movie experience ever!!!!!!!!!!!!!!"*

**9-year-old, St Hugh's RC Primary Academy (*IF*)**

*"It was the best experience there and everyone was so nice to me. I loved it so much"*

**8-year-old, Penybont Primary school (*Flow*)**

*"It was so funny and exciting, I was on the end of my seat!"*

**7-year-old, first-time cinema goer, Northern Saints Primary Academy (*The Garfield Movie*)**

*"The sound quality was immersive, making the action-packed scenes thrilling, and the visuals were stunning, which is essential for a vibrant movie like Sonic 3. I also appreciated the comfortable seating, which allowed everyone in my group to relax and fully enjoy the film. What made it even more special was the camaraderie among my classmates as we shared laughs and cheers during key moments in the film. Experiencing it together amplified the enjoyment, and it felt great to be part of such a lively crowd."*

**16-year-old, Cambridge Maths School**

*"Yes I loved it so much it was really exciting as it was my 1st time going it was really fun and I would love to go again but with more people."*

**14-year-old, Firwood High School (*Dog Man*)**

*"It actually inspired me. Because the film showed me when there is a will, there is a way."*

**17-year-old, Bilborough Sixth Form College (*The Most Precious of Cargoes*)**

*"It was a really special trip because I've never had a chance to go to the cinema with these friends. Also everyone at the cinema was really nice and it was a very good film!"*

**13-year-old, Claremont senior school (*Beetlejuice Beetlejuice*)**

## Teacher Quotes

*We were deeply moved to hear that, for many children, this was their very first visit to a cinema - and even their first time on an escalator! Experiences like these create lasting memories and open up new worlds for our pupils. Thank you for making this possible.*

**Liz Prescott, Headteacher, Pentrebane Primary School**

*It had a positive impact on wellbeing as well as providing a basis for a large amount of communication.*  
**Teacher**

*This film had awe inspiring cinematography with a very powerful and moving environmental message. I think most of the learners in our group were profoundly moved to want to take action after watching it. Ocean by David Attenborough has definitely got our Eco Committee talking and planning!*

**Teacher**

*For many of our children, it was their very first time at the cinema, and the excitement was wonderful to see. The film Flow was perfect for their age group - engaging, thoughtful, and full of imagination. It linked beautifully with our classroom work on stories and creative writing.*

**Year 4 Teacher, Falmouth**

*This was such an inclusive and joyful experience for our children. Many of our families simply couldn't afford a cinema visit, so this opportunity meant a lot to them. The film was age-appropriate, imaginative and beautifully presented. The children are still talking about it!*

**Teacher, Falmouth**

*One of our students has now expressed she would like to work at a cinema when she is older (she has never been to a cinema before) she has been a lot more engaged in our lessons after attending the trip.*  
**Leta Elliott-Meyer, Home Ed for you**

*They have been talking non-stop about the film. Most of my students have communication and interaction challenges so to watch and hear them interacting and reminiscing about the film is amazing.*  
**Amanda Howard, Ifield School**

*Children were exposed to a public setting which taught them to respect the all the unwritten cinema and public place rules. Many of our pupils are disadvantaged or come from low income families therefore this trip provided an experience they may not have had the chance to experience before. Children were able to enjoy the movie with their friends, building on friendships and enjoying themselves whilst learning about characters, cultures, plot and themes within a book-based movie. The film explored another culture which exposed them to cultures and lifestyles different to their own, this built their empathy and understanding skills. Personal skills such as listening, focus and concentration were developed especially for our SEND pupils. Waiting, respecting public property and members of the public. Finally, they were exposed to careers within the film industry and exposing them to media within writing. We also discussed how literature connects to visual storytelling. Pupils discussed this after the film during our review session.*  
**Qurat Ayub, Teacher, Lozells Junior and Infant School and Nursery**

*Going to the cinema together encourages children to interact, plan, and discuss. They learn to share opinions, negotiate choices (e.g., what movie to watch, where to sit), and respect others viewpoints. Cinema helps children see how stories are told through images, sound, and emotion and is a key component of modern literacy. This can deepen their appreciation for art and media. Exposure to imaginative storytelling can inspire creative thinking, encouraging children to dream, write, draw, or act out their own stories.*

**Dalia Younis, Teacher, North Primary School**