



Family Friendly Film Festival 2010 Evaluation

September 2010

Contents

Family Friendly Film Festival 2010 Evaluation.....	1
Contents	3
Introduction	5
Evaluation Aims & Objectives	6
Methodology	6
Executive Summary.....	9
Attendance.....	11
Cross Attendance at Events.....	13
Audience Profiles	14
Arts Engagement.....	14
Arts Audiences: Insight.....	16
Group Profiles.....	18
Location	20
Audience Behaviour.....	21
Motivations	21
Barriers	23
Marketing & Communications	24
Programming.....	24
Venue & Facilities.....	25
Experiences.....	26
Impacts	28
Marketing	30
Media Exposure.....	31
Web statistics/online presence.....	33
Appendix 1: DFAF Archive Results.....	34
Appendix 2: Arts Audiences Insight Segments	36
Highly Engaged	36
Appendix 3: Local Mapping	39

Manchester Venues.....	39
Bolton Museum, Aquarium & Archives.....	40
Bury Venues	41
Salford Museum & Art Gallery.....	42
Stockport Plaza	43
Waterside Arts Centre	44
Turnpike Gallery	45
Appendix 4: Favourite Memories	46
Appendix 5: Other Comments.....	57

Introduction

'Fantastic, inclusive, accessible programme'

'Fabulous event - we are very lucky in Manchester!'

The fifth Family Friendly Film Festival ran from 30th July to 15th August 2010, comprising of 52 events at 20 venues in Greater Manchester. The Festival was extended from 10 days in 2009 to 17 days in 2010 with 18 extra events in response to demand from visitors last year with a lot of feedback such as *'No tickets left when I heard about the Festival'* and *'We wanted to go to others but were already full booked'*.

With a series of short films especially chosen for under 5's alongside classics such as *The Red Shoes* and *The General*, there was also the opportunity to sit outside to watch *Madagascar*, *Spirited Away* or *Up* at Screenfields or to get more actively involved in themed days like *Dance Day* at Waterside Arts Centre, where children could learn a dance routine and watch *High School Musical 2*, or *Fishy Friday* at Bolton Museum, Archive and Aquarium where children could feed live fish and watch a Disney classic, *The Little Mermaid*. On top of this, there were UK premieres of international kids' and teens' films in the *Get Global* series at The Manchester Museum and the chance to catch some better-known hit films with days based around *Alice In Wonderland* and *Fantastic Mr Fox* amongst others.

'It's great and we hope funding continues to allow it to go ahead for 2011'

'what an absolutely brilliant festival! more next year please!'

Evaluation Aims & Objectives

'Excellent festival, which has made us realise what lovely venues we have on our doorstep. Many thanks.'

'It's great! We don't have money to go to the cinema usually so this is a real opportunity for us Thanks!'

'This is a fantastic event, I had a fantastic day with my son being creative for a reasonable amount of money. Well worth the ticket cost. Fantastic.'

'Giving families the chance to enjoy a film who otherwise might not be able to afford to go to the cinema is a fantastic idea and will only enhance Manchester's reputation as a place to visit.'

The Family Friendly Film Festival aims to create an exciting, affordable holiday experience for families to share by showcasing films and activities in a range of arts venues around Greater Manchester and to bring in new audiences into arts venues who would not otherwise visit.

This evaluation of the FFFF 10 aims to show that:

- The Festival is valued by its audiences, and that there is a demand for it to be repeated in future years
- That new audiences are drawn to both the Festival and to the venues that it shows screenings in
- The Festival creates a shared experience for families to enjoy together
- The affordability of the Festival is a factor in its success
- That the Festival provides benefits for arts venues in Greater Manchester by encouraging new audiences to engage with them, and to return independently once the Festival has finished.

Methodology

At each event, volunteers distributed paper surveys to audiences and asked them to complete them, emphasising that feedback is valued as a way of learning and improving the Festival. An incentive of a family night out in Greater Manchester was offered.

575 responses were collected from the paper survey. The survey was split so that those respondents who had previously given feedback on the event were only asked to feedback on the event itself, rather than repeating their feedback on the festival as a whole.

The below tables show at which events respondents were answering at, when looking at these figures it should be taken into account that the surveys tended to represent a group of 4 people on

average, and using this average group size we can also calculated that the survey responses reflected roughly 2,300 visitors to the Festival which is 31% of the 7,431 total visitors.

Event	Responses
Greek Myths & Legends – Jason & The Argonauts @ Manchester Art Gallery	27
Fishy Friday @ Bolton Museum	14
Opening Night - Sorcerer's Apprentice @ Odeon	9
First Flicks @ Manchester Museum	13
Elephant Day @ Bolton Museum	13
Seriously Super Shorts @ Manchester Museum	24
Film Club Gala – Tinkerbell @Odeon	8
La Citadelle Asiegee @ Manchester Museum	13
Sammy Going South @ Cornerhouse	2
Dino Night – Jurassic Park @ Spinningfields	6
Japanese Day @ Bolton Museum	21
Hey Hey It's Esther Blueburger @ Manchester Museum	12
Mad Hatter's Tea Party - Under 7s @ Whitworth Art Gallery	24
The General @ Stockport Plaza	13
The Red Shoes @ Stockport Plaza	6
Muppet Treasure Island @ Stockport Plaza	4
Night at Manchester Museum	15
4D Cinema @ MOSI (Museum of Science and Industry)	6
Mad Hatter's Tea Party – Over 7s @ Whitworth Art Gallery	20
Night at Victoria Baths	13
Pirates & Fairies @ Bury Venues	11
Robot Day @ Turnpike Gallery	12
Greek Myths and Legends – Hercules @ Manchester Art Gallery	9
Frogs & Princesses @ Bury Venues	16
Spirited Away @ Spinningfields	14
The Crocodiles @ Manchester Museum	9
Harry Potter Day 1 @ John Rylands Library	15
High School Musical Dance Day @ Waterside Arts Centre	22
First Flicks @ Manchester Museum	13
Seriously Super Shorts @ Manchester Museum	18
Enter the Labyrinth @ Band on The Wall	28
That's Entertainment @ Portland Basin	3
Night at Salford Museum & Art Gallery	7
Old Moss Side @ Zion Arts Centre	1
Frogs & Toads @ Manchester Museum	12
Eagle Hunter's Son @ Manchester Museum	6
Night at People's History Museum	16
Fantastic Mr Fox Day @ Zion Arts Centre	18
Letter for the King @ Manchester Museum	6
Greek Myths & Legends – The Storyteller @ Manchester Art Gallery	6
Film Fan Quiz Night @ Zion Arts Centre	3
Mozart in China @ Manchester Museum	8
Madagascar @ Spinningfields	20
Adventures of a Teenage Dragon Slayer @ Manchester Museum	10
Oceans @ Manchester Museum	6
Harry Potter Day 2 @ John Rylands Library	18
The Crimson Wing @ Manchester Museum	3
Toy Story Party @ Tenpin Bowling	2
Family Friendly Film Festival	575

Venue	Responses	% of Total Responses
Band on the Wall	28	4.9%
Bolton Museum	48	8.3%
Bury Venues	27	4.7%
Cornerhouse	2	0.3%
John Rylands Library	33	5.7%
Manchester Art Gallery	42	7.3%
Manchester Museum	168	29.2%
MoSI	6	1.0%
Odeon	17	3.0%
People's History Museum	16	2.8%
Portland Basin Museum	3	0.5%
Salford MAG	7	1.2%
Spinningfields	40	7.0%
Stockport Plaza	23	4.0%
Tenpin Bowling	2	0.3%
Turnpike Gallery	12	2.1%
Victoria Baths	13	2.3%
Waterside Arts Centre	22	3.8%
Whitworth Art Gallery	44	7.7%
Zion Arts Centre	22	3.8%
Family Friendly Film Festival	575	100.0%

Executive Summary

Headline findings from the 2010 Family Friendly Film Festival evaluation include:

- The majority of families attended more than one event, with 47% booking 3 to 5 events.
- 24% of families who attended this year's festival had also attended in 2009.
- 38% of families were new to the venue where event was held.
- The festival was successful in attracting the Arts Audiences: Insight segment Time Poor Dreamers, a typically non-engaged segment.
- The majority of respondents attended with 5-7 year olds. There were also high proportions of respondents attending with 8-10 and 0-4 year olds.
- The majority of visitors were from the Manchester, Trafford and Stockport boroughs.
- In most cases the decision to attend the festival came from adults in the group or was a joint decision by adults and children.
- The main barriers to attending more events at the festival were lack of time and tickets having already sold out.
- The festival creative (the monsters) received very positive responses.
- Programming also received praise, with foreign language cinema and craft activities being singled out for particular praise.
- The professionalism of venue and festival staff, together with the opportunity to see a film in a unique environment, emerged as aspects that left a particularly strong impression.
- Value for money was highlighted as an important factor for family friendly activities.
- Interactive activities and workshops where adults and children participate together, or where parents can watch their children enjoy the films, were highlighted amongst favourite memories.
- The most popular marketing tool for the Festival was the printed brochure with 38% of attendees finding out about the Festival this way. Second most popular was the Film Festival website and third was word of mouth.

Drawing on feedback in this report, we have established the following as key factors in what makes a good Family Friendly event:

Activities: an interactive activity for parents and children to jointly take part in. Families were particularly keen on activities where they could make something to take back home or exhibit. Discovery trails and hunts were also popular.

Family time: opportunities for parents and children to have fun and interact together in a friendly environment.

Kids' enjoyment: feedback suggested the ultimate priority is that children should enjoy the event and be entertained.

Atmosphere: a positive, relaxed and friendly atmosphere is very important. Feeling self-conscious embarrassed and under-pressure is commonly experienced by families in public spaces – events should specifically look to avoid circumstances or scenarios that evoke those feelings.

Social opportunity: families value the opportunity to mingle and interact with other families.

Alternative venue: the opportunity to watch a film/do an activity in an alternative venue or unexpected environment was highlighted as a big hit.

Whole day event: having a full packed day of events located closely together and that families can easily navigate was strongly valued.

Value for money: families are happy to pay for activities and events, but it's very important they all provide excellent value for money, so keeping prices as low as possible is important.

Staff: families particularly value staff who are enthusiastic, helpful, well informed and ready to go the extra mile.

Film choice: quality programming is very important in family activities.

The extra special details: families highlighted extra special details that made them feel they'd been specifically catered for. Among the examples highlighted were goody bags, rugs for children to sit on the floor and picnic areas for families to have snack breaks.

Themes: families like thematic threads bringing together different events and giving everyday locations and activities an 'extra imaginary' dimension.

Attendance

Note: Unfortunately the 4D Cinema at MoSI could not take place, so whilst replacement activities were arranged and surveys were conducted, headcounts and attendance were not measured as distinguishing Festival visitors from general venue visitors was not possible without talking to each person – thus 50 events are covered in the following attendance analysis.

- The total number of visits at FFFF 10 events was 7,431, out of a total capacity of around 9,423 or 78.9% of capacity.
- 29 (58%) of events were filled to capacity (or over capacity)
- A further 7 events (14%) were filled to 80% or more.
- Only 9 events (18%) were less than 50% full.

The table below shows the breakdown of individual events and attendance vs capacity. For some events, visitor numbers were calculated by the number of tickets booked or sold while for others, venue or Festival volunteers were asked to conduct a headcount.

Event	Date	Venue	Attendance	Capacity	%
Greek Myths & Legends - Jason & The Argonauts	Fri 30 July	Manchester Art Gallery	328	400	82.0
Fishy Friday	Fri 30 July	Bolton Museum and Art Gallery	325	300	108.3
OPENING NIGHT - Sorcerer's Apprentice at ODEON	Fri 30 July	ODEON	133	133	100.0
First Flicks	Sat 31 July	Manchester Museum	80	80	100.0
UP!	Sat 31 July	Spinningfields	500	500	100.0
Elephant Day	Sat 31 July	Bolton Museum and Art Gallery	276	300	92.0
Seriously Super Shorts	Sat 31 July	Manchester Museum	80	80	100.0
Film Club Gala Tinkerbell	Sun 1 August	ODEON	230	230	100.0
La Citadelle Asiegee	Sun 1 August	Manchester Museum	54	80	67.5
Sammy Going South	Sun 1 August	Cornerhouse	30	130	23.1
Dino Night - Jurassic Park	Sun 1 August	Spinningfields	500	500	100.0
Japanese Day	Mon 2 August	Bolton Museum and Art Gallery	300	300	100.0
Hey Hey It's Esther Blueburger	Mon 2 August	Manchester Museum	64	80	80.0
Mad Hatter's Party - under 7s	Tues 3 August	Whitworth Art Gallery	200	150	133.3
Stormheart	Tues 3 August	Manchester Museum	78	80	97.5
Archive Day - The General	Tues 3 August	Stockport Plaza	50	500	10.0
Archive Day - The Red Shoes	Tues 3 August	Stockport Plaza	60	500	12.0
Muppet Treasure Island	Tues 3 August	Stockport Plaza	75	500	15.0
Night at Manchester Museum	Weds 4 August	Manchester Museum	80	80	100.0
Mad Hatter's Party - over 7s	Thurs 5 August	Whitworth Art Gallery	200	150	133.3
Night at Victoria Baths	Thurs 5 August	Victoria Baths	140	140	100.0
Hands Off Mississippi	Thurs 5 August	Manchester Museum	35	80	43.8

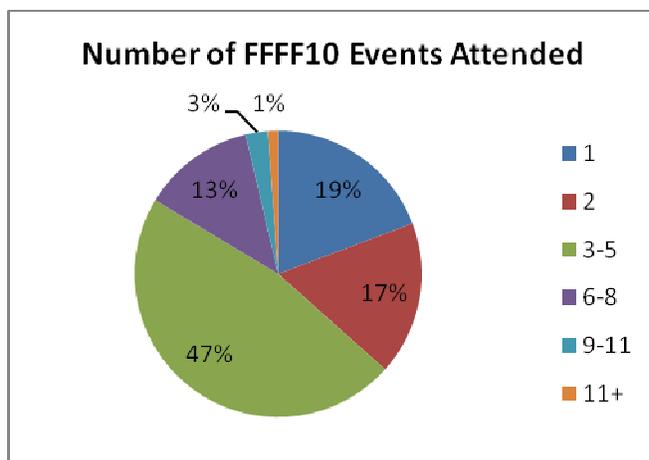
Pirates & Fairies	Fri 6 August	Bury Museum & Art Gallery, Fusiliers Museum & The Met	200	200	100.0
Robot Day	Fri 6 August	Turnpike	80	80	100.0
Greek Myths & Legends - Hercules	Fri 6 August	Manchester Art Gallery	415	400	103.8
Frogs & Princesses	Sat 7 August	Bury Museum & Art Gallery, Fusiliers Museum & The Met	200	200	100.0
Spirited Away	Sat 7 August	Spinningfields	500	500	100.0
The Crocodiles	Sun 8 August	Manchester Museum	52	80	65.0
Harry Potter Day 1	Sun 8 August	John Rylands Library	120	120	100.0
Dance Day	Mon 9 August	Waterside Arts Centre	60	60	100.0
First Flicks	Mon 9 August	Manchester Museum	80	80	100.0
Seriously Super Shorts	Mon 9 August	Manchester Museum	80	80	100.0
Enter The Labyrinth!	Tues 10 Aug	Band on The Wall	60	60	100.0
That's Entertainment	Tues 10 Aug	Portland Basin	40	50	80.0
Night at Salford MAG	Weds 11 August	Salford Museum & Art Gallery	40	40	100.0
Old Moss Side	Weds 11 August	Zion	50	200	25.0
Frogs & Toads	Weds 11 August	Manchester Museum	80	80	100.0
Eagle Hunter's Son	Weds 11 August	Manchester Museum	29	80	36.3
Night At People's History Museum	Thurs 12 August	People's History Museum	100	110	90.9
Fantastic Mr Fox Day	Thurs 12 August	Zion	90	100	90.0
Letter For The King	Thurs 12 August	Manchester Museum	55	80	68.8
Greek Myths & Legends - The Storyteller	Fri 13 August	Manchester Art Gallery	287	400	71.8
Film Fan Quiz Night!	Fri 13 August	Zion	16	40	40.0
Mozart in China	Fri 13 August	Manchester Museum	29	80	36.3
Adventures of a Teenage Dragon Slayer	Sat 14 August	Manchester Museum	80	80	100.0
Madagascar	Sat 14 August	Spinningfields	500	500	100.0
Oceans	Sat 14 August	Manchester Museum	80	80	100.0
Harry Potter Day 2	Sun 15 August	John Rylands Library	120	120	100.0
The Crimson Wing	Sun 15 August	Manchester Museum	80	80	100.0
Toy Story Party	Sun 15 August	Tenpin bowling	90	150	60.0

The 'Night at...' events were once again successful, with three out of the four events selling out, and the remaining event selling to 90.9% capacity. The Harry Potter Days, Screenfields and First Flicks were also very popular, with many other events selling out to capacity as well.

Interestingly, Fishy Friday at Bolton Museum, Hercules at Manchester Art Gallery and the events at Whitworth Art Gallery were so popular, that the turnout was over capacity.

Cross Attendance at Events

Respondents were asked how many other Family Friendly Film Festival 10 events they will have attended in total.



Number of FFFF10 events attended	Count	%
1	100	19%
2	90	17%
3-5	244	47%
6-8	66	13%
9-11	13	3%
11+	6	1%

Respondents to the surveys (which cover both ticketed and non-ticketed events) were most likely to have attended 3-5 events in total at the Festival, with 47% indicating so.

19% attended just one event and 17% attended two, however a significant number attended 6-8 events and 19 respondents indicated that they attended 9 or more Festival events in 2010.

Number of events booked	Number of people booking	% of total bookings
1	253	67.47
2	54	14.4
3	33	8.8
4	12	3.2
5	9	2.4
6	6	1.6
7	2	0.53
8	2	0.53
9	2	0.53
11	1	0.27
16	1	0.27

The above table shows the breakdown by number of events booked for using information from the ticketing system providers (Quay Tickets).

The majority (67%) of visitors booked for one event, with 14% booking for two events and 9% booking for three. No one booked for 10, 12, 13, 14 or 15 events and 16 was the highest number of events booked for by one person.

These don't seem to match up with what we know about our audiences and from the survey, which is that most people came to more than one event. We know that some people came as two families

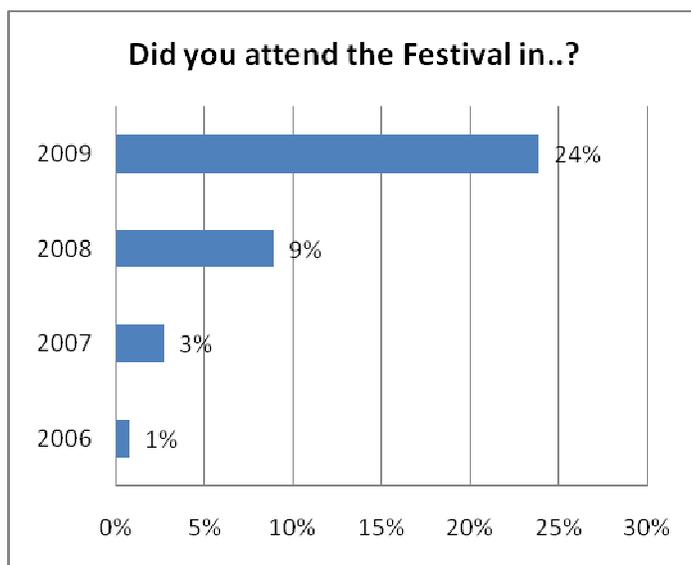
(or possibly more) together and took it in turns making bookings, which could account for some discrepancies; sometimes the mum and the dad may have booked for different things; and possibly some people didn't book all events at the same time. Also, the above results do not take into account any of the 13 drop-in events where tickets were not required.

Audience Profiles

Arts Engagement

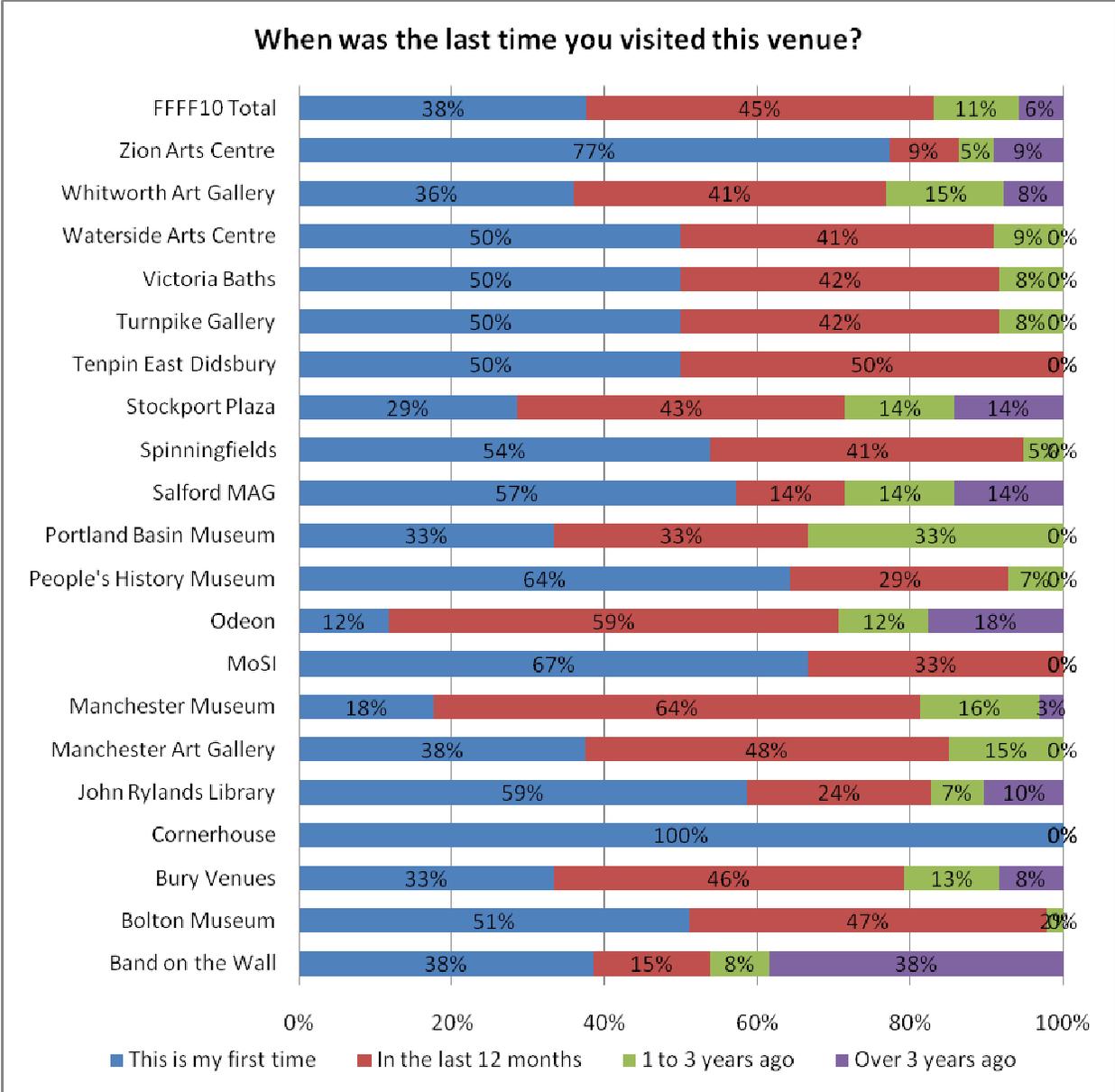
Family Friendly initiatives aim, in general, to engage audiences that are not frequent attenders of arts and culture. In particular, the Festival opens up venues to previous non-attenders, creating unique experiences which aim to build confidence and encourage repeat visits.

However, the Festival also aims to offer something special to families who have engaged with Family Friendly initiatives.



Did you attend the Festival in?	Count	%
2006	4	1%
2007	14	3%
2008	46	9%
2009	124	24%

The crossover between those attending over the years is as would be expected, with 2006 having the least crossover with 1% of respondents attending that year, 2007 has a crossover of 3%, 2008 having a crossover of 9% and 2009 having the largest crossover with 24% indicating they attended the Festival last year. This is highly encouraging as it shows a growing and loyal audience at each successive Festival, and this 24% is double the crossover discovered between attenders in 2008 and 2009 in the previous evaluation.



One of the Festival’s key aims is to develop family audiences across the arts and culture sector. The data collected at the Festival indicated that a high proportion of respondents had attended an arts or cultural event in the last 12 months, with 45% indicating so. Having said this, 38% of respondents were visiting venues for the first time.

The venues that received the largest proportions of first time attenders were Cornerhouse (although this reflects just 2 respondents) and Zion Arts Centre, with 100% and 77% of respondents visiting for the first time. On the other end of the scale, just 12% of respondents at Odeon and 18% of respondents at Manchester Museum were new attenders, but this is not surprising given the high attendance at these venues generally.

Arts Audiences: Insight

Arts audiences: insight is a relatively new segmentation framework and profiling system developed for Arts Council England and aimed at generating a better understanding of arts and cultural audiences across the country.

The segmentation draws from the national Taking Part survey data and a number of other national datasets, including TGI, to profile the resident population. The segmentation identifies 13 segments of the population based on their arts engagement behaviours. The key dimensions that differentiate the segments are their levels of engagement, from highly engaged to not currently engaged, and whether their participation is attendance based or participatory or a mixture of the two. The diagram below illustrates their positioning across these dimensions and the proportions of the English adult population within each segment.



The percentages show the estimated proportion of English adults in each segment.

Brief descriptors of each of the profiles are shown in the Appendix to this report. Full descriptions of these profiles and how to engage them are available from www.artscouncil.org.uk/audienceinsight

The postcode analysis model used is based on the probabilities of people living in different English

postcodes to belong to the 13 Arts audiences: insight segments. It asks: given what we know about the demographic and lifestyle characteristics of the people living in that postcode, what segment are they likely to belong to? The analysis gives you a picture, not of individuals or households, but of the neighbourhoods (or more specifically postcodes) of your sample. This does not tell you exactly about who your attenders/participants are, but instead gives a broader overview of the neighbourhoods they are coming from.

How to read the segmentation tables

The Arts audiences: insight segmentation compares the Family Friendly Film Festival 2010 audiences to the population that resides in the Greater Manchester as a whole.

The index column in each table highlights how much the audiences differ from the profile of the catchment area population. Where the index is higher than 110 (highlighted in red) it shows that the Festival has attracted more of this segment than we would expect from the local population as a whole. Where the index is lower than 90 (highlighted in blue) it shows that the Festival has not attracted as many people from this segment as we would expect.

Arts Audiences: Insight Segments		% of FFFF10 Visitors	% of Greater Manchester Population	Index
Highly Engaged	<i>Urban arts eclectic</i>	4.6	4.0	117
	<i>Traditional culture cultures</i>	4.1	3.0	139
Some Engagement (attend and may participate)	<i>Fun, fashion and friends</i>	19.8	17.7	112
	<i>Mature explorers</i>	10.6	9.6	110
	<i>Dinner and a show</i>	20.0	19.4	103
	<i>Family and community focused</i>	10.1	9.5	106
Some Engagement (participate only)	<i>Bedroom DJs</i>	2.3	2.9	80
	<i>Mid-life hobbyists</i>	3.7	4.2	86
	<i>Retired arts and crafts</i>	2.3	2.9	78
Not currently engaged	<i>Time-poor dreamers</i>	7.3	7.8	94
	<i>A quiet pint with the match</i>	8.7	10.3	84
	<i>Older and home-bound</i>	4.6	6.4	73
	<i>Limited means, nothing fancy</i>	1.9	2.3	80

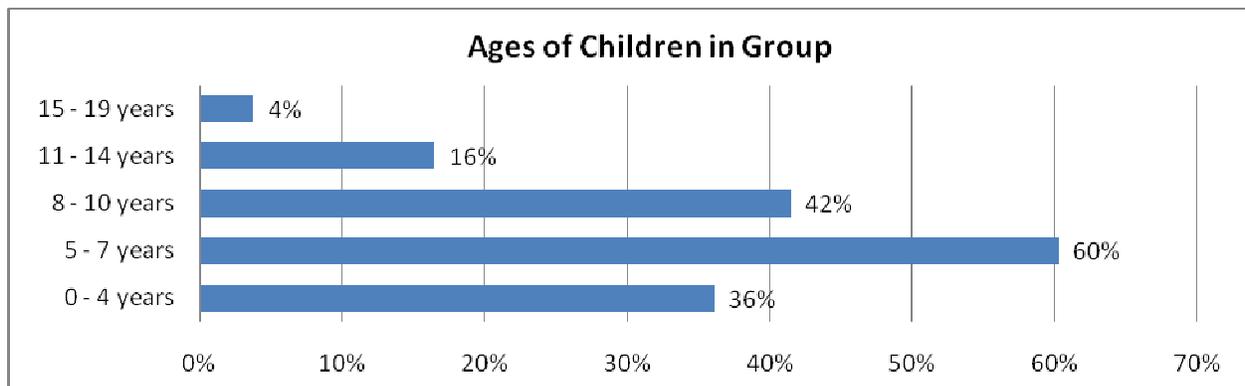
Family & Community Focused, Mid-Life Hobbyists and Time Poor Dreamers make up a significant proportion of the Greater Manchester population and all have a strong family focus. The Family & Community Focused occasionally engage in the arts, however Mid-Life Hobbyists and Time Poor Dreamers tend to not attend at all.

The Festival has attracted a similar proportion of Family & Community Focused attenders as reside in Greater Manchester, and more surprisingly, has done the same for the non-engaged segment Time Poor Dreamers, reflecting success in attracting non typical arts attending families.

However, Mid-life Hobbyists under-indexed, returning 86 when visitors were compared to the local population. This segment have a creative streak but they need to be enticed out of their homes and encouraged to explore their creative side through attendance as well as participation. These types of people are most likely to respond to events and activities that are informal (as well as being family friendly) and which do not require considerable planning or advanced booking.

Group Profiles

The Festival aims to provide a varied programme which will provide something for all ages.



It is clear that respondents were most likely to be attending with 5-7 year olds, with 60% indicating that they were attending with at least one child in this age group.

There were also high proportions of respondents attending with 8-10 year olds and 0-4 year olds with 42% and 36% attending with at least one child in these age groups respectively.

On the other hand, respondents were far less likely to be visiting the events with older children with just 16% attending with 11-14 year olds and 4% attending with 15-19 year olds.

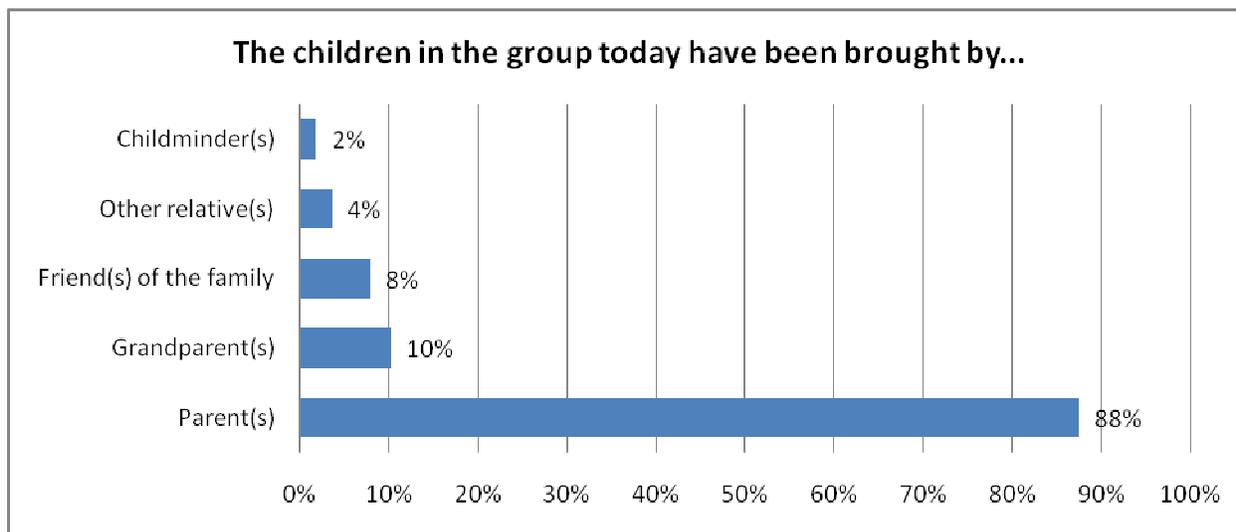
No. of Children in Group	Count	%
1	171	30%
2	250	44%
3	81	14%
4	29	5%
5	18	3%
6	7	1%
8	2	0%
10	1	0%
11+	5	1%

No. of Adults in Group	Count	%
0	2	0%
1	303	54%
2	208	37%
3	38	7%
4	6	1%
5	1	0%
6	1	0%
7	3	1%
8	1	0%

The above tables show the numbers of children and adults in each group, and groups were most likely to be attending with two children (44%) or one child (30%) whereas over half of the

respondents were attending in a group with one adult.

Interestingly, two respondents indicated that they were attending with 0 adults and after further investigation; it was discovered that these surveys were answered by groups of 11-14 and 15-19 year olds, these respondents were at The General at Stockport Plaza and Letter to the King at Manchester Museum.



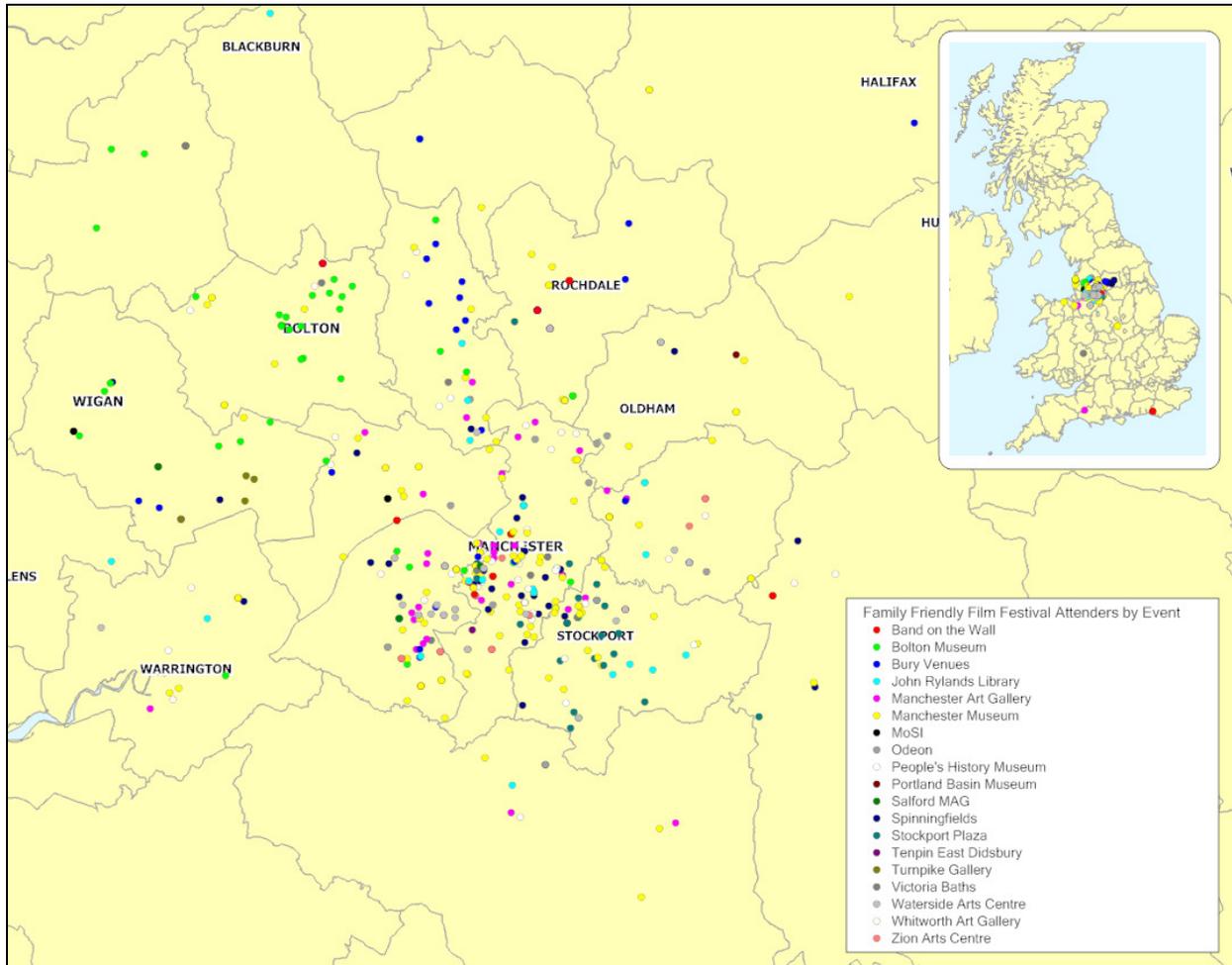
The results show that the overwhelming make up of the groups visiting the Festival were brought by their parent or parents (88%), 2% higher than in 2009.

10% were brought by grandparents and 8% were brought by friends of the family, with the most commonly listed alternative answers were foster carer (3 responses) and play scheme staff (5 responses).

The aim of the Festival is to bring families together in activities that both adults and children can enjoy. As such, the high proportion of parents bringing their children is very encouraging.

Location

495 respondents to the survey provided full, valid, British postcodes. The map below shows the dispersion of visitors within the local area and across the UK at the different events.



GM District	Count of FFFF10 Visitors	%
<i>Bolton</i>	30	6%
<i>Bury</i>	30	6%
<i>Manchester</i>	131	26%
<i>Oldham</i>	9	2%
<i>Rochdale</i>	27	5%
<i>Salford</i>	22	4%
<i>Stockport</i>	56	11%
<i>Tameside</i>	25	5%
<i>Trafford</i>	76	15%
<i>Wigan</i>	20	4%

Location	Count of FFFF10 Visitors	%
<i>Greater Manchester</i>	426	86%
<i>Elsewhere in the North West</i>	42	8%
<i>Elsewhere in the UK</i>	27	5%

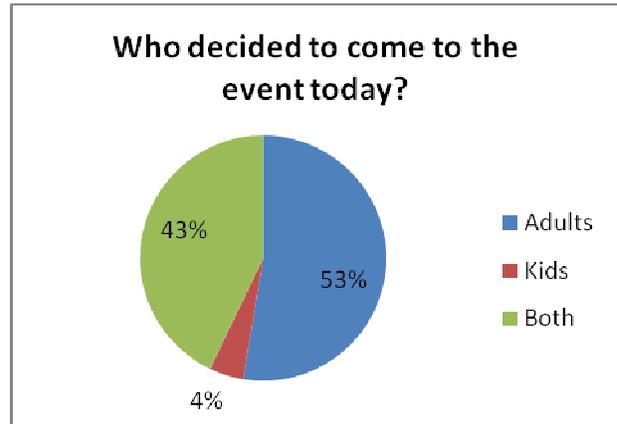
The map and tables show that the majority (86%) of visitors were from Greater Manchester, with a particular focus on Manchester, Trafford and Stockport where 26%, 15% and 11% of visitors reside respectively.

A more specific mapping exercise was undertaken to see if there was a difference between the dispersion of audiences at events in central Manchester, and at the events at Bolton, Bury, Salford, Stockport, Trafford and Wigan. The maps have been included in the appendix to this report. (There is not a map for Tameside, as just 1 postcode was valid for Portland Basin Museum).

Audience Behaviour

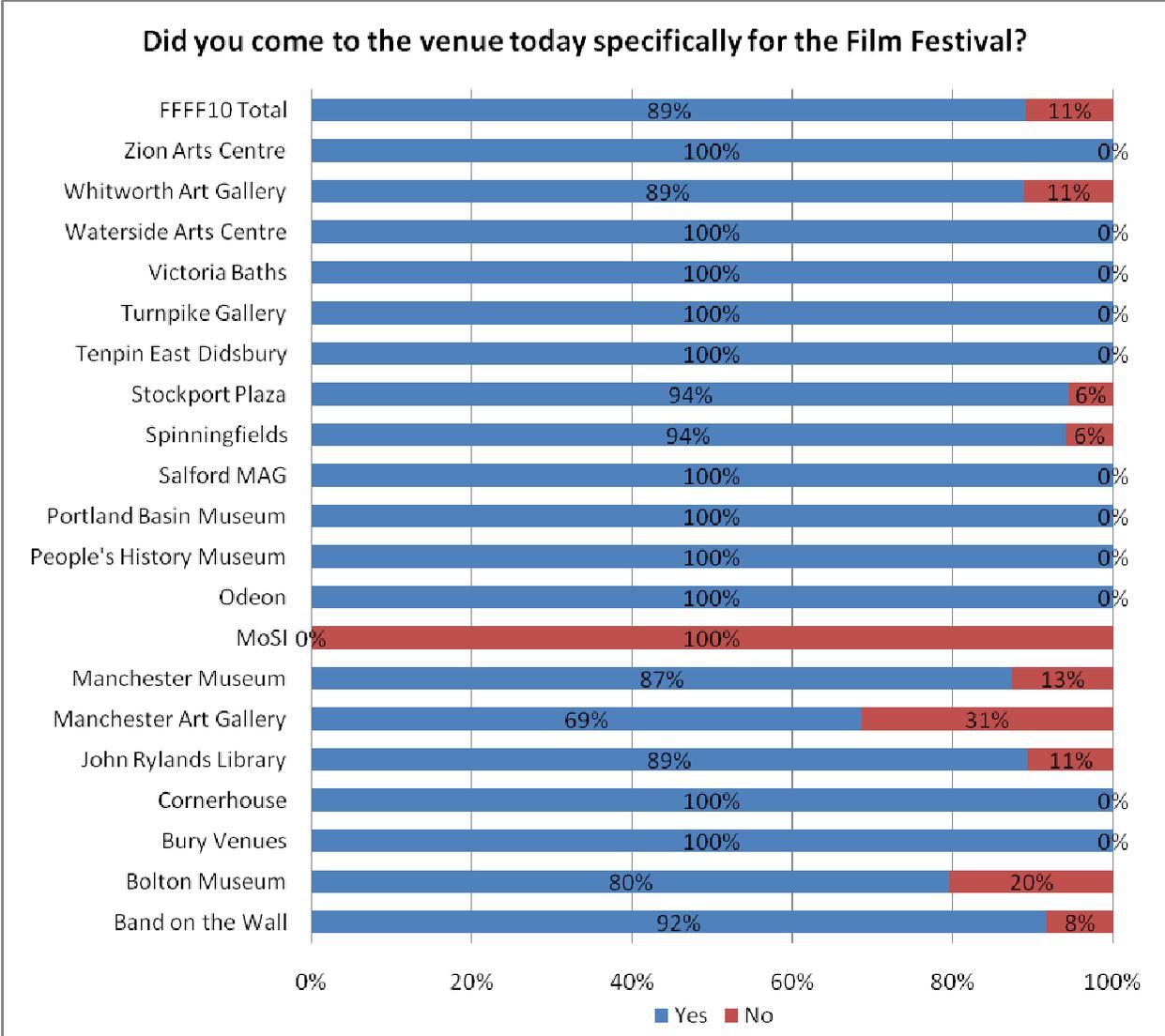
Motivations

Who decided to come to the event today?	Count	%
<i>Adults</i>	292	53%
<i>Kids</i>	25	5%
<i>Both</i>	238	43%



The decision to come to the events clearly comes either from the adults in the group or is a joint decision by the whole family. The decision making process (and perception of it) differs from family to family. However, the results here show that the impetus to attend does not tend to come from the children themselves.

These results reflect those found in 2009, with just a 1% increase in the kids deciding to attend and a 1% decrease of both adults and children deciding to attend together.



The majority of visitors to each venue were attending the event specifically for the Festival, with 89% across all of the venues indicating so, the same proportion as in 2009.

Respondents at Bury Venues, Cornerhouse, Odeon, People’s History Museum, Portland Basin Museum, Salford Museum & Art Gallery, Tenpin East Didsbury, Turnpike Gallery, Victoria Baths, Waterside Arts Centre and Zion Arts Centre all cited that they were visiting the venue specifically for the Film Festival with 100% of respondents indicating so.

Barriers

Respondents were asked to give reasons if they were not planning to attend any other events in the Festival programme.

Other commitments

Around a fifth of the respondents that answered this question stated that they did not have time to go to further events:

‘Availability - away until the end of summer holidays. Definitely visit this festival again next year.’

Ticket availability

A similar number of respondent groups commented that they wanted to go to other events but the tickets had already sold out:

‘Would love to go to other events but most have sold out unfortunately.’

Awareness

A smaller number of respondents cited a lack of awareness of what other events were on:

‘I don’t know of any other events yet!’

Other reasons

A very few respondents stated that they were not interested in attending other Family Friendly Film Festival events. This was most often due to a perceived lack of further suitable events for a particular age group:

‘Would go to more but many events are aimed at older children than me.’

Only two respondents stated a bad experience at the event they were attending as a disincentive to further engagement. One of these respondents cited problems finding low cost or free parking, and a second did not elaborate on their particular experience.

Marketing & Communications

The research found some very positive responses to the Festival creative:

'Really liked the design of the brochure and the alien/monster creatures!'

Some respondents felt that they did not hear about the festival far enough in advance to book tickets before they sold out:

'I was disappointed that by the time I had received the brochure many events were already fully booked. I will make sure I look on the website early next year'

A small number of respondents gave recommendations on how communications could be improved in future years:

'More advertising of the event in the surrounding Cheshire towns'

'Send info to schools please. Did not know it has been going on for 4 years'.

Programming

Overall, audience reaction to the films and the activities was very positive, with the foreign language cinema and the craft activities being singled out for particular praise:

'I hadn't realised it was a film with subtitles and have been really impressed how all the young children have sat enthralled through it all (mine are 7 & 4) a real eye opener!

(Respondent at Get Global, The Crocodiles)

The arts and craft activities really engaged the children.'

Other respondents particularly liked the connection between the film and the workshop activities:

Great festival - I hope it will expand next year. I particularly like events like this where there is a workshop linked to a movie (Enter The Labyrinth, Band on The Wall)

Venue & Facilities

Overall audience reaction to the venues and facilities was very positive. The professionalism of venue and festival staff together with the opportunity to see a film in a unique environment emerged as aspects of the festival experience that made a particularly strong impression on audiences:

'watching a film outside - not often you get to do that in England'

(Favourite memory from respondent at Spirited Away, Spinningfields)

'I love the building (Victoria Baths) watching the film in the empty pool is a good memory'

(Monster House, Night at Victoria Baths)

'Given the huge amount of children and demand the staff were outstanding, professional, friendly and helpful. Thank you'

(Mad Hatters Tea Party - Under 7's, Whitworth Art Gallery)

Some respondents felt that there were too many people at the event they were attending and this detracted from their enjoyment of the day:

'It was obviously oversubscribed - bit of a shame as craft materials etc seemed to have run out, though staff seemed to cope well with extra capacity. A bit confusing as to what was going on at times.'

'Very very very busy so was a bit chaotic but overall my son enjoyed the day. Maybe could monitor numbers in future but great to be part of something that is free....'

Goody bags and snacks were appreciated by visitors when they were available:

'The goodie bags and drink were very thoughtful and made the afternoon extra special'

(Robot Day, Turnpike Gallery)

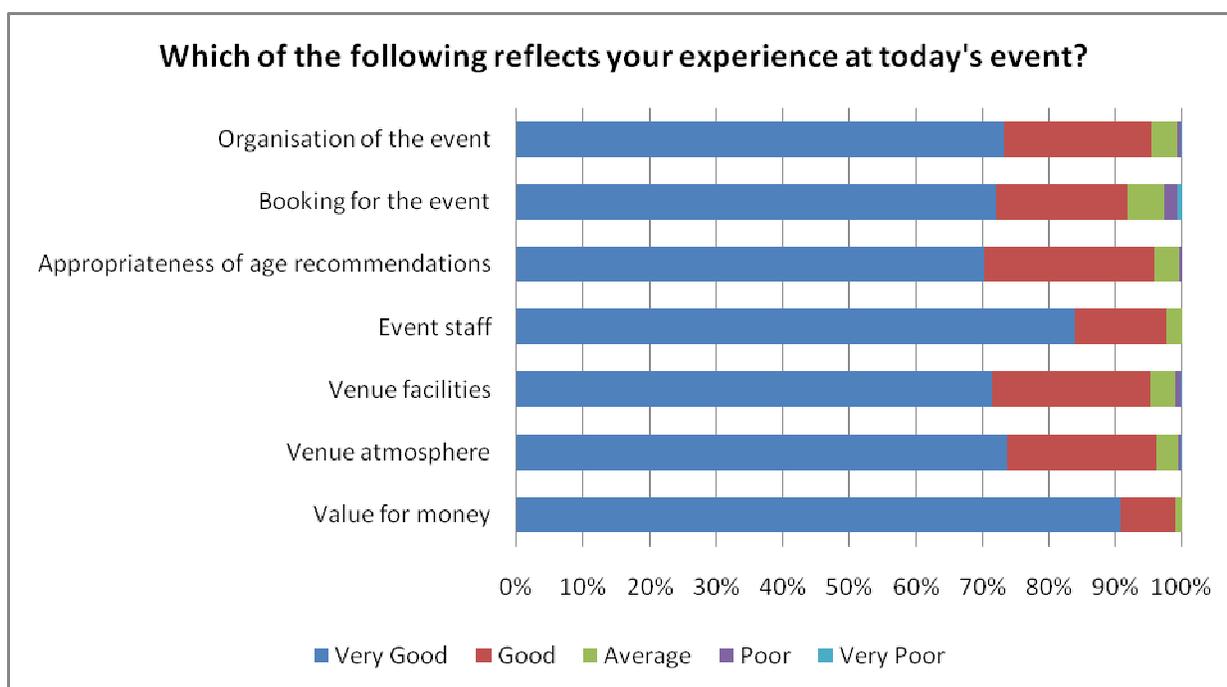
Although there were requests from some respondents for more space to eat snacks /picnics:

'Eating space- more tables to sit at rather than on chairs'

(Mary Poppins, Night at People's History Museum)

Experiences

As the table and chart show below, the experiences of those who attended the Festival were overwhelmingly positive. Respondents were asked to rate aspects of the event they were attending, and the results have been collated to give overall feedback on the Festival as a whole. It is clear that all aspects received positive feedback largely, with at least 92% indicating each aspect as very good or good.



	Very Good	Good	Average	Poor	Very Poor
<i>Value for money</i>	91%	8%	1%	0%	0%
<i>Venue atmosphere</i>	74%	22%	3%	0%	0%
<i>Venue facilities</i>	71%	24%	4%	1%	0%
<i>Event staff</i>	84%	14%	2%	0%	0%
<i>Appropriateness of age recommendations</i>	70%	25%	4%	0%	0%
<i>Booking for the event</i>	72%	20%	6%	2%	1%
<i>Organisation of the event</i>	73%	22%	4%	1%	0%

Value for money is often very important for family friendly activities, and this aspect is the most highly rated with 99% indicating that it was very good or good, a 1% increase in positive feedback from 2009. Tickets are low cost, and a large number of events are free.

Event staff are also rated highly, with 98% indicating that they were very good or good, this is also a 1% increase from 2009.

Favourite Memories

The respondents were asked if they could provide their favourite memory from the event and these are listed in the Appendix to the report. Experiences were specific to each family, but there is common ground in the enjoyment of the interactive activities and workshops, of adults and children participating: doing activities as a family, and of parents watching their children enjoy the films.

'Seeing the lecture theatre where I heard a high brow artist previously - full of kids, full to the brim! Communal film experiences are THE BEST!'

(Mad Hatters Tea Party - Under 7's)

'Introduction by the lead character of the film, nearly 40 years on. A very nice touch'

(Sammy Going South, Cornerhouse)

'making pom poms (anna aged 3) street dancing (olivia aged 7) Already booked tickets to another event at the Waterside after being here today!'

(High School Musical Dance Day, Waterside Arts Centre)

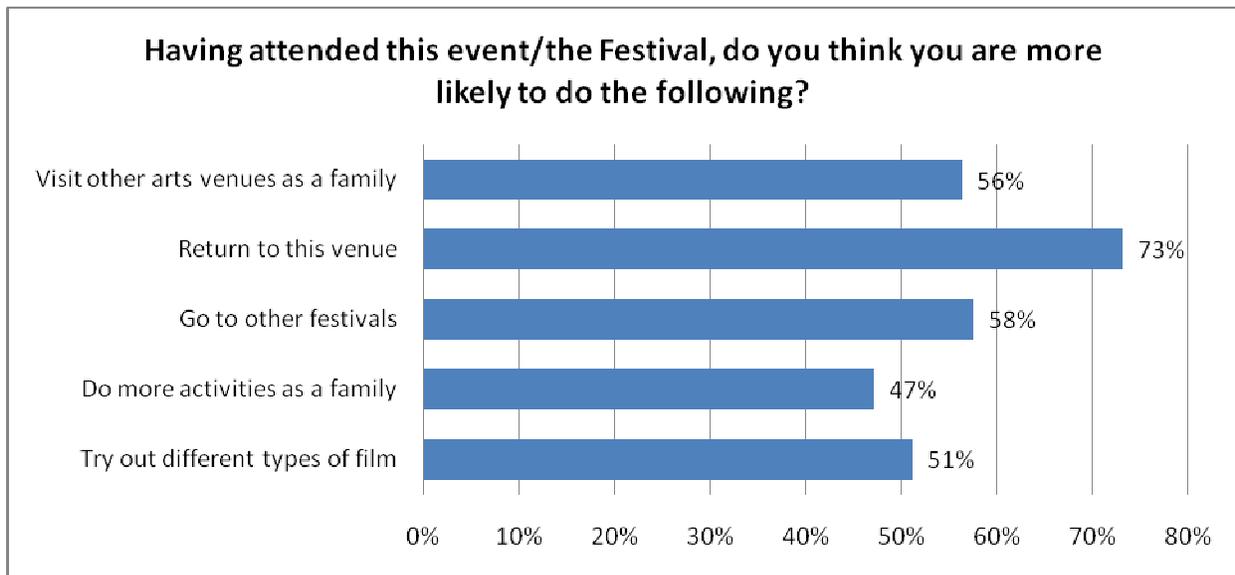
'making a shield - i'm 71!' (Jason & The Argonauts, Manchester Art Gallery)

'Snuggling with my 4 year old to watch a film before he no longer wants to snuggle with his mum. But he will remember the lady dressed up as a white rabbit - who he was too shy to speak to but loved!' (Mad Hatter's Tea Party (under 7s), Whitworth Art Gallery)

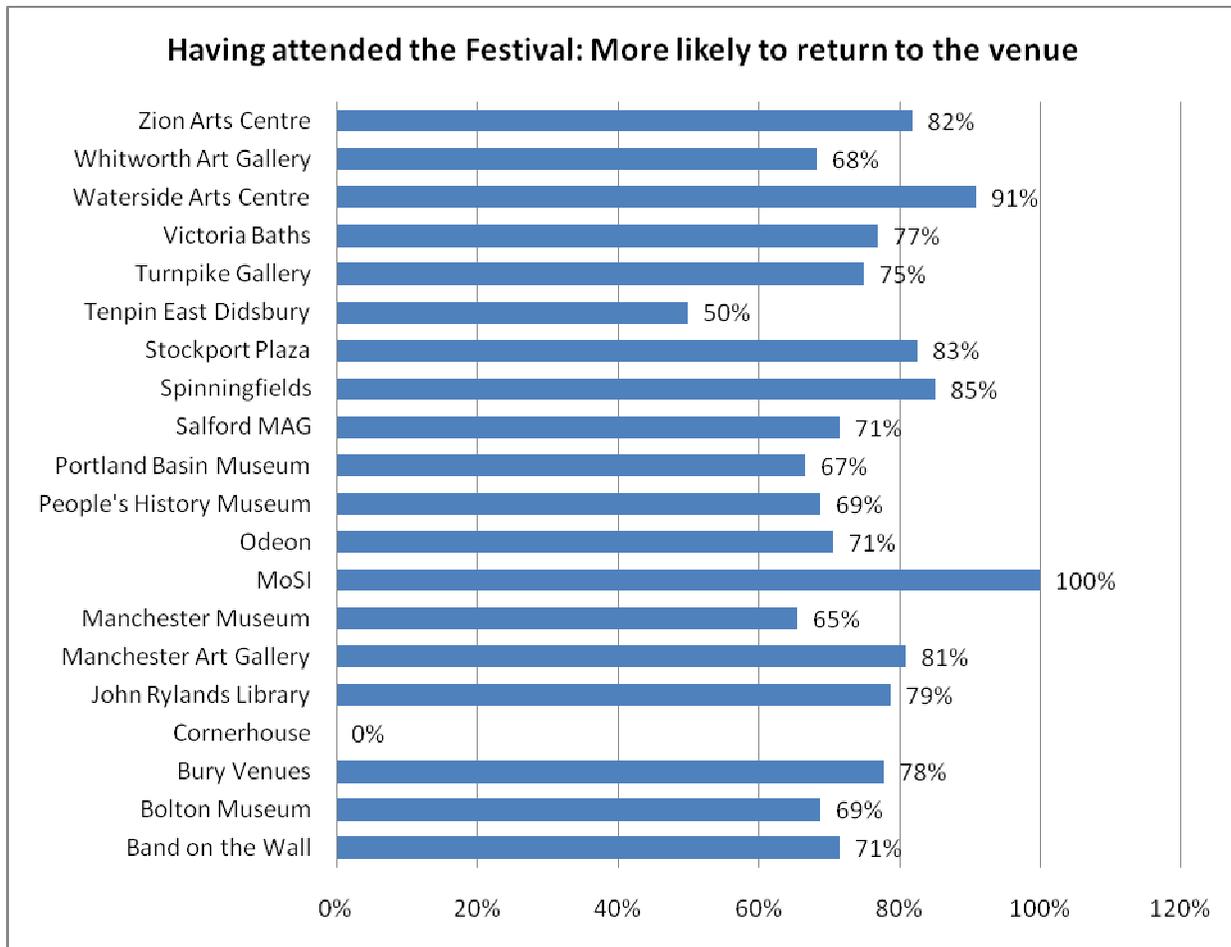
Impacts

The Festival exists as an experience in its own right, but there are a number of longer term impacts to understand around behavioural change.

The chart and table below show that the most significant impacts are around continuing arts engagement: 73% are more likely to return to the specific venue (an increase of 14% from 2009), 58% are more likely to go to other festivals and 56% are more likely to visit other arts venues as a family as a result of the Festival.



Having attended this event/the Festival, do you think you are more likely to do the following?	Count	%
<i>Try out different types of film</i>	294	51%
<i>Do more activities as a family</i>	271	47%
<i>Go to other festivals</i>	331	58%
<i>Return to this venue</i>	421	73%
<i>Visit other arts venues as a family</i>	324	56%



As previously discovered, 73% of respondents were more likely to return to the venue that the event was held at as a result of the Festival. The most notable successes in this were at MoSI, Waterside Arts Centre, Spinningfields, Stockport Plaza, Zion Arts Centre and Manchester Art Gallery, where over 80% of respondents indicated that after the events they were more likely to come back and visit.

No respondents at the Cornerhouse indicated that they were more likely to return to the venue, however there were just 2 respondents at this venue and not necessarily representative of the total audiences at this venue.

Many respondents commented that as a result of their experiences at the Festival event they were more likely to come back to the venue again.

‘Excellent to visit new place, always wondered what was inside Zion! Lovely to get out cheaply with 4 kids!’

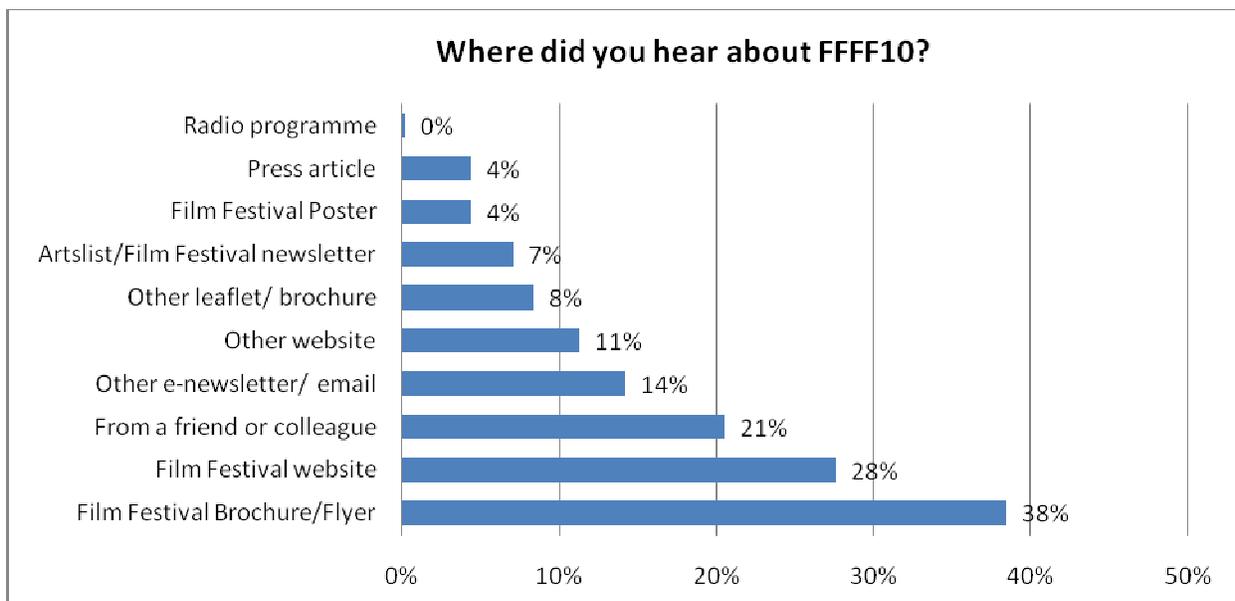
'The girls loved dressing up. We loved the dinosaur part and will re-visit the museum with the rest of my children during the school holidays.'

'This was a great day out for my daughter, great value for money and she never got bored. She even asked if we could come back to look at the venue'

One of the biggest successes of the Festival is demonstrating how many first time attenders are more likely to return to the venue as a result of the Festival. This year 74% of first time attenders indicated that they would return to the venue following their experience at the Film Festival.

Marketing

In order to assess the effectiveness of media channels in promoting the Family Friendly Film Festival events, respondents were asked where they heard about the Festival this year. The chart below shows their responses.



The official Festival publicity was the most successful in raising awareness, with 38% indicating that they heard about the events through the Film Festival Brochure/Flyer and 28% learning of the events from the Film Festival website. Interestingly, in 2009 the Film Festival website was more successful with a 5% decrease this year, and instead the brochures and flyers have reached 9% more of the audiences than in 2009, reflecting a shift in the success of official publicity channels.

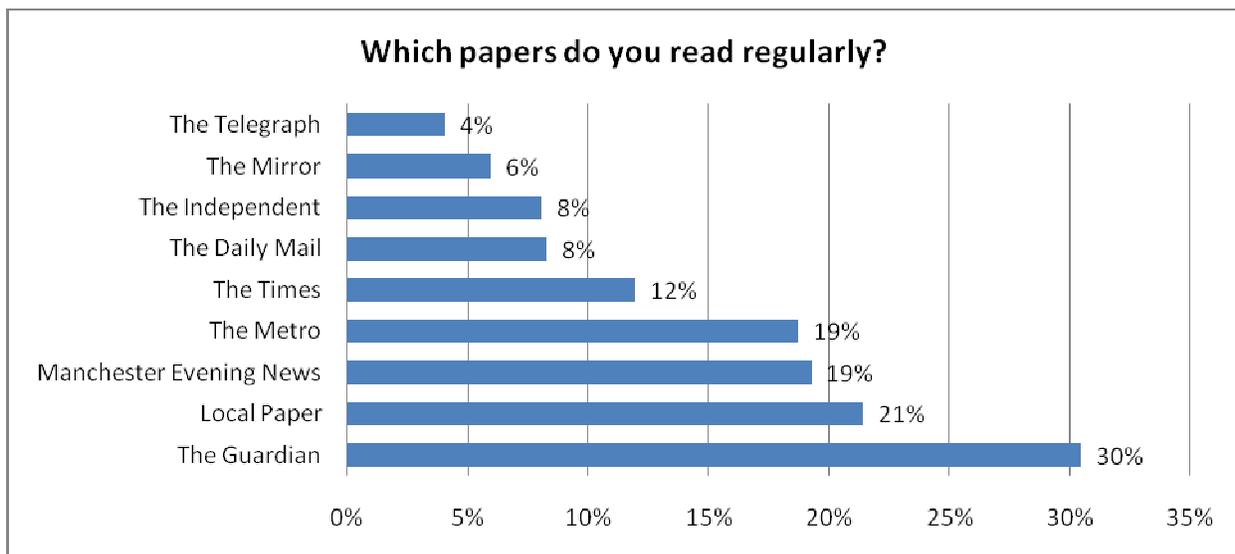
Word of mouth was also a fairly successful channel with 21% (no change from 2009) hearing about the Festival through a friend or colleague. Positive word of mouth is a particularly effective form of marketing as it carries the added influence of personal recommendation.

The least effective channel was through a radio programme where just 1 respondent indicated that they had heard about the Festival through this channel. This may be because radio programmes were used in a lesser extent to promote the Festival, or may just reflect that this channel has been unsuccessful in raising awareness. As such, and taking into account in 2009 just 1% of audiences cited this channel; it may be worth questioning if this is a worthwhile use of resources.

Furthermore, visitors to the Festival were asked to specify how they usually find out about family events, and the most commonly cited channels were the internet (by far the most commonly cited), leaflets/brochures, emails, newspapers, through schools or libraries and word of mouth.

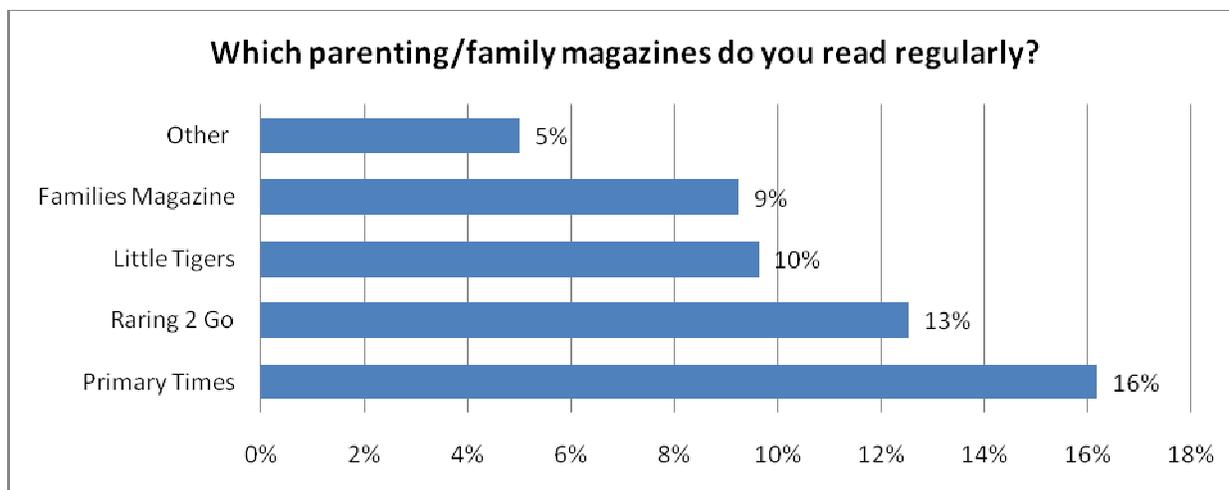
Media Exposure

Respondents were asked about their media habits, in order to identify the most effective potential partners for marketing future events.



The most commonly read newspaper was The Guardian, with 30% of respondents regularly reading this paper. Manchester Evening News and The Metro were read regularly by 19% of respondents and The Times was a regularly read paper for 12% of the respondents.

Over one in five indicated that they regularly read a local paper, and those who indicated so were asked to specify the paper itself. These are listed in the appendix of this report, and the most commonly cited papers were the South Manchester Reporter and the local Advertiser or Messenger.



The above chart shows the proportions of respondents who read each of the four main parenting/family magazines regularly, and it is clear that Primary Times is the most commonly read, with 16% indicating that they read this regularly.

13% read Raring 2 Go regularly, 10% are regular readers of Little Tigers magazine and 9% regularly read Families Magazine.

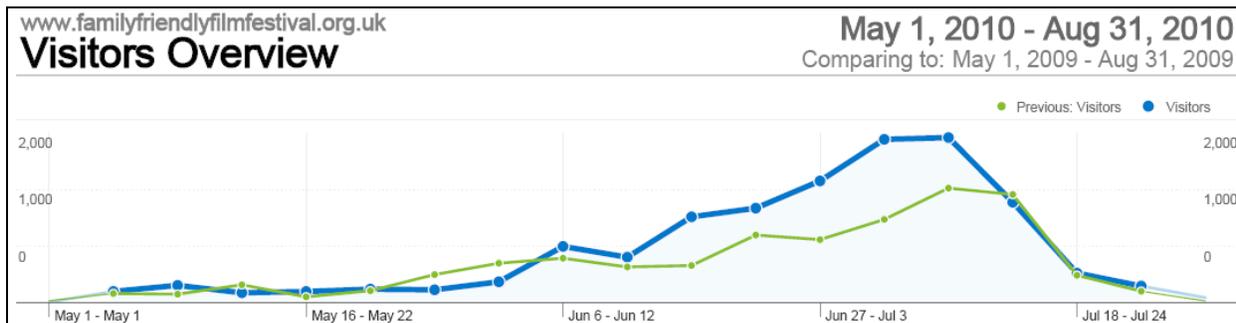
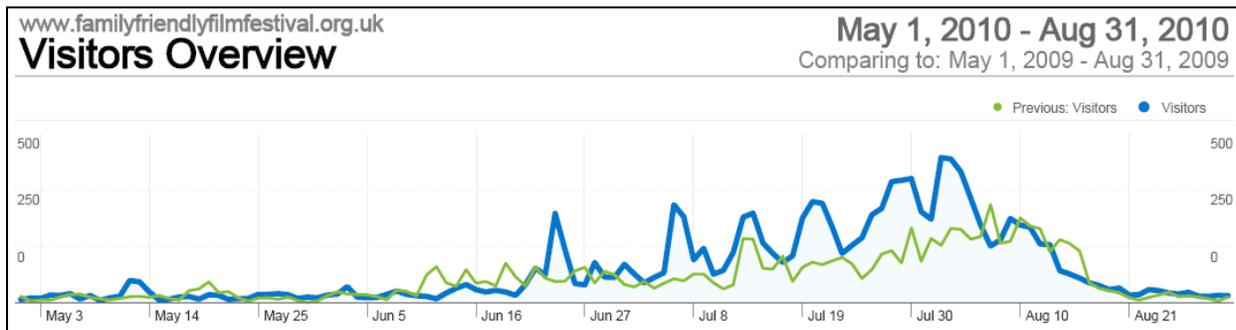
Respondents were also asked to specify any other parenting/family magazines that they regularly read, and these are listed in the adjacent table.

Which other parenting/family magazines do you read regularly?	
Junior	The Green Parent
Nursery world (teacher)	The Wigan One
Green Parent	mumsnet online
Mum and Dads magazine	BEN
Mothering	Coast
national geographic	middleton guardian
Green parenting	entertainthekids.com
TAM3A Magazine	Junio
MXD	Nursery world (teacher)
Junior	Green Parent
Mums and Dads	The Green Parent
sale/altrincham messenger	Junior Magazine

Web statistics/online presence

As aforementioned, the FFFF website – www.familyfriendlyfilmfestival.org.uk – was the second most used source for families to get information about the Festival, with 28% of respondents accessing it.

The two below graphs are taken from Google analytics and show the number of visitors to the Festival’s website over the period May – August 2010, and as a comparison, they also show the visiting patterns over the same period in 2009. Visits are counted as every hit to the website, so if the same person visited the website twice, they would be counted twice. Absolute Unique Visits however, count each separate person once.



The table shows the number of the visits to the websites, the Absolute Unique Visits (AUV), the visits that went straight to the URL, the Top Traffic Source (TTS) and the top key words used in search engines. Google was the second highest traffic source each month except for in August, where it was the highest traffic source, with direct traffic falling into second place.

Month	Visits	AUV	Direct to URL	Google (Other TTS)	Top key words
May	707	620	170 (24.05%)	162 (22.91%)	'family friendly film festival'
June	1909	1392	565 (29.60%)	449 (23.52%)	'family friendly film festival'
July	6972	5229	2229 (31.97%)	1623 (23.28%)	'family friendly film festival'
August	4658	3505	1105 (23.72%)	1303 (27.97%)	'family friendly film festival'

To give some context to these figures, the total numbers of absolute unique visitors to the FFFF website increased by 85% in July compared to July 2009 and by 13% in August compared to August 2009.

Appendix 1: DFAF Archive Results

The Digital Film Archive fund supports innovative programmes which ensure wider access to the UK's screen heritage. The Family Friendly Film Festival received funding from DFAF to exhibit archive films to a family audience.

Have you taken part in any film heritage programmes/events/activities/learning before?	Count	%
Yes	153	39 %
No	236	61%

Count	Yes	No
<i>Has participating in this introduced you to something new?</i>	301	65
<i>Has your knowledge and understanding of the topic presented increased today?</i>	267	81
<i>Were you familiar with the topics/themes before participating in this?</i>	256	93
<i>Do you intend to follow up learning more about the topic through another event/location or online?</i>	225	113
<i>Do you intend to do your own research/reading on this topic in order to learn more?</i>	183	159
<i>Have you increased your understanding of other cultures and lifestyles through what you have seen today?</i>	212	131
<i>Did participating in this activity provide an opportunity for you to meet with and speak to people from a different background/generation?</i>	185	159
<i>Will you keep in touch with any of the people you met through the activity?</i>	63	247

%	Yes	No
<i>Has participating in this introduced you to something new?</i>	82%	18%
<i>Has your knowledge and understanding of the topic presented increased today?</i>	77%	23%
<i>Were you familiar with the topics/themes before participating in this?</i>	73%	27%
<i>Do you intend to follow up learning more about the topic through another event/location or online?</i>	67%	33%
<i>Do you intend to do your own research/reading on this topic in order to learn more?</i>	54%	46%
<i>Have you increased your understanding of other cultures and lifestyles through what you have seen today?</i>	62%	38%
<i>Did participating in this activity provide an opportunity for you to meet with and speak to people from a different background/generation?</i>	54%	46%
<i>Will you keep in touch with any of the people you met through the activity?</i>	20%	80%

How would you describe your ethnicity?	Count	%
<i>White British</i>	318	81.5%
<i>White Irish</i>	12	3.1%
<i>Any other White background</i>	13	3.3%
<i>White & Black Caribbean</i>	2	0.5%
<i>White & Black African</i>	2	0.5%
<i>Any other mixed background</i>	3	0.8%
<i>Indian</i>	4	1.0%
<i>Pakistani</i>	4	1.0%
<i>Bangladeshi</i>	1	0.3%
<i>Any other Asian background</i>	4	1.0%
<i>Caribbean</i>	10	2.6%
<i>African</i>	2	0.5%
<i>Any other Black background</i>	2	0.5%
<i>Chinese</i>	4	1.0%
<i>Any other ethnic background</i>	9	2.3%

How would you describe your gender?	Count	%
<i>Female</i>	279	81%
<i>Male</i>	64	19%

Do you consider yourself to have a disability?	Count	%
<i>Yes</i>	20	6%
<i>No</i>	300	94%

Appendix 2: Arts Audiences Insight Segments

Highly Engaged

Urban Arts Eclectic

Highly qualified, affluent, and in the early stages of their career, Urban arts eclectics are ambitious, entrepreneurial and believe in seizing life's opportunities. They seek new experiences through travel, food and an interest in other cultures and like to splash out occasionally on expensive meals or extravagant purchases. Friends are important to them and they describe themselves as optimistic, creative and open-minded.

Traditional Culture Vultures

At a later stage of life and having attained a high standard of living, Traditional culture vultures have time to devote to their leisure interests – in addition to arts and culture, they enjoy gardening, trying new recipes, spending time with their family and travelling. Health conscious, they also make it a priority to exercise weekly.

Some Engagement

Fun, Fashion and Friends

Fun, fashion and friends are in the early stages of developing their career or just starting families. In their leisure time, they like to indulge their interests in fashion, travel and cuisine. They relish

seeking out new experiences and are willing to pay for quality. However, they are also very environmentally aware and this is reflected in their choice of brands

Mature Explorers

Curious, inquisitive and active, Mature explorers seek out new experiences through travel, trying out different cuisines and learning about different cultures. They keep up to date with current affairs and the news and seek to develop balanced opinions, displaying environmental and social awareness through their purchase decisions and lifestyle choices. Neither faddish nor brand or image conscious, they are more practical in their spending habits and tend to opt for the 'tried and tested' approach.

Dinner and a Show

Dinner and a show are comfortable with what they have acquired in life. Having progressed to a relatively high position in their work place and approaching retirement, they have accumulated sufficient wealth to enjoy the fruits of their labour. With a relaxed approach to money management, they are young at heart and like to enjoy life – eating well, travelling, and occasionally splashing out on large purchases.

Family and Community Focused

Typically in their 30s and 40s, with a strong sense of community and family. Having built a comfortable nest with their moderate financial means, the Family and community focused segment's priorities lie with their people, connecting with the local community and holding on to their cultural roots. Food plays a cementing role in their lives, often as an expression of their culture and heritage.

Bedroom DJs

In their late teens or 20s, still living with their parents or just flown the nest, Bedroom DJs are either starting out in low levels jobs or still finishing their studies. They aspire to more in life, feeling that their present circumstances do not live up to their expectations and those of their families. With few commitments, they tend to spend impulsively even though they are financially strained. Appearance and brand conscious, they spend much of their time and money on shopping, socialising and entertainment.

Mid-Life Hobbyists

In their 30s, 40s and 50s, Mid-life hobbyists are often time pressured, juggling work and family commitments. They tend to spend what free time they have at home, relaxing and spending time with their family, at weekends perhaps gardening, reading, or doing DIY. They enjoy shopping but are budget conscious, often prioritising price over quality.

Retired Arts and Crafts

Home-loving and practical, Retired arts and crafts favour a regular routine and a slower pace of life. They are socially conscious and ethically responsible. Good health is of utmost importance to this group, so they are watchful of their diet. They are prudent with their money, budget carefully

and look out for special offers. That said, they will not hesitate to pay for quality and for well-established brands.

Not Currently Engaged

Time Poor Dreamers

Early or mid career, often juggling work and family commitments, Time-poor dreamers are busy, budget-conscious and short-term oriented, living in the moment while aspiring for more in their life and career in the future. Often influenced by advertising, they are impulsive shoppers and spend readily on clothing while saving on household necessities.

A Quiet Pint with the Match

With many of them approaching retirement or no longer working, A quiet pint with the match are content with their lot in life and are not seeking change. In their leisure time they like spending a lot of time at home, or you might find them having a drink with friends at the local.

Older and Home-bound

In their senior years, the Older and home-bound group are generally content with a practical outlook on life. They enjoy a slower pace of life and like spending a lot of their free time at home. Some of them report poor levels of health, which restricts their activities in general. They are careful with money and prefer to have things planned out, so they are more inclined to stick with the 'tried and tested' and with well-established brands.

Limited Means, Nothing Fancy

Limited means, nothing fancy prefer to stick with the familiar instead of experimenting, and tend to avoid complications or anything they perceive as 'too fancy'. Somewhat rebellious and individualistic, for them leisure time is all about having a break and chilling out, within their limited means.

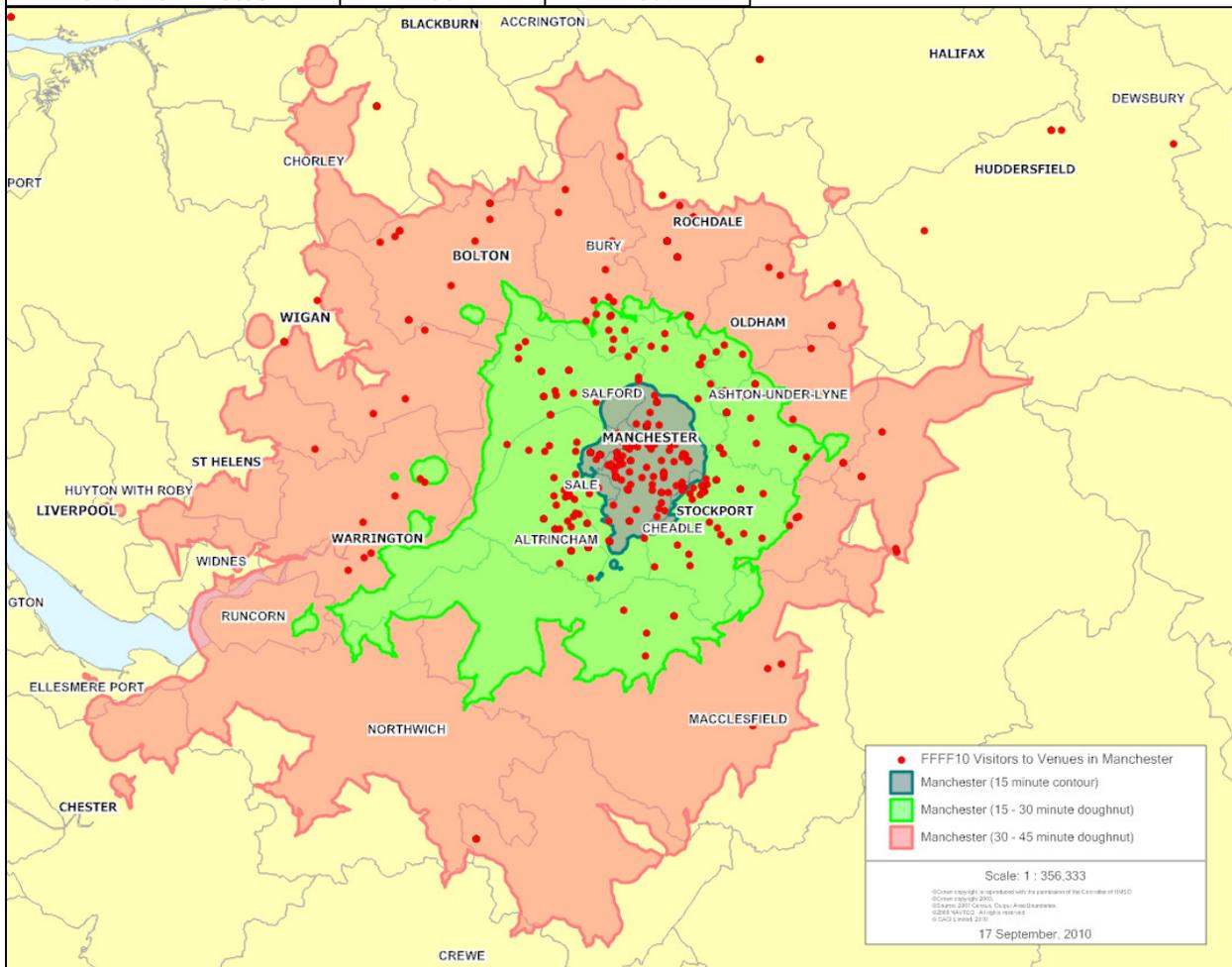
Appendix 3: Local Mapping

Manchester Venues

Number of surveys at events in Manchester Venues = 389

Number of valid postcodes provided = 333

Drive Time	Count	%
Under 15 minutes	108	32%
15 – 30 minutes	124	37%
30 – 45 minutes	68	20%
Over 45 minutes	33	10%

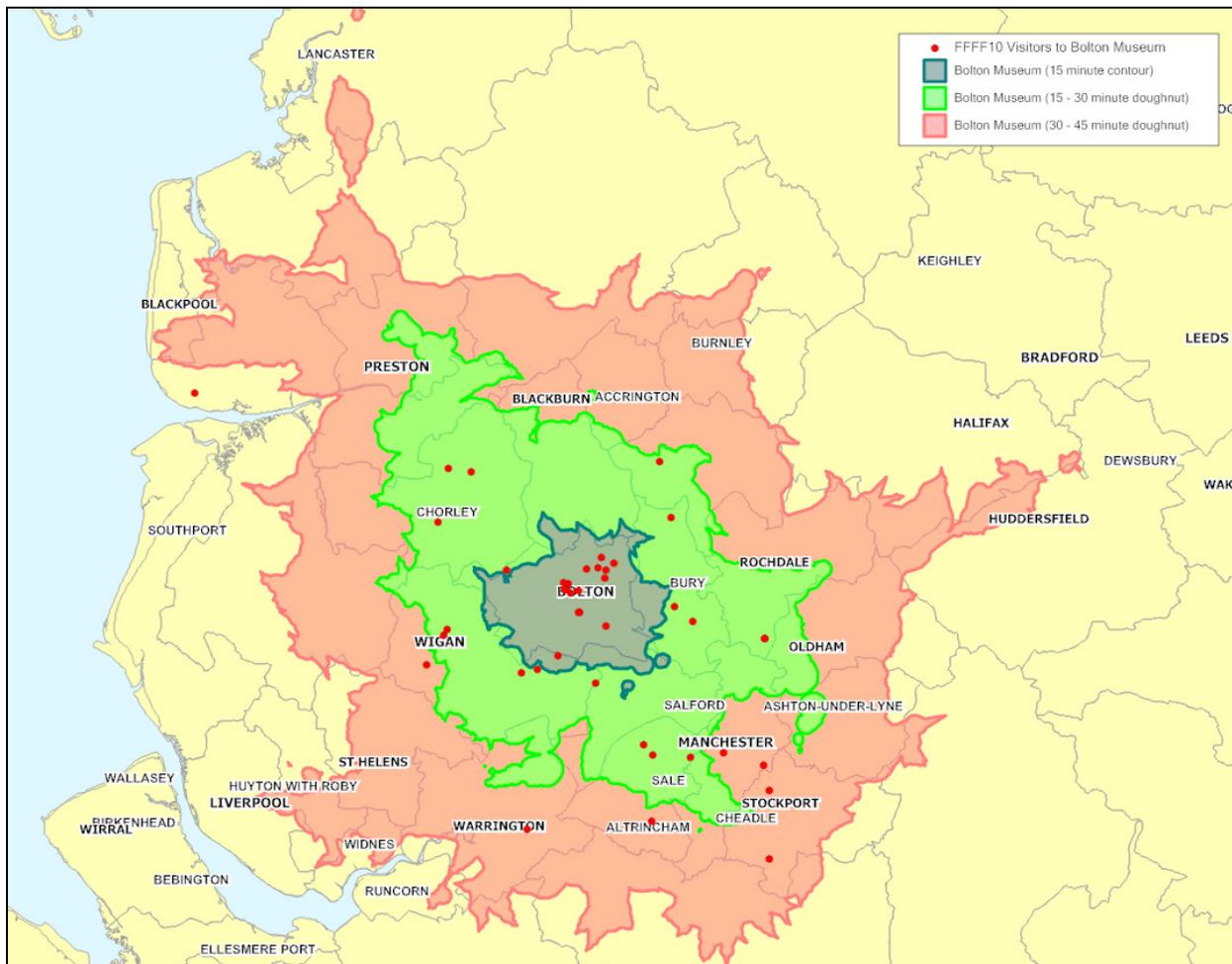


Bolton Museum, Aquarium & Archives

Number of surveys returned at events at Bolton Museum = 48

Number of valid postcodes provided = 42

Drive Time	Count	%
Under 15 minutes	16	38%
15 – 30 minutes	18	43%
30 – 45 minutes	7	17%
Over 45 minutes	1	2%

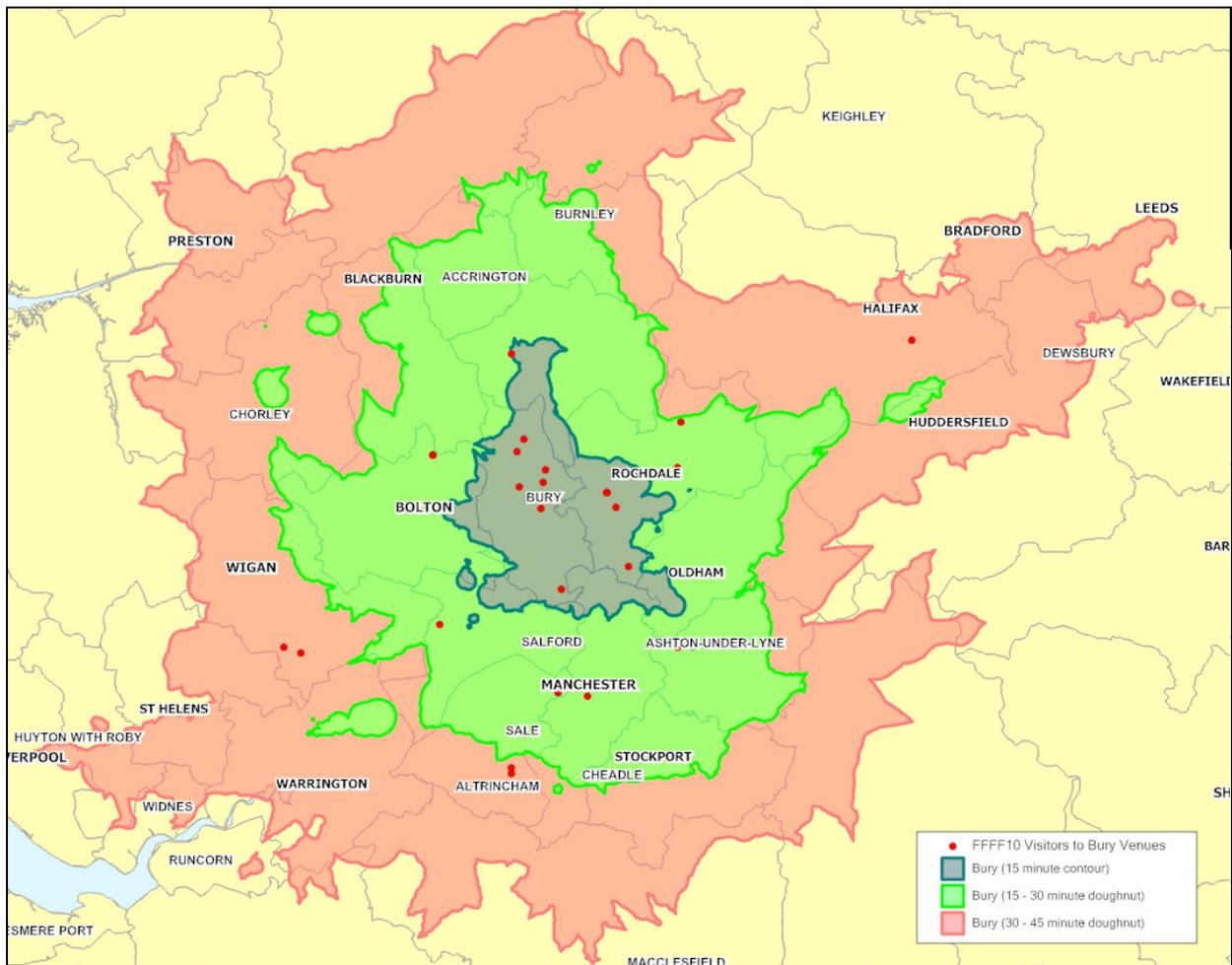


Bury Venues

Number of surveys returned at events at Bury venues = 27

Number of valid postcodes provided = 27

Drive Time	Count	%
Under 15 minutes	12	44%
15 – 30 minutes	10	37%
30 – 45 minutes	5	19%
Over 45 minutes	0	0%

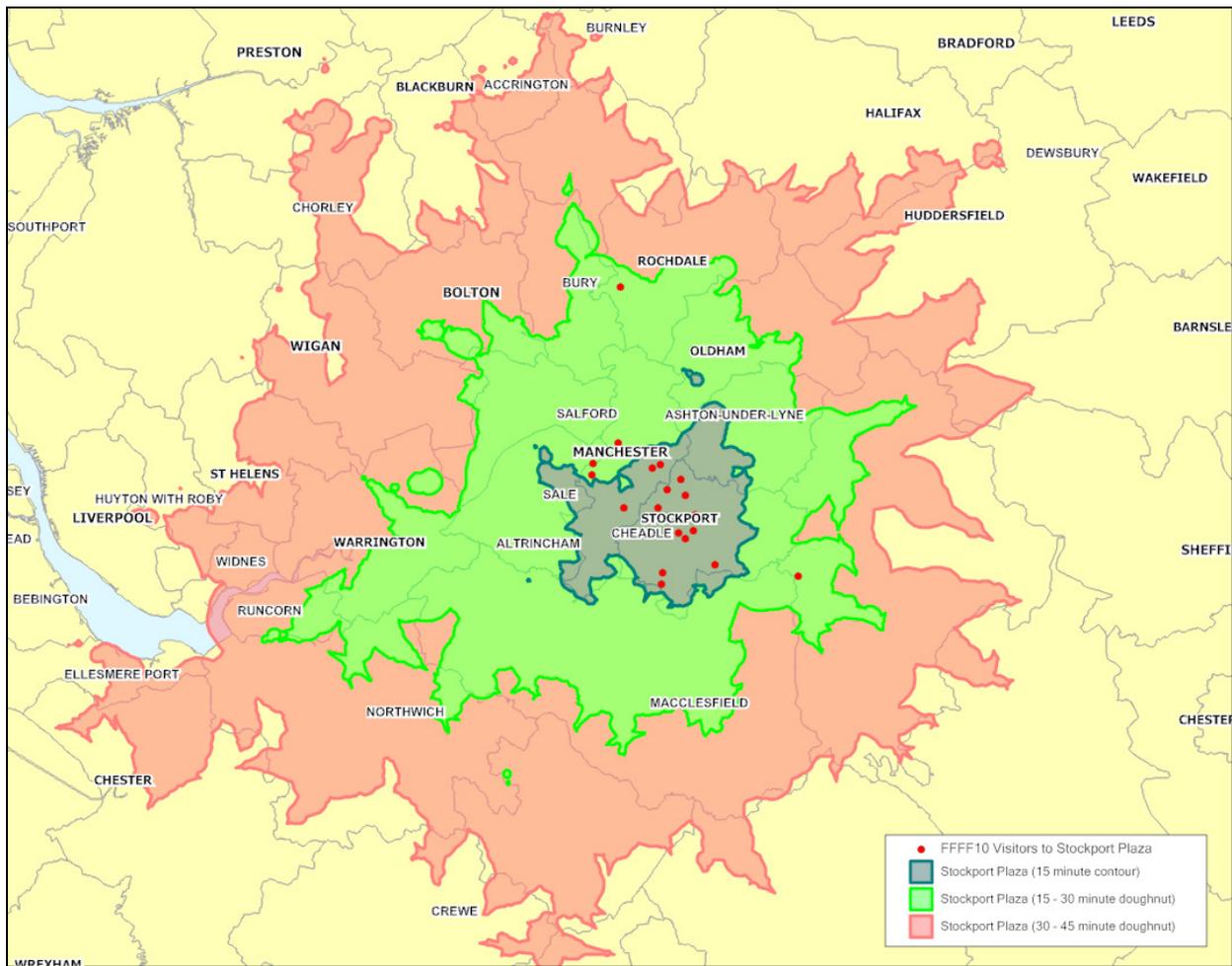


Stockport Plaza

Number of surveys returned at Stockport Plaza = 23

Number of valid postcodes provided = 21

Drive Time	Count	%
Under 15 minutes	16	76%
15 – 30 minutes	5	24%
30 – 45 minutes	0	0%
Over 45 minutes	0	0%

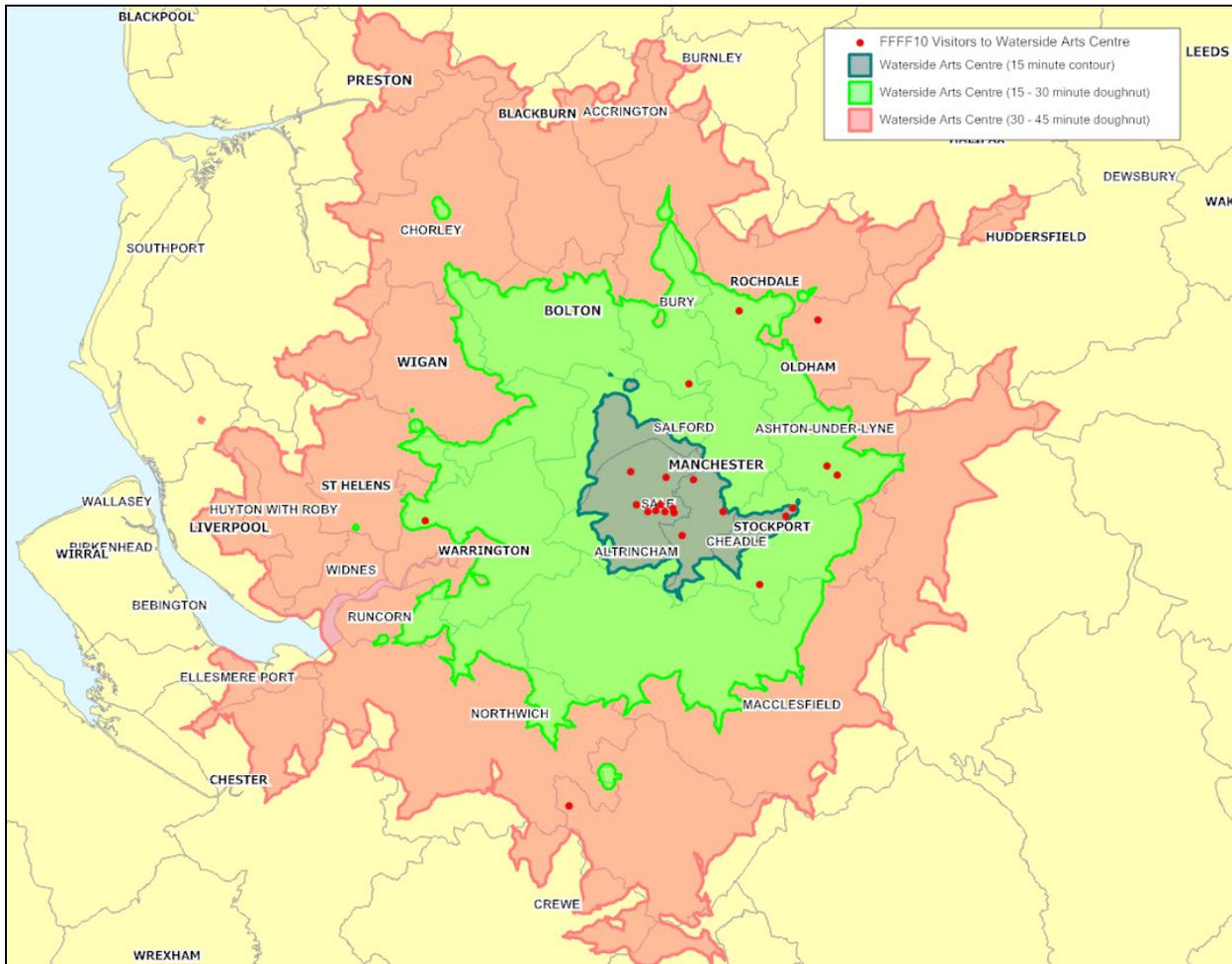


Waterside Arts Centre

Number of surveys returned at events in Waterside Arts Centre = 22

Number of valid postcodes provided = 22

Drive Time	Count	%
Under 15 minutes	14	64%
15 – 30 minutes	6	27%
30 – 45 minutes	2	9%
Over 45 minutes	0	0%

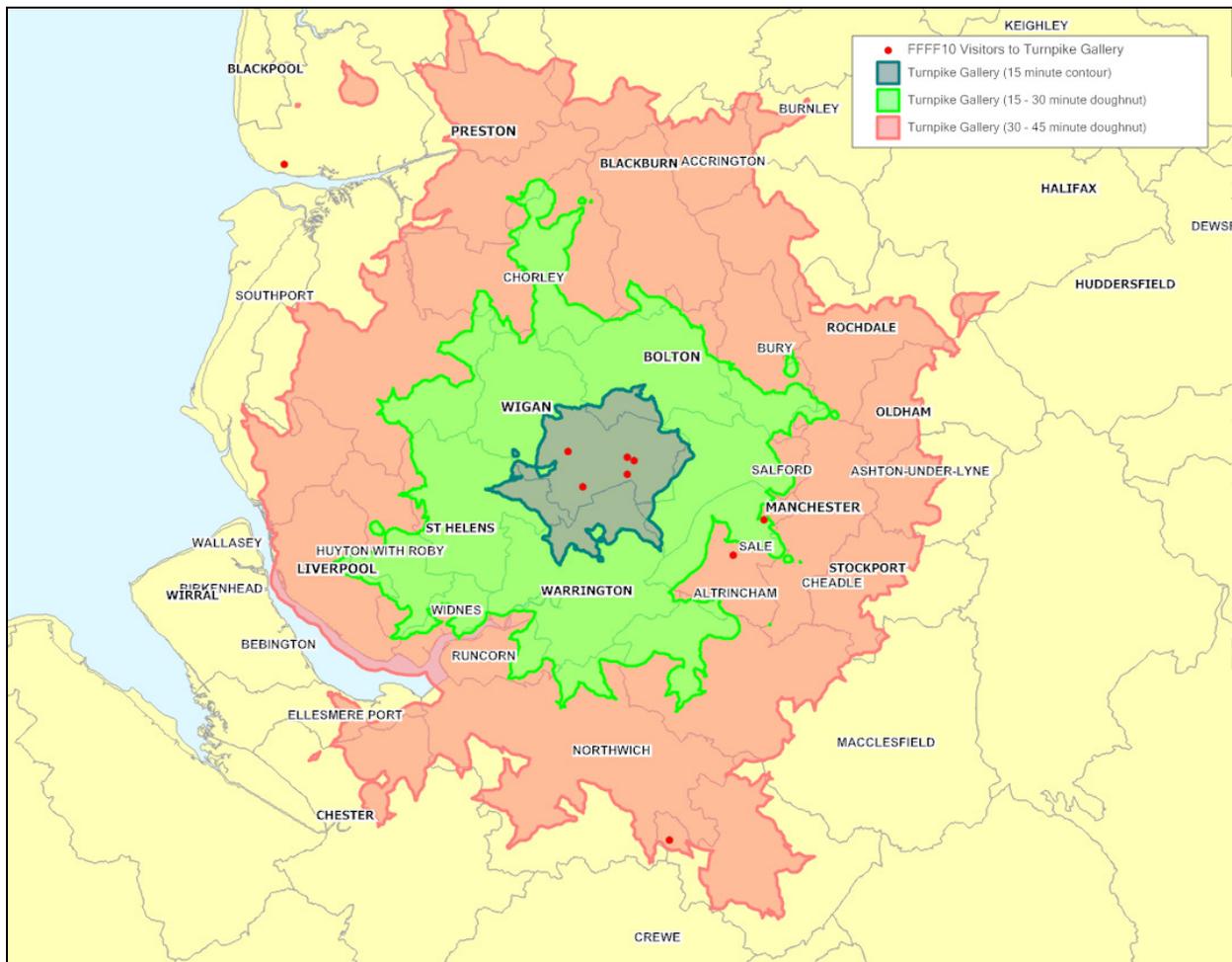


Turnpike Gallery

Number of surveys returned at events in Turnpike Gallery = 12

Number of valid postcodes provided = 9

Drive Time	Count	%
Under 15 minutes	5	56%
15 – 30 minutes	1	11%
30 – 45 minutes	2	22%
Over 45 minutes	1	11%



Appendix 4: Favourite Memories

Venue	What do you think will be your favourite memory from today's event?
Band on the Wall	Shadow show
	The monster parade
	We really enjoyed all aspects of the day. Making music and creating the shadow monsters was brilliant, as was the film
	Film shadow puppets and my husband bringing the wrong tickets!
	It has been all round amazing fun, the shadow puppet parade was really special!
	Monster Parade
	The music workshop
	Making the monster Seeing the monsters transform from paper and sticky tape to fantastic shadows Making the music
	Taking part in the parade
	Watching the kids being monsters behind the screen
	The shadow parade
	The kids being monsters behind the screens!
	The monster parade behind the screen
	Becoming a monster using only paper, card and tape!
Bolton Museum	fun with my son
	the film and storytelling were v. good
	The children were very excited, there was lots to do - trail, film, aquarium, goody bags etc so they never got bored - and it was all free!!
	Watching 'ponyo' for the first time. Kids have wanted to see it for a while.
	The lovely people who helped us find the venue. And that on our way here my Korean friend sneezed, and my other friend said "Bless you. What do you say in Korea when you sneeze?" To which she answered: "Atishoo"
	The movie Ponyo
	Kids had a good time
	Isabella loved the film Ponyo! As she did the craft activity.
	Sitting in comfortable auditorium watching the movie Ponyo.
	Japanese activities. We really enjoyed the film
	Getting goodie bag for kids and getting to watch movie in a museum instead of cinema
	Having a full fun day and with my Granddaughter
	The film Ponyo and the storytelling
	My son laughing with other children over his favourite 'Dumbo' moments
	The children making the elephants and talking to other children
	Making elephant masks
	Fish - aquarium
	Dumbo's ears
Making an elephant mask, love the film idea and story telling	
Watching the film	

Bolton Museum	Making the elephant masks
	We watched Dumbo which was really good
	Spontaneous applause at end of film
	The children enjoyed making collages
	Feeding the fish (watching) and helping the children create rainbow fish out of paper.
	Children making fishy mosaics
	The arts and craft activities really engaged the children.
	Quality time spent with my grandchildren
	Having a great day out as family for very little cost
	Free activities
	Making mosaics - arts and crafts
	The experience and fun the children received
The whole day was excellent	

Bury Venues	My son enjoyed his day out, the film, he loved the dressed up characters that were round Bury and he enjoyed making a hat and sword.
	both children Jake and milly really enjoyed making pirate hats
	the children lighting up when they met tinkerbelle and hook
	meeting hook and seeing children's happy faces
	making the hats
	hat making at bury art gallery was good
	Seeing the children dressed up with their hats/wands etc
	Quite loud!
	Fabulous film - very emotive!! the girls think the best part was when the prince and princess turned human again
	haven't done workshop yet but think it will be that
	nice kids atmosphere and friendly staff
	making the tiara and mask
	The kids having a great time and the staff going to extra lengths to help with my needs (I am disabled)
	my children having a fantastic time
	Coming to a new venue, being happy and having fun
	the film
	enthusiasm of staff accessibility of event
	the film the princess and the frog - good message
kids sitting through their first ever 'cinema' experience	
Really enjoyed it, thank you.	

Cornerhouse	Meeting the star of the film
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John Rylands Library	The fabulous architecture of the John Rylands and the fun the girls had
	Very well organised, friendly team running the event. Our children really enjoyed it!!!
	The building is amazing but the friendliness of all the staff (both f.festival & library) made the day!
	The wonderful setting - making use of the building and showing children a wonderful library.
	Max's third eye.
	Watching my children laughing as they made the potions. They absolutely loved it.
	Making wands, looking at old books
	potion class
	making potions
	potion making, venue was wonderful, friendly stuff
	potion making with my children was fun
	I'm sorry, my English is not very good but I am very happy to be here today. It's a very nice and interesting place. My favourite memory will be the atmosphere and the friendliness of everyone here.
	Our boys' re-actions to the event
	Everything
	Dragon masks, potions
	Mixing the potions - as this let the children develop their ideas
	Being able to make themed items as well as watching the movie
	The appropriate nature of the setting - style and ambience - for the Harry Potter activities. The historic reading room was a wonderful venue for the film.
	Watching my daughter making potions!
	Location - fabulous building
Kids making the wands	
Wand making	

Manchester Art Gallery	Listening to the children enjoying the film
	Spending time in the gallery with my children
	The storyteller films were really good
	Learning about the Greek myths in a variety of ways, watching the film, participating in the drama activity and creating weapons and armour.
	children's comments on various art on display
	making hero shield
	Unfortunately we missed the film as the website we used was ambiguous but the drama and costume making was excellent.
	making adventure belts with kids
	making a shield and warrior belt
	enjoyed the film
	interaction before film - very social for the children
	not done everything yet
	Hercules - very exciting!
	Hands on joining in with the children
	Spending time as a family and learning about art/history together & interactive activities
	Friendly and helpful staff
	Making a shield - I'm 71!

costume making
the excitement of the place - full of people
Learning more about Greek mythology
The film The gallery
making my own animation seeing our animation
film] claymation heroes area
Making a shield after! watching the skeletons again in the film, watching the film on the floor with other kids
Making & creating activities
Really enjoyed myself. children enjoyed themselves (making monsters and heroes and film)
Just how happy the children were and how well behaved they were as well
My favourite part was watching the film
Great film!
watching film interacting with kids
kids having a good time
Hopefully claymation!

Manchester Museum	Really enjoyable film
	Seeing a new film
	Film's moral. Something nice to do with my son.
	I had the opportunity to show my daughter a film in her mother tongue.
	Children between 5-11 helps them read and understand the film even though it was in German.
	Uplifting film
	The very good atmosphere there.
	Watching the movie. Enjoying the experience. The movie was good fun.
	Chicken's over the head!
	The film was good - getting to spend time with my teenagers
	Good film - different cultures
	Age appropriate film with special needs daughter
	Excellent film
	Laughter/thought films was thought provoking for teenagers
	Heat, good film - but very noisy children!!!
	The film itself!
	The film
	Oceans film documentary
	Watching the archive footage and adverts
	Fun and unusual film
	Children really enjoyed the film
	'The Whole Film' Stephen (10) 'The Eagle' Becky (8)
	The film from an adult perspective was wonderful
	The film, like reading the subtitles
	The beauty of the film location
	We are looking forward to seeing all programmes
	All of it
Sword fights with slayer and red knights	
The rain, it's a cheesy film	

the film
Laughing at how fake the diamond fish was
Doing something together!
Great film, location and storyline. Would like to show my children an authentic Chinese puppet show sometime!
Superb. Oceans films was spectacular - kept the attention of my children throughout
Film photography
Good film - usual images of sea life. It had a good point to make even if some of the images were graphic. Well made good choice - hopefully will make people think
The film was lovely
I thought the film was really exciting which is unusual for a factual programme
Watching the insects
Termites survived!
Excellent activities, varied being in Museum ' after dark'
The girls loved dressing up. We loved the dinosaur part and will re-visit the museum with the rest of my children during the school holidays.
Dinosaur discovery activity
Stories about ghosts and night walkers
Dinosaur Hunt
Tim's Spooky tour
Spooky tour
Spooky stories Cinema pig ears
The stories associated with Museum
Excitement of children
Working on the dinosaur activity
The enjoyment and participation of the children who came with me
The spooky stories
The first film
The first film
Lost and found animation
Good film, friendly staff
Came in on the off chance - hadn't prebooked. Kids enjoyed goody bags
I'm an animator so I will have gained some inspiration. The children have broadened their horizons
Lost and found
Appearance of the octopus
Film
Bringing our friend Holly and the train journey and watching funny movies
The last film - troublesome bird
The rugs
All
The children's laughter at the cartoon. Lovely venue and well thought out for the younger children.

Kids enjoying films
The films that were shown.
Film was funny
The film was fantastic from start to end (the music was great too) And the kids were brilliantly behaved and absorbed
Seeing the awe amazement and enjoyment out of kids, for their first foreign speaking film
Great film- really friendly and helpful staff
The movie (Bulls chasing kids)
Seeing the real frogs
Dinosaur Frogs and Toads show
The film was different and funny
The film
Handling the frogs
When the tortoise spoke to the snake in Norwegian and my 2 year old gave me a look of 'What the hell!'
Isaac enjoying
Funny films - penguins throwing snowballs
My daughters engagement with the cartoons
Seeing all the different animals
All of the films
My son having a great time
Lovely atmosphere
Relaxing with the children watching the films
Lovely films
The line 'lubricate the wheel axel' in Boo and Baa short film! Hilarious- what child would understand this?!
The films especially Miriam's puppet show
Stunning photography of the film-my 6yr old daughter's face looking at the beautiful rainbow and flamingos
A full packed day/museum and film
1. The baby flamingos 2. The baby escaping from the stork
How the camel got his hump was our favourite Friendship story Lost and Found Loved Lost and Found, 7 year old loved this and Just So 4 year old Colour Forms 1. Lost and Found (penguin) Olive Jeffers - great 2. W & G ok and funny 3. Colour Forms - fun 4. Just So - camel too loud! Beautiful aboriginal art 5. W & G Shopper 'The Eden is Stranded' good laugh the kids liked it
Colour Forms
Relaxed entertainment Children able to move about if needed
Lost and Found film
Lost and Found , where the octopus helped the little boy
Lost and Found loved it
The funny films
Lost and Found
Colour Form- film very funny
The children enjoyed all of the films but particularly Wallis and Gromit
My youngest daughter excitement at going to see a film
Lost and Found was an excellent film
Watching all the different films
Watching Lost and Found a favourite book with our five year old boy

MOSI	Science and busking
	Engineer Eric's difficult day

Odeon	My son's comment: "the best film I have ever seen!"
	Hopefully the film!
	My daughter enjoyed the badge making exercise the film
	Isaac loves the goody bag
	two girls having a special and fun day out
	children happy creating
	seeing the movie
	The kids having fun making and creating and enjoying the film
The party bags!	

People's History Museum	Hat making
	Hat and kite making
	Old fashioned living room and Juke Box
	Hat making
	Kids involvement Well organised groups No hanging around
	Kids enjoyment Good well thought out activities timed so all could do them
	The whole event has been really well organised and the activities were brilliant! Pity we couldn't magic tea on the ceiling - joke! So the best bit...the singing along to the film and enjoying a family favourite
	Film
	The children's enjoyment in making the kites at the event. Their participation and enjoyment whilst being creative.
	Sing-along with the film
	Making a hat
Activities	

Portland Basin Museum	Film
	Making radio bags
	The film

Salford MAG	Making a piston cup with my son
	Quiz
	simply everyone having fun
	The quiz
	Playing in museum generally very pleasant event, enjoyed it a lot.
	great museum will definitely be back
The children looking at the old style transport and getting to go on a bus and a tram	

Spinningfields	Enjoying a new family experience, relaxed atmosphere and free!
	Sunshine!
	Good atmosphere, good mix of people. Good weather!
	Picnic/party atmosphere
	probably the rain
	the weather
	Everyone watching the film in ponchos! (thanks for those)
	a new cinematic experience
	general atmosphere
	face painting
	the atmosphere of outdoor film and the film itself
	the awesome film
	watching a film outside - not often you get to do that in England
	nice atmosphere
	film
	carluccios
	Enjoying the outdoors and great buildings and surroundings of Manchester, and the kids enjoying the freedom this event provides. Thank you!!
	The freedom and good organisation. Also the value for money.
	Kids first experience of watching a film 'cinema style'
	glorious unexpected sunshine and good atmosphere
	Enjoyable being outdoors
	The children were well entertained which made them happy - which is a great achievement in the 6 weeks holiday!
	the sun, the film & the picnic
	The whole experience, never done it before
	Watching a film outdoors with the family. The fact that it was free made it all the more worthwhile.
	kids running around in the sun and great film (Madagascar)
Kids and mum very excited!	
Having fun in what now feels like a major, civilised, European city.	
Great fun in the open air. Train journey in, sitting in deckchairs watching my son's favourite film and him dancing to the music.	

Stockport Plaza	Was just passing - never seen a Buster Keaton comedy before. Good family atmosphere and great to show something like this for families.
	The theatre was absolutely stunning and I was so excited to introduce my son to Buster Keaton in an original 1920's environment.
	cafe and film
	the organist and the decor (the film would be a classic in any setting)
	seeing buster keaton
	the live music
	venue - vintage theatre/cinema and art deco surroundings
	The film!

	how funny the film was
	I shall remember the last film because it is about the war in the South and North of America. The part I shall remember is where the man who is the goody fights the baddies in the trains. (Maya, 9yrs old)
	New experience with kids
	Seeing a silent movie (The General) and the organ music
	The organ playing and film
	Fantastic film, great renovation
	The organ
	We thought the theatre was lovely and although we enjoyed the film our favourite part of the day was lunch in the cafe upstairs at the Plaza - it was just perfect!
	The venue! The organist welcoming us in and the beauty of the theatre
	A very impressive film from 1926

Tenpin East Didsbury	Everything
	Being beaten by the children. The children beating their parents

Turnpike Gallery	Making robot masks
	Arts and Crafts and the film too. The nice relaxed atmosphere
	The robots
	Visiting Turnpike Gallery's Robot Exhibition and watching the Wall-e film Dad and son together.
	The staff at the Turnpike were very friendly , helpful and well informed
	All of it was excellent
	Spending quality time with my children. Watching a film at the library is a special treat and my children really enjoyed themselves. Especially with the activities as well
Making robots	

Victoria Baths	The film Making the hat
	The spooky tour and the film
	Every part of the events
	The fantastic venue (Victoria Baths) and my youngest being scared silly by the 'zombies' - and dad being encouraged into having his face painted like a sad clown!
	The Scary Tour
	Children's faces having fun
	I love the building (Victoria Baths) watching the film in the empty pool is a good memory
	Venue was amazing
	Going on the tour of Victoria Baths with the monsters jumping out and my son loving having a gruesome scar
Arts and craft Watching the movie	

Waterside Arts Centre	Making pom poms (Anna aged 3) street dancing (Olivia aged 7) Already booked tickets to another event at the Waterside after being here today!
	Watching the kids having fun dancing and performing. Also making the pom poms
	the film
	Dance routine
	Street dancing
	learning the street dancing
	children enjoying themselves
	HSM routine
	Girls giggling at the dancing!
	watching the 3 girls enjoying themselves learning to dance
	really really enjoyed the street dancing but all of it has been fantastic
	Watching my daughter engrossed in the dancing routines and creative activities. Every time I hear 'we're all in this together!' I will remember this day
	dance routine
	Watching the children learning a dance routine to HSM song, watching them enjoying themselves.
	five year olds learning to do the Mexican wave in street dancing
	making the flag and watching the film
	Making the pom pom
Watching the children doing the street dancing. They really enjoyed it.	
High School Musical dance routine. I made friend for the rest of the day (Nieve, 6)	
HSM dance routine practice	

Whitworth Art Gallery	Children happily taking part in the activities
	Seeing the children laughing and having fun
	Making hats and meeting new people and seeing costumes of characters (child's memory)
	My sons face looking at the people in costumes
	Having a big picnic with all the children dressed up and making a hat
	Making hats and eye masks for my child
	the film
	The characters
	Seeing the lecture theatre where I heard a high brow artist previously - full of kids, full to the brim! Communal film experiences are THE BEST!
	Craft Activity was a good idea at Tinkerbell. The atmosphere at Whitworth Gallery is great - I love the hat making room in the Alice event. There were some lovely ideas like old necklaces to cut up. I liked the park.
	Alice in Wonderland movie and costume characters
	Making a hat with my daughter
	Have not got one. Wish I'd saved the bus fare and stayed home
	Watching the film Alice In Wonderland
	My son making his hat
	Happy kids
	A free event Fun, relaxing with lots of activities
Snuggling with my 4 year old to watch a film before he no longer wants to snuggle with his mum. But he will remember the lady dressed up as a white rabbit - who he was too shy to speak to but loved!	
My children in costumes being photographed with the Queen and White Rabbit	

	Expanding a 7 year old's art experience
	Making the hats-brilliant very creative!
	Very exciting film and guided fancy dress. Children enthralled. Fantastic exhibition
	The staff were fantastic! Plus the film
	How the event was related to the Gallery exhibitions, during the trails. Brilliant idea.
	Making mad hatter's hat. Watching the film Alice in Wonderland
	Seeing Alice in Wonderland
	Enjoying the film in a wonderful venue
	The film
	Watching Alice In Wonderland and making hats
	The characters interacting with children
	Children ability and knowledge towards today's topic

Zion Arts Centre	I will remember how much the children enjoyed the activities
	The enjoyment my granddaughter had throughout the day. So much to do for her, varied and at her level
	The fact that we were the only ones dressed up in fancy dress!! And doing stop animation
	Having time to make the crafts with the kids, especially the masks.
	Film making
	The range of events that were really interesting for the children, good range of equipment and craft things i.e. everything!
	Animation film making - "Lost and found" short film - lovely
	I was 21 again! (Born 1943 lived in Moss Side)
	This is a fantastic event, I had a fantastic day with my son being creative for a reasonable amount of money. Well worth the ticket cost. Fantastic.
	Joining together in our group for the quiz. The kids having loads of fun with staff
	I will remember how much the children enjoyed the activities
	The enjoyment my granddaughter had throughout the day. So much to do for her, varied and at her level
	The fact that we were the only ones dressed up in fancy dress!! And doing stop animation
	Having time to make the crafts with the kids, especially the masks.
	Film making
The range of events that were really interesting for the children, good range of equipment and craft things i.e. everything!	
Animation film making - "Lost and found" short film - lovely	

Appendix 5: Other Comments

Venue	If you have any other comments about today's event or the festival in general, please let us know below
Band on the Wall	Excellent festival - events have all been well planned
	Just wish these events were more frequent!
	I think the workshops were professional, really well organised and extreme fun :o)
	Some of the equipment was difficult to work with (the soft paper) Working with the 3 children, one of whom was only five, was difficult however the staff were extremely good and supporting
	Great festival - I hope it will expand next year. I particularly like events like this where there is a workshop linked to a movie
	Excellent idea, very entertaining! Would definitely come again next year
	An exciting event for all the family
	Love it, nothing bad to say about it at all!
	Both mother and daughter really enjoyed the day - it was great for me (mother) to join in with the activities alongside my daughter - it was like being a child again :o)
	Excellent festival - events have all been well planned

Bolton Museum	The picnic area is a great idea. Some of the film events sold out very quickly which is why a 'turn up on the day' idea is great.
	First year I've become aware of festival. Fantastic idea offering alternative family outings - especially as events are free or very reasonably priced.
	More!
	Excellent idea for school holidays.
	Great event
	Granddaughter says she really enjoyed the film festival
	Very enjoyable
	Everyone was really helpful
	Really great event. Delighted. Like that the venue had so many other things going on to compliment the festival.
	Fantastic

Bolton Museum	Kids activities need to be better organised - supplies and instructions. No toilet facilities
	Fantastic. Staff very helpful and approachable. Had a great day.
	The children enjoyed doing the activities
	Volume too low on the film, needed to be louder with all the noise from the children. Would have kept the children's attention longer
	Better organisation of creative activity, i.e. more resources and larger table
	Could have provided more picnic area space
	Thank you to the organisers
	Really helpful staff - thanks

Bury Venues	the hat making could be a bit more organised
	Too many babies - very noisy in the film. Should have an age limit.
	This year we did the craft at the museum and I preferred doing the craft activity at the met last year. It felt more organised and the staff were more enthusiastic.

	Film was a little too long for young children - you really needed to listen to the dialogue which was difficult with noise in the theatre.
	We weren't clear that if you didn't have an am ticket, there wouldn't be anything to do until the film at 12.30.
	a fantastic idea and I will book earlier next year
	As usual, everything has been fantastic!
	great idea
	The festival is amazing, we've never had a bad experience
	Excellent idea for the children
	keep up the good work
	was excellent, staff very helpful
	Not appropriate for other families to create "lot of noise" during the show.

Cornerhouse	You had a good variety of films for all age groups
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John Rylands Library	well organised and great enthusiasm from the staff
	Fabulous event - we are very lucky in Manchester!
	Excellent festival, which has made us realise what lovely venues we have on our doorstep. Many thanks.
	The festival is brilliant
	excellent venue
	Looking forward to next year!
	great venue, friendly approachable, stuff, well done to you all x
	The John Rylands Library is a beautiful original building, with a very sensitive new extension. We will come back for other events, particularly due to the enthusiasm shown by the staff.
	More time for activities
	Have more events on the weekends or evenings so we are able to attend as a family. Weekday events in the day are difficult due to working.
	Light levels are too high for the film - this needs to be given better consideration. Was same at the museum last year.
	For those of us whose children are just too young to have seen the Harry Potter films on general release in the cinema, it would be fantastic to see them all (maybe 1 a month) in a proper cinema, as our TV is only little!
	Needed more time before the film to allow for lunch and to fully enjoy all activities
	Tables need to be bigger. Film is too dark
Excellent family event	
Room a little too light to see film properly. The library is however a wonderful venue to visit from an architectural point of view and using the film as a vehicle to get the kids interested in the venue is a good idea.	

Manchester Art Gallery	Should have been a booking event even though it was free as only just got in to see it as was very busy
	The films were not really suitable for toddlers. They were probably appropriate for key stage 2 children aged 7-12
	I felt that the suggested age range for the film was a little too young. I believe it would have been better suited to 7-12 years.
	The superhero bit was a little disappointing, we imagined something much bigger.

Sound for 'Jason & The Argonauts' very low and the staff had no mic. No ground rules were given i.e. try not to walk around, talk etc
could do with better signposting at entrance
we really enjoyed the art/drama activists
could be better organised, emails about the festival were sent out after booking started and leaflet through door only 2 days ago.
I don't feel that the Disney interpretation of Hercules story helped generally understanding of Greco-Roman mythology as portrayed in the rest of the gallery/activities/trial
slightly unorganised today, usually more efficient
Really enjoyed it. All the children did too
Coped very well with crowds. Maybe more time in activities but can't be helped as very busy.
FAB! They are very enjoyable activities to take part in! This is our second activity at the art museum
Great festival for Manchester and its families - especially at this time of year when people struggle to find fun activities for their children during the summer - and it's free!!
the staff were great with my little girl - she does not like crowded places, we were found somewhere quiet to work
The staff have been most helpful and I really valued the fold up seats
Great fun but queuing quite stressful
Being able to book in advance for events would make things run smoother and make everything less stressful. Particularly for people who have travelled especially to participate
I spent 45 minutes waiting in a queue for tickets. It would have been better to pick tickets up then return when an event begins.
Brilliant and workshops were great - everybody was very helpful but more guidance needed about how to enrol in the workshops - prebooking??
No other comments - it was overall a big thumbs up. It's just a shame that my son's school finished early so I've already had my two weeks holiday and we can't come to more events!
Lovely staff! Good work! Well done!
My children really enjoyed it, thank you very much!
excellent

Manchester Museum	Great animation
	I hadn't realised it was a film with subtitles and have been really impressed how all the young children have sat enthralled through it all (mine are 7 & 4) a real eye opener!
	Superb!
	Picked up a leaflet at Cornerhouse didn't realise needed to book having travelled some distance
	Probably a few too many films
	Really fun events
	I think it is a great idea and look forward to the other events
	Great thanks
	Really useful to have subtitles as son is deaf so nice he could have access to the film festival.
	Have enjoyed the festival
	It was a good film for kids as they could read the words and understand what was

going on even though it was in German they were glued to the screen.
Yes, I really enjoyed the film, really fit for a family and my daughter loves every visit to the Museum.
I find the festival great fun. All the staff are friendly and helpful. The venues are easy to get to.
Very enjoyable event. Thank you xxx
The certificate was not made clear - obviously there were under 15s here
Fabulous 'give back' to society. Staff informative and lovely.
Great!
Good venue (Manchester Museum) - lots to do before and after the screening.
Wish I had not missed most of it
Children really enjoyed seeing a film in different settings
It was too hard hitting language wise and content in places for kids of our age groups
Great festival
We think to watch a foreign film in different language with subtitles is important! This is a really good opportunity to introduce a foreign film to young people.
Subtitles only covered part of the speech
Mozart In China was my favourite of the 4 films we have seen
Great setting for film. Friendly staff (as always) and had a lovely afternoon. Thank you
Keep on going - will definitely come back next year
Annoyed that I paid £1.95 to buy the tote bag online for £3.00 when could have bought it at the venue anyway without paying £1.95 extra.
If when advertised it was made clearer that is was English dubbed/narrated and subtitled
Children should not be made to wait 15 minutes for the start after the advertised start time
Well worth the visit - hope to see many more
Fantastic film but shame it had been dubbed. Children are bi-lingual and were looking forward to watching a film in French.
Fantastic - many thanks!
Very well organised
Venue unsuitable for people with walking difficulties. Staff clearly had made a great effort to make us feel welcome and this was very much appreciated
First visit to the Museum, we'll be back
Maybe a chance to have a look at the exhibits we visited. The children wanted to look at the dinosaurs and mummies, but there wasn't time after the activities
Great fun More events, difficult to get tickets
Fantastic event. We have really enjoyed it
Really enjoyed the day Thank you
Perhaps a few ghostly figures to swoop along the gallery would add to the atmosphere of the spooky tour. The tea/coffee was much appreciated
Probably a few too many films
Really fun events
I think it is a great idea and look forward to the other events
Great thanks
Screen was too high for kids at the front
In respect to venue facilities: Took 15 minutes to get from ground floor to 2nd because of the queue for the lift.
Thanks for waiting for the latecomers (us!) Staff were great This is the first film with subtitles that my children have seen. I might try some more now.

	What an opportunity - we would not have had access to this film except for this Festival - Fantastic
	Staff very friendly and helpful
	Good set up, ideal for younger children if they played up, easy access in and out
	Another fab event. Unfortunately the timing over lunch time meant the kids were complaining a bit from being hungry. A 45 minute break would have been ideal
	Friendly staff
	Would have bought refreshments
	I hadn't realised we should book for free events. That could perhaps be clearer - but we got in anyway
	More please More notice only got information a week before in the post
	The sound could be louder
	I would have like it to be a bit darker so it would be a stepping stone to going to a 'real' cinema
	More floor space and fewer chairs, rugs, blankets and cushions
	The short Wallace and Gromit film
	Great and free too. Good not only on weekends
	Parking not good had to walk a long way More cushions please Very good films
	Very good idea What about people who are not on the net to get tickets?
	Excellent entertainment for children
	Very enjoyable
	Excellent all round
	Very entertaining - good choice of films! all children enjoyed the films
	A great idea, I will definitely attend future events
	Would be good if you offered something that is not a blockbuster as well
	Superb brilliant and friendly staff
	It's a great idea
	Great animation
	Just a bit too long for the little ones

MoSI	Very enjoyable day, with lots of unexpected activities which we all enjoyed. The FFFF is now something we will be looking out for in the future. Thanks!
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Odeon	Excellent - really enjoyed it
	Lovely idea to help entertain over the summer holidays. Looking forward to the festival in 2011, thank you!
	Very pleasant staff
	Really good events - we like the activities that happen before film e.g. badge making, fancy dress competition and treasure hunt! Staff are always so friendly and welcoming!
	We have been to a few events this year and enjoyed all of them. I tell everybody I know with children about the festival! It is always a fun time with activities. Well worth the money.
	Brilliant. Do you have anything for dads and boys?
	no, very happy Leah got us tickets
	the staff are always friendly and willing to help with anything we need
	There's a great new venue in Broadbottom, Tameside - the Magdalene Centre - for 2011? Contact gyjwd@leeds.ac.uk

People's History Museum	Why is it that some of the events sell out, such as the Victoria Baths event, prior to even the tickets becoming available online?
	Very well organised
	Perhaps street entertainers whilst waiting for the film
	Eating space- more tables to sit at rather than on chairs
	Staff were fantastic with the children, lovely activities and very well planned. Cafe would do with taking debit cards
	The activities were excellent
	Children really enjoyed themselves

Portland Basin Museum	Because the cafe is closed it would have been nice to have alternative refreshments available.
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Salford MAG	Festival in broadest sense excellent. Not quite as polished tonight though as for Wall-E/Robot event last week in Leigh or Basil the Great Mouse Detective at Salford Last Year. Pre-film activities a little rushed and lacking in imagination.
	The quiz was good but a picture quiz for the younger age group might have been easier for them.
	It wasn't clear whether to bring a picnic or not. Website said to eat before coming and just bring snacks so we did. But we were a little late and it would have been nicer to bring a picnic to eat in museum. Snacks provided were a nice surprise though.
	I have been upset at this event due to comments made by staff in the toilets that my friend overheard about my son being a brat. My son has learning difficulties so does "play up" sometimes and it's a shame because I have and do enjoy all the family friendly events and usually find staff very nice (and some staff at this event were helpful and friendly).

Spinningfields	We came to the film festival last year, Night at Victoria Baths and had a fantastic time. This year we made sure to book early and will be attending night at the museum and Harry Potter Day 2. We can't wait and hope the festival continues in 2011.
	Sound was a little low - hard to hear at times
	What an absolutely brilliant festival! More next year please!
	had a good time
	really good, would come again
	you should show "Howls Moving Castle"
	you should also show "howls moving castle"
	I like the look of the programme, especially the Thursday nights. Sadly I always have to work that night
	Do it again!
	Excellent, enjoyable for families especially children.
	BIKE PARKING AT SPINNINGIELDS - PLEASE!!
	If possible try to keep the grass covered so it keeps it dry, during to the great British weather being as good as it is.
	Giving families the chance to enjoy a film who otherwise might not be able to
	afford to go to the cinema is a fantastic idea and will only enhance Manchester's

	reputation as a place to visit.
	Fantastic!

Stockport Plaza	very enjoyable
	The festival is awesome.
	well organised
	very friendly staff

Stockport Plaza	I didn't know about the festival until I passed the Plaza even though I'm on the Plaza's mailing list
	Great cafe
	more in Stockport please
	August 3rd - Too many films on not possible to see all the films e.g. Whitworth Arty Picnic, Alice in wonderland, Manchester Museum, Stormheart, Stockport Plaza. The glance schedule in the brochure. The page number did not relate to some of the films e.g. 11-8-2010 Zion Centre not on page 30
	Fantastic Eve, really enjoyed it all thank you
	Too many events (especially the free ones) were already sold out by the time I was sent an email and link to website. Please send earlier in future
	Very friendly and welcoming staff (Festival staff and Plaza staff)

Tenpin East Didsbury	Very well ran and great for all ages
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Turnpike Gallery	We love Family Friendly Film Festival it means we can get out visit new places and enjoy good films without spending a fortune! Summer holidays would be very expensive without it.
	I will be telling everybody with children how good it has been and telling them to come to the event/similar event
	The film festival is one we have attended and very much enjoyed before. We will be taking part in 2 events this year in Leigh and Salford. Long may the programme continue. wonderful fun
	Love it! Film favourite of school holidays
	Some of the robot making was a little too challenging for a 3 1/2 and 4 year old. I.e. It's frustrating for them when an adult has to do all the cutting out. Maybe something pre-cut so only sticking involved? But overall was great
	The goodie bags and drink were very thoughtful and made the afternoon extra special

Victoria Baths	We had a very enjoyable day here (Victoria Baths) and at the Whitworth this morning. Very well organised, plenty of assistance really helped
	Fantastic. Brilliant family event for all ages. Kids and parent both had a wonderful time!
	Fantastic as always especially the staff an amount of effort that has gone into ensuring the children have a great time
	Please do more

	Today's event: Enjoyed very much by 9 year old girls Everyone very friendly
	Next year do a 'public information films' themed night
	I thought it was brilliant, great value for money and thoroughly entertaining, especially all the craft

Waterside Arts Centre	Excellent as always - well organised fun. Thanks.
	had lots of fun
	This is the second event we have attended. It's been great fun; we will put our email address on the mailing list so that we don't miss out on tickets next year.
	Fabulous as always! :)
	the workshop leaders were very professional
	Well organised with a good variety of activities over the holidays. Especially nice to be local at Sale Waterside rather than always having to go into the centre of Manchester.
	Really good activity - kids enjoyed it and so did mum! Thank you.
	craft activity also excellent
	This was a great day out for my daughter, great value for money and she never got bored. She even asked if we could come back to look at the venue.
All events that I have attended have been very organised, in great venues	

Whitworth Art Gallery	Chaotic fun
	Staff did not seem to know basic information e.g. time the film is showing, little direction with activities and lack of art materials (ran out)
	It was wonderful, will definitely be coming to more events at the festival
	None, had a nice day
	Toilet's very poor
	The White Rabbit was really helpful - and clearly oversubscribed (very well attended) event- all organising staff were FAB.
	Tickets would have been better for Alice event, as very chaotic getting all the kids into the film. Great to have adults in fancy dress! Maybe have a fancy dress prize for kids or face paints?
	Given the huge amount of children and demand the staff were outstanding, professional, friendly and helpful. Thank you
	Very poorly organised. No mention of film tickets being needed on arrival so had to wait for 2nd. Craft activity was basically a free for all to grab things to make something yourself with no help. Took 30 minutes just to find a piece of paper and scissors.
	It was obviously oversubscribed - bit of a shame as craft materials etc seemed to have run out, though staff seemed to cope well with extra capacity. A bit confusing as to what was going on at times.
	Very very very busy so was a bit chaotic but overall my son enjoyed the day. Maybe could monitor numbers in future but great to be part of something that is free. Better or more publicity in future. Only found out about Film Festival when already begun so a lot of the films already sold out which was disappointing.
	Very impressed with organisation - smooth running and staff helpful and seemed genuinely interested and happy to be here
	Lovely event! Great Location! Very well organised. Old film footage at beginning not ideal for children - better to have simply shown the film
	Thank you very much
	Very enjoyable-thank you!

	Could have been louder Could there be a way to tie the event more obviously to the gallery?
	Was fantastic
	I can only encourage the staff to keep up the good work. Thank you FFFF
	Simple food for children and less pricey. Cafe so expensive
	Very helpful, friendly and fun! Thank you!

Zion Arts Centre	The questions were too hard for a family quiz, my daughter couldn't really answer them. We had fun and she really enjoyed herself, but was frustrated that there weren't more questions aimed at her.
	I was disappointed that by the time I had received the brochure many events were already fully booked. I will make sure I look on the website early next year
	Send info to schools please. Did not know it has been going on for 4 years.
	Love the festival :)
	Fantastic Festival, looking forward to next year. May visit Zion Centre again now I've been once.
	Excellent to visit new place, always wondered what was inside Zion! Lovely to get out cheaply with 4 kids!
	We have really enjoyed the Family Friendly Film Festival. All the events and staff have been fantastic and we have lovely memories to rediscover and enjoy for a lifetime.

Venue	Do you have any other comments about the Festival?
Band on the Wall	Fantastic!
	It is good. Different. Interesting
	It's great for keeping the children occupied over the long summer holidays
	It's a great experience for the family
	Excellent value for money. It's important for these sorts of events to take place so that the arts/family archives can be part of the children's experiences during the holidays

Bolton Museum	good fun and excellent value
	Sound quality a bit poor - far too quiet with a room full of children!
	More of the same please!
	Great for the holidays, great value!
	As always, festival well thought out, wonderful interesting list of events and films
	Great idea!!
	Very good idea!
	Great thank you
	An excellent day out for all the family
	Children thoroughly enjoyed it and are looking forward to attending more
Excellent	

Bury Venues	exciting and fun for all the family
	It's great for the children - especially over the long summer break.
	the staff are brilliant and throw themselves into ALL the activities

	great ideas
	Excellent, keep up the good work
	Great fun. Thanks for putting it on.
	Excellent idea, really good for children and parents alike.

John Rylands Library	Hope it carries on, my daughter loves the craft activities and opportunity to see old faves or new films.
	Wonderful - great fun!!
	Excellent. x
	thoroughly enjoyed the events
	Very good
	Great ideas and marketing. High quality original event. Very impressed indeed
	It's very nice and interesting
	Great free family fun
	It seems very good

Manchester Art Gallery	very good
	A fantastic educational fun day out for the kids that is free!
	could be better organised
	Anything family orientated and low cost is great!
	excellent - will certainly attend more next year
	Great event!

Manchester Museum	It was great. We enjoyed it.
	Very good
	A really beautiful film. Lovely. Kids loved it and so did I (the first film)
	No
	Just really enjoyed
	Thank you!
	Excellent, in times where you have to pay for everything it's good that an organisation put on an event
	The festival is excellent. It's the first time to attend but I really enjoy the festival as it allows family to get together more times.
	Brilliant
	Excellent
	Great
	It's fab
	Excellent
	I liked the booking system this year, understand there is advantage or disadvantage but we have disappointment and queuing time we could enjoy the films
	We would love to come back tomorrow
	Well organised, helpful staff. Good selection/variety of films available
	It's great! We don't have money to go to the cinema usually so this is a real opportunity for us Thanks!
	Its fantastic keep it up!!
	Start ticket booking for under 5 shorts later

	Really good especially during a rainy summer
	We've been waiting for the holidays just for the film festival- so far better than last year!
	It's great!
	Should have more events as tickets for Harry Potter example sold out very quickly
	Excellent
	A really beautiful film. Lovely. Kids loved it and so did I (the first film)
	No
	Just really enjoyed
	Staff very friendly
	It's really really good. Let's hope the cuts don't affect it too much
	Wonderful Staff
	Really well organised - great staff - great venues. See you next year!
	Lovely events hope it stays on
	Great!
	There were issues with the locations on the website Manchester Museum - we missed Hercules because it didn't specify - went to art gallery
	Hercules- too few seats lots of folks turned away Fantastic to have so much on offer for free
	Keep providing holiday fun
	Very good for families

Manchester Museum	It could have been better advertised, we found out about it almost by accident
	Very well organised and planned out
	Keep up the good work

MoSI	Very good
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Odeon	Excellent opportunity to try something new with families - Good time had by all - new venues to visit- definitely will do again.
	I look forward to this event! It would be great to have a similar family focused event for another genre e.g. music, literature
	More events in school holidays - extend the 2 week programme
	Excellent idea and event
	very good
	the kids look forward to coming every year and enjoy the events

People's History Museum	More advertising of the event in the surrounding Cheshire towns
	Well organised
	Excellent, well organised , great fun
	Volunteers brilliant/Staff museum good

Salford MAG	more emphasis could be placed on the older films
	it's excellent value for money

Spinningfields	Fantastic!!
	excellent family entertainment
	It's great and we hope funding continues to allow it to go ahead for 2011
	well organised
	it was awesome
	Shame the Spinningfields films for kids are not on during the week in the holidays too.
	Excellent family fun
	Excellent idea. Should be more free activities for children.
Excellent, really enjoyed ourselves. Very well organised (e.g. free raincoats!)	

Stockport Plaza	well organised
	wish I'd known about it earlier
	great idea and lovely place to see a black and white film
	open up the old Odeon cinema on Oxford Street for the film festival
	I love the festival! The events are accessible fun and affordable! Keep up the good work
	A brilliant idea, lots of choice, kids love it. As on previous page, too many sold out before emails go out.
	Not interested in the choice of films at other venues

Turnpike Gallery	Keep up the hard work
	Fab great day out
	Great idea especially smaller venue and screening not so daunting as the big cinemas for 3-4 yr olds! Do more for this age!

Victoria Baths	Very god for somewhere to bring my grandson
	Fantastic low cost event. Brilliant please continue
	Thank you again for a fantastic evening
	Great Idea, not well publicised in Bolton
	Excellent, superb fun for families

Waterside Arts Centre	Excellent!
	a very good idea - well organised and good value for money
	the children all thoroughly enjoyed themselves and would love to come to any future events

Waterside Arts Centre	We love the festival!
	It's fabulous. Glad I'm now on mailing list as didn't get in early enough and some events were already sold out. I think ALL events should be ticketed, just helps with preparation, organisation and avoids disappointment.
	No
	Excellent, the children have really enjoyed today. Thank you.
	I really enjoy this festival - we go to many venues and get to do many different things at a very low price. It is just a shame that tickets sell out so fast. Would

Whitworth Art Gallery	recommend this to family and friends.
	Our family has loved attending every event which we booked for. Tickets were easy to order, it's great value for money, I only wish I had been aware of them years ago.
	Really good range of events on offer.
	Great was unable to cater for all the people who came and services were low
	Very good, wish it could go to Warrington
	Brilliant
	Good for kids, keeps them busy in the holidays
	Fantastic, inclusive, accessible programme
	Great that there are so many free events
	Please do more it's excellent
	Thank you great family friendly event
	Just wish I'd known about it sooner
	Fantastic
	Excellent idea
	Thanks
Great to have the opportunity to take part in free activities as a family. Very good that it takes place in the summer holidays	

Zion Arts Centre	It's fab but events should be ticketed even if free.
	I was really impressed
	Looking forward to visiting another venue. Will book earlier next year.
	Really liked the design of the brochure and the alien/monster creatures!
	I was really impressed
	Looking forward to visiting another venue. Will book earlier next year.
	Really liked the design of the brochure and the alien/monster creatures!

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