



SHROPSHIRE RAINBOW FILM FESTIVAL

Rainbow Film Festival 2012 Annual Report

"A wonderful film festival, thank you for organising it. We came to four films, all very different and well chosen..."

N from Manchester

"Selection of films amazing. Sunday Shorts a good idea..."

K & B from Birmingham

"Wish I had heard of it before. Would have liked to have seen the other films..."

C from Shrewsbury

Our seventh year, 12th to 14th October 2012

This was our seventh year and the second year that we held the Festival over a weekend. Again, we had very good feedback, some of the comments are reproduced in this report (in purple). All were positive. Each year we learn more from them and we try to make changes in consequence. This year we:

- Screened seven feature films over the weekend, one on the Friday and three on both the Saturday and Sunday
- Had four advertising banners over or alongside three of the main streets in Shrewsbury
- Set up a Q and A after the screening of "Call Me Kuchu", with guest speakers, Bisi Alimi, from the Kaleidoscope Trust, and Stephen Bentley, who knew the rights activist in the film, David Kato, in Uganda. Chaired by Jane Traies
- Screened a programme of Shorts, for the first time using the Hive, Music and Media Centre. This was on the Sunday morning and was really well received
- Awarded a "Best Short" Award, following a ballot of the audience, who chose "You Can't Curry Love" for the Award
- Encouraged our audience to join us between the films at local restaurants and generally to use the shops and businesses that sponsor the festival
- Included "Destination Shrewsbury" information in our publicity

"I really enjoyed it. "Call Me Kuchu was the most moving film I've seen in all my 32 years.... I think the venues were great"

J from Machynlleth

"Atmosphere was great, very welcoming and friendly. The selection of films was also great. Very varied, I liked the shorts on Sunday morning..."

R from Shrewsbury



Bisi Alimi, Jane Traies and Stephen Bentley

"Great. Really pleased we came. Good film. Great ambience.."

S from Wolverhampton

"Great. Just gets better each year."

S from Oswestry

We have continued to implement our vision and aims

The Rainbow Film Festival's vision is to place Lesbian, Gay, Bisexual & Trans lives at the heart of Shropshire's entertainment programme.



The Organisers – Sue Holmes, Sarah Wood, Geoff Hardy, Peter Roscoe. Not Pictured: Will Allaway

The festival aims to entertain, educate, challenge and change:

Entertain - through an annual programme of film and one off events - we want our audiences to experience the pride of lesbians, gay men, bisexual & trans people

Educate - with stories from all over the globe, we portray a range of experiences, offering fascinating insights into other worlds

Challenge - questioning complacency and raising awareness of the different issues faced by lesbians, gay men, bisexual and trans people - not all of our films are comfortable watching

Change - how others perceive and behave towards us and how we feel about ourselves

“It’s fabulous and exciting to see it grow and grow. A highlight of the year”

R from Ipswich

“Fantastic! Great selection of films and sensitive organisation. Liked the arranging of shared meals. OMH was a great venue and the welcome of all made it a very warm experience.”

G and A from Ipswich

Ticket Sales

77% of tickets were sold over the whole festival for the films at the Old Market Hall, the first six films selling 83% of tickets. We will review the screening of a seventh film on the Sunday, but the weekend format is now clearly established.

21 people came to see the Shorts on the Sunday morning at the Hive, which had a wonderful “fringe” ambience”, the Festival making its first “Best Shorts” award.

“Good excuse to come and enjoy Shrewsbury for the afternoon. Good to see a film that we might not otherwise see” C from Birmingham

“Excellent venue, service. Good for community spirit. Inclusive attendees, all ages” S from Wybunbury

“We saw five films.... Very good choices... A very friendly and well organised and positive event...” R from Reading

“Love it. Thank you for organising it every year..” Y from Welshpool

“Fantastic...Great, safe, community space...Great chance to see LGBT films on a big screen... I have never laughed so much or cried at a cinema” S from Wem



Sue Holmes & Sarah Wood in the OMH

Where our audience came from

From Shropshire, people came from:

Shrewsbury, Minsterley, Pontesbury, Wem, Clun, Oswestry, Newport and Telford

From Wales:

Welshpool, Machynlleth, Newtown and Aberdyfi

From the West Midlands:

Wolverhampton, Birmingham and Coventry

Otherwise from: Cheshire

(Wybunbury), Manchester, Kenilworth, Banbury, Ipswich and London

Also:

Australia! (two women on holiday)



A group meal at Morgans

"It's fantastic being able to see films like "Call Me Kuchu" that you wouldn't normally see. The variety of films is also amazing. So glad I've come along..."

C from Telford

"It's great. A really good selection of films, some very moving....weekend is good and allows people to come and stay from afar. Short films good too as is [the] Hive..."

D from Telford

"Exciting annual gathering of friends and acquaintances. Suitable venue, well administered.."

B from Shrewsbury

"The films I watched were excellent. I enjoyed them."

M from Pontesbury

The Festival was featured in a range of media coverage, including:



Film award ceremony to be introduced by event's organisers

Alternative festival marks seventh year

By Chris Burn

An alternative film festival is to take place in Shrewsbury for the seventh year.

The Chronicle Thursday, October 25, 2012

LETTERS

Thank you for festival

WE would like to say how wonderful the recent annual Shrewsbury Rainbow Film Festival was. The films were entertaining, thought-provoking and they highlighted so many of the issues for gay people and their families around the world.

A huge thank you to the organisers, the sponsors and the staff at The Old Market Hall for making Shrewsbury the showcase for such a fantastic event.

Any of your readers who missed it should make a point of looking out for The Rainbow Film Festival next year.

KATE GLENNANE
HELEN MORRISON



An exiled Nigerian gay rights activist will be the special guest at a Shropshire film festival this autumn.

Bisi Alimi will give a talk at The Old Market Hall Cinema in Shrewsbury as part of this year's Rainbow Film Festival.

He will speak after a screening of a documentary about the life of a fellow gay activist David Kato.

The film 'Call me Kuchu' charts the life of Mr Kato and fellow activists who worked

against the clock to defeat a bill to make homosexuality punishable by death in Uganda, whilst combating persecution in their daily lives.

He was murdered in 2011.

Bisi Alimi is director of gay rights trust, Kaleidoscope, and was the first gay man to come out publicly in Nigeria.

In 2004, he appeared on a talk show in Nigeria in order to challenge a statement by President Olusegun Obasanjo that there

'were no homosexuals in Nigeria'. He said: "The reaction was immediate and violent. I was subjected to brutality from the police and community."

"I was disowned by my family and lost many friends, including in the gay community. They were afraid to know me."

"I was isolated with no support and no job, always in constant fear. People came to my house to try to attack me."

Mr Alimi came to Britain to attend a con-

ference organised by the Terrence Higgins Trust. On his return he was arrested, detained and beaten by police. He fled back to the UK in 2007.

The screening of 'Call me Kuchu' will take place on October 13. The event is being sponsored by Shropshire Union and West Mercia Police and the film will be introduced by Superintendent Jim Tozer.

The Rainbow Film Festival is celebrating its seventh year.

OMH Film Guide, Set/Oct 2012
The Hive, mail out
Attitude (magazine)
The Severn (mail out)

Radio Shropshire
Midland Zone
Shropshire Star
Shrewsbury Chronicle

“I enjoyed the movie and venue was wonderful...We have enjoyed learning about other countries and how the gay movement is advancing towards equal rights for all, including older people...”

M from Adelaide

Where our funding comes from*

This year we raised £1,855 through sponsorship from 20 separate local businesses, agencies and a local trade union, £1,485 from individual donors and £1,450 from three grants. We also generated income from the sale of badges, wristbands and tickets (for the Hive Shorts) of £269.50

TOTAL £5059.50



Representing LFest – one of our major sponsors

The approach to raising funds for the Rainbow Film Festival provides individuals, local businesses, charities and others with an opportunity to show their support for LGBT events in Shropshire. It is one which works and of which we are enormously proud. A big thank you to:

- 9 individuals
- The Natural Health Centre, AgeUK(Shropshire, Telford & Wrekin), Appleyards, Setonaiki, Steven’s Hair by Design, Allegra, Shropshire Unison, the Market Buffet, Severnside Housing, Changes, SADAA, Morgans, Pomona, Shropshire Fire & Rescue, Snapdragon, Pengwern, Chris George Cards, West Mercia Police, Green Ginger and the Bird’s Nest Café.
- Shrewsbury Town Council, Central Shrewsbury Local Joint Committee and the Equalities Forum



Ryan Humphreys & Paul Oliver from Midland Zone

In addition to this funding, we receive sponsorship in kind:

Shropshire Film Society – Operation of the projector at the Hive
Midlands Zone – leaflet design, media support and coverage
The Natural Health Centre – prizes for the free prize draw
Shropshire Council - leaflet printing & banner insurance
HM Prison – printing of the event guide

*“Very useful forum for issues other films do not feature”
R from Shrewsbury*

How we spent the money in 2012*

Licenses for our films	£ 1,058.00
Advertising	£ 1,799.16
Travel/expenses for our speaker	£ 72.40
Sundry Expenses	£ 238.37
Opening night refreshments	£ 260.00
Use of the Hive	£ 120.00
Tickets for Sponsors	£ 85.00
Tickets for volunteers/speaker	£ 257.50
Estimate re invoices awaited	£ 1,200.00

TOTAL £5090.43

*based on figures as at 22.10.12

In promoting the Festival we supported the 2012 L-Fest which took place at the Shropshire Showground by supporting a programme of films. We also had stalls/leafleted: the first Black Country Pride in Wolverhampton, the Shrewsbury Flower Show, Shrewsbury's Cultural Diversity Day in the Square, Pink Picnic in the Quarry and Cymru Pride Wales in Bangor.



Meeting LProject at North Wales Pride

"Brilliant. "Wish Me Away" was an amazing and powerful film, outstanding. Best film I have seen since coming to the Rainbow Film Festival. (3 years)."

T from Shrewsbury

Other activity

Prior to the Festival we put on a film for LGBT History Month on 27th February at the Hive, called "Gen Silent"; a documentary about the position of older LGBT people and their experiences of care services. We had speakers from Shropshire Partners in Care and Age UK with senior managers from Shropshire Council and Telford & Wrekin Council. Over 100 people attended and the event helped to promote the Festival



Gen Silent screening at The Hive – LGBT History Month

Otherwise we continue to be a focus for LGBT people in the local community and a vehicle through which all people are welcome to learn and share. We celebrated IDAHO (International Day Against Homophobia) on 17 May with a meal at the Golden Cross and work with local community groups like the Chill Out group for LGBT people and friends which meets twice a month in Shrewsbury.

"...Really enjoyed "Weekend". Lots of women from out of town want to come again. Great atmosphere."

S from Shrewsbury

*“Great idea, good lists of films, good way to meet people.”
H from Shrewsbury*

*“Classy, wonderful”
H from Minsterley*

*“Great atmosphere..”
W from Newport*

What you can do to keep the festival going

- Keep talking about the festival! More people come along each year and word is getting around. We would like to encourage more people to come to Shrewsbury for the festival, stay in local hotels, eat in local restaurants and contribute to our local economy.
- Encourage local businesses to get in touch to sponsor the festival – from £50 to £500
- Talk about the films on our facebook page – ‘like’ our page and follow us on twitter @RFFShropshire
- Make our website a Favourite and share our short promotional video with family and friends:
www.rainbowfilmfestival.org.uk

*“ Opening with “It Does Get Better” was great, so affirming.
“Cloudburst” also greatly enjoyed. “Hannah Free” so moving....”
J from Shrewsbury*

Where you can find out more

We are continually learning more about publicity and social media so your first port of call should always be our website www.rainbowfilmfestival.org.uk

*“ Great film selection, good to have Bisi Alimi for post film discussion, so moving....Thank you for organising this wonderful festival xx.”
W from Machynlleth*

The Future

We intend to screen two films for LGBT History Month 2013 and we are already thinking about films for the 2013 Festival, the dates for which will be October 11 to 13th.

We will aim to continue to improve the Festival in accordance with our aims: to entertain, educate, challenge and change.

