



**THIS  
WAY  
UP**

**IMAGINING  
THE FUTURE  
OF  
FILM  
EXHIBITION**

**#ThisWayUp2021**

**[www.thiswayupcon.com](http://www.thiswayupcon.com)**

# WELCOME

## A very warm welcome to This Way Up 2021!

This is the eighth edition of the conference, and yet this is an edition like no other. This year, This Way Up is a hybrid event. We are finally able to meet again in the beautiful venue of Watershed, Bristol, but as we livestream the conference this year — a tool we first used as a coronavirus workaround — we keep ourselves open to those with access needs and travel barriers around the UK and the world.

This year's conference is not all about the pandemic. It's time to get back into big questions of regional audiences and cultural delivery, environmental sustainability, skills development and access. Focusing on key themes of cultural value, placemaking and inclusion, we'll ask how we can utilise government policies to achieve our aims as cultural organisations, how we can create fairer workplaces, and much more. We'll hear from Mia Bays and Ben Luxford about BFI's vision, and we'll collectively imagine the future of our industry beyond box office figures.

The conference is a safe space for exhibitors of all kinds to gather, connect, learn and be inspired; to sink our teeth into new ideas, and to celebrate how far we've come. Whether you're joining us in person or online, we hope that you leave feeling refreshed, invigorated, and inspired to build brighter futures.

Onwards & upwards,

This Way Up

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**A huge thank you**  
to all of our speakers, FAN Hub partners, and delegates.

# GUIDE TO ONLINE ACCESS

We are pleased to welcome many delegates by livestream this year, via Zoom Webinar.

Please see This Way Up's direct communications to online delegates to receive your link and password.

Sessions will follow the same timetable as in person. Please be sure to log in on time to avoid missing the start of sessions.

While there will be no digital networking events, delegates are encouraged to make use of the Webinar chat function and join the This Way Up 2021 [Online Delegates Facebook group](#) to discuss ideas in a safe space.

If you require a password-free Zoom link for access purposes, please inform us via [info@filmhubscotland.com](mailto:info@filmhubscotland.com).

## MENTIMETER

Whether you're attending in person or online, simply scan the QR code below from a mobile phone, or use [THIS LINK](#) on any computer, laptop or electronic device. Type in your question, click 'submit' — ét voila! — our panelists will receive your message.



Alternatively, use the voting code **3794 7802** from the homepage at [www.menti.com](http://www.menti.com).

Just like at any Q&A event, we cannot guarantee that speakers will be able to answer every question asked.

# There's no place like **the movies.**



One thing is certain: **there is no replacement for the movie-going experience.** Our data proves that when theatres are open, **people go to the movies.**



Comscore is a **proud partner and supporter** of the movie industry and applauds its resiliency over the past year.



# COVID-19 SAFETY MEASURES

We are thrilled to welcome you to Watershed in person, and safety is our first priority. We are committed to following the latest government advice and ask for your cooperation with our Covid-19 policies to help keep everyone safe.

## WHAT YOU CAN EXPECT FROM US:

Watershed is operating at a reduced capacity (75%). We have limited the number of in-person tickets and no room will feel crowded at maximum capacity.

Air flow management plans are in place to ensure adequate ventilation throughout the venue. Hand sanitiser will be available throughout the building. Watershed has enhanced its cleaning regime and increased its frequency.

Venue staff will wear face coverings. Perspex screens are installed at service desks and bars. Surgical facemasks will be made available at the entrances of our venues. Please also carry your own masks.

There will be a dedicated quiet space available in Waterside 2 throughout the conference for anyone who wishes to use it.

We will use a 'traffic light' badge sticker system, which you can use to indicate your personal comfort level with proximity to others at events.

**GREEN** = quite comfortable with close proximity when socialising

**RED** = quite cautious, please maintain respectful distance



## DELEGATES ARE EXPECTED TO:

Take a lateral flow test each morning of the conference. **Do not attend** if your test result is positive or if you are feeling unwell.

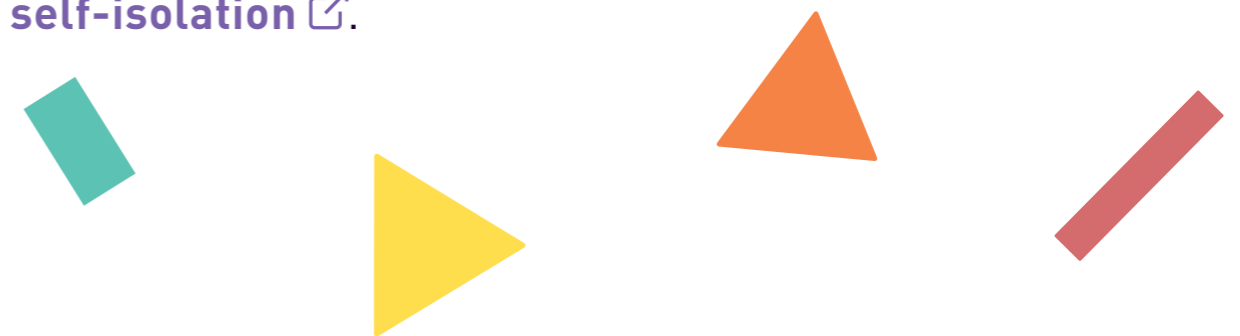
Continue to wear a face covering whilst in the cinemas and moving around conference venues. Please remember that some people are unable to wear a face covering for reasons which may not be immediately apparent.

Wash your hands regularly and use the hand sanitiser provided throughout the building.

Maintain social distancing as well as possible within screens. Respect the traffic light system as outlined above.

If you feel unwell at any point before or during the event, or if you or anyone you live or are staying with displays COVID-19 symptoms, no matter how mild, you should not attend the in-person event.

Symptoms include: a high temperature, new and persistent cough, or a loss of/change in sense of taste or smell. In this case, follow the government's official **guidance on testing and self-isolation** [↗](#).



# CODE OF CONDUCT

This Way Up will not tolerate any form of harassment directed at our staff, delegates or speakers.

This Code of Conduct provides a set of guidelines which we expect everyone to adhere to during the conference, whether in person or online. Anyone who does not adhere to this Code of Conduct, or who encourages harassment, may be subject to expulsion from events/activities.

## Harassment might constitute, but is not limited to:

- Bullying, intimidating or threatening or aggressive behaviour
- Violence of any description
- The use of epithets, slurs or negative stereotyping
- Minimising a person's lived experience or identity
- Misgendering or refusal to respect a person's gender identity
- Inappropriate or unwelcome sexual attention, innuendo or joking
- Sustained, intentional disruption of events
- Discrimination, particularly in connection to:
  - Race, ethnicity, or national origin
  - Gender identity or expression
  - Sex or sexual orientation
  - Age
  - Disability, neurodivergence, medical conditions, or pregnancy
  - Religion
  - Citizenship status
  - Body size or physical appearance
  - Language proficiency

# THIS WAY UP 2021 IS DELIVERED BY

**Nicola Kettlewood, Adam Wright, Sandra Kinahan, Laura Scott, Jasmin Geissen** and the Film Hub Scotland team.

**Sally Folkard** and the Film Hub North team

**Eleanor Thornley**  
Film Hub Midlands

With programming support from:

**Maddy Probst**  
Film Hub South West

**Hugh Odling-Smee**  
Film Hub Northern Ireland

Plus supportive access and inclusion guidance from **WECIL; Rico Johnson-Sinclair**, Director of CineQ

# TWU21 SCHEDULE DAY 1

Follow signs upon arrival for **REGISTRATION**, next to the café bar from 9:15AM on Wednesday.

TIME	CINEMA 1	CINEMA 3	WATERSIDE 3
09.30 - 10.00			<b>WELCOME COFFEE</b> Sponsored by FDA
10.00 - 10.30	Welcome to Watershed: Clare Reddington & Mark Cosgrove		
10.30 - 10.35	<b>BREAK</b>		
10.35 - 11.35	Beyond the Multiplex: Audiences for Specialised Film in English Regions	<b>BFI NETWORK</b> Shorts 1	
11.35 - 11.50	<b>BREAK</b>		
11.50 - 12.50	BFI in Conversation: Mia Bays & Ben Luxford		
12.50 - 13.00	<b>COMSCORE</b> Presentation		
13.00 - 14.05			<b>LUNCH</b> Sponsored by Comscore
14.05 - 15.05	Towards an Inclusive Industry: Skills Development & Training	<b>BFI NETWORK</b> Shorts 2	
15.05 - 15.10	<b>BREAK</b>		
15.10 - 16.10	Welcome Back: Bringing Learning-Disabled Audiences Back to Cinemas		
16.10 - 16.55	Show & Share		
16.55 - 17.05	<b>BREAK</b>		
17.05 - 18.00	Every Place Has a Story to Tell: Developing Audiences for Regional Film		
18.00 - 21.00	<b>Drinks Reception + Fulldome Shorts at We The Curious</b>		

# TWU21 SCHEDULE DAY 2

**KEY** ■ Film Screenings ■ Networking  
■ Sessions ■ Breaks

TIME	CINEMA 1	CINEMA 3	WATERSIDE 3
09.30 - 10.00			<b>COFFEE AND ARRIVAL</b>
10.00 - 11.00	Dial F for Freelancer: Action for Freelancers in Film	<b>BFI NETWORK</b> Shorts 1	
11.00 - 11.10	<b>BREAK</b>		
11.10 - 12.10	The Greenest Building is One that Already Exists		
12.10 - 12.15	<b>BREAK</b>		
12.15 - 13.15	Utilising National and Regional Agendas: 'Levelling Up' & the Towns Fund		
13.15 - 14.15		<b>BFI NETWORK</b> Shorts 2	<b>LUNCH</b>
14.15 - 15.25	It Can Happen Here: Film Journalism, Culture and Reaching Local Audiences	How We Work Now	
15.25 - 15.30	<b>BREAK</b>		
15.30 - 16.25	Forthcoming Attractions		





# WELCOME BACK!

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# SUPPORTING CONFERENCING THIS WAY UP 2021



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#fda\_uk

21/2021

## SPEAKER SESSIONS & PANELS

# TWU21 DAY 1

### Welcome to Watershed

10.00-10.30, CINEMA 1

**Clare Reddington & Mark Cosgrove**

Join Watershed CEO **Clare Reddington** and Cinema Curator **Mark Cosgrove** for some reflections on Watershed's past, present and future.

**Watershed** was set up in 1982 as "Britain's first Media Centre" to regenerate Bristol's derelict docks. Over the years, it has developed a reputation as one of the UK's leading independent cinemas and a creative hub that champions engagement, imagination and ingenuity, working locally, nationally and globally from its home in Bristol.

As Watershed approaches its 40th birthday, it is in a very different context within the city; Bristol has a rich cultural and media ecology, is home to one of Channel 4's Creative Hubs, and is now a UNESCO City of Film. At the same time, running a city centre venue post-pandemic, amidst a very complex socio-economic context, has raised a lot of questions for Watershed and its role in the city. Are we ripe, again, for regeneration?



# TWU21 DAY 1

### Beyond the Multiplex:

**Audiences for Specialised Film in English Regions**

10.35-11.35, CINEMA 1

*Beyond the Multiplex: Audiences for Specialised Film in English Regions* (BtM) was a 4-year project which brought together an interdisciplinary team of researchers from the Universities of Glasgow, Sheffield, York and Liverpool, funded by the Arts and Humanities Research Council (AHRC). In partnership with BFI FAN and the regional Film Hubs, this project aimed to improve regional audience figures, widen film choice, and enhance the cultural benefits of specialised film.

This session will explore how the findings of this research can support the independent film sector. The team will give an overview of the findings, conclusions and policy recommendations of the project.

**Mark Cosgrove** will then lead a discussion of how this information can inform strategy and be used for advocacy. How do contemporary audiences develop relationships with film, and how can these insights be used for audience development?

#### PANEL MEMBERS:

**Professor Bridgette Wessels,**  
**Mark Cosgrove** (Watershed)



## SPEAKER SESSIONS & PANELS

# TWU21 DAY 1

### BFI in Conversation: Mia Bays & Ben Luxford

11.50-12.50, CINEMA 1

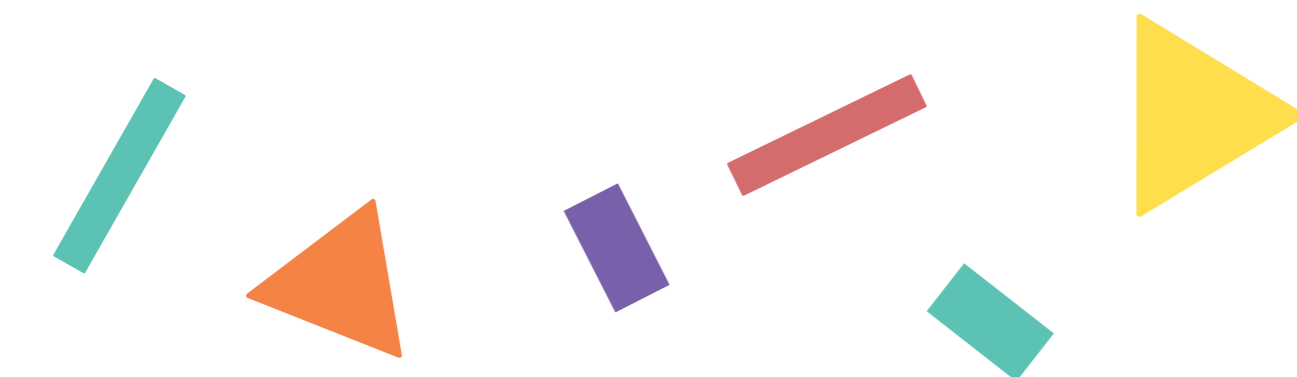
**Mia Bays**, Director of the BFI Film Fund, and **Ben Luxford**, BFI's Head of UK Audiences, join us to discuss BFI's vision and values, with open space for delegate feedback. This session comes at an exciting time as BFI works towards its next 10-year National Lottery funding strategy, setting out its aims as a distributor of funding over this period.

### Comscore Presentation comscore

12.50-13.00, CINEMA 1

**Comscore** is the provider of International Box Office Essentials, the crucial box office measurement information to the worldwide theatrical industry.

In this presentation, Comscore will present their latest learnings from UK & Ireland box office and audience trends that led the 2021 recovery, to help inform our reflections over the coming days.



# TWU21 DAY 1

### Towards an Inclusive Industry: Skills Development & Training

14.05-15.05, CINEMA 1

Improving the representation of the industry's workforce has been a fundamental aim of BFI strategy. The Independent Cinema Office's FEDS trainee programme has provided paid trainee opportunities for individuals from under-represented backgrounds to start careers in film exhibition. Schemes such as this aim to make exhibition a more nurturing space for creatives to develop and bring new ideas and voices into the sector. **Rico Johnson-Sinclair** chairs this session of alumni and employers to discuss the pathways which have been created, where these have led, and what work remains to be done.

**PANELISTS:** **Nellie Alston** (National Theatre Live and FEDS alumnus) and **Cherie Federico** (Director, Aesthetica and former FEDS employer)

**CHAIR:** **Rico Johnson-Sinclair** (Director of CineQ and FEDS alumnus)



## SPEAKER SESSIONS & PANELS

### TWU21 DAY 1

#### Welcome Back: Bringing Learning-Disabled Audiences Back to Cinemas

15.10-16.10, CINEMA 1

In the coming years, we will be doing all that we can to bring audiences back through our doors. Yet, we know that some groups will face greater barriers than others to return, such as learning-disabled audiences. Organisational steps are required to ensure that cinema can still reach, and hold value for, this community.

Brighton-based **Oska Bright Film Festival** is a global leader among learning disability arts festivals. In this session, Oska Bright will tell us about their UK-wide venue support programme, 'Welcome Back', and discuss with a panel how parts of their practice can be replicated in other venues to make cinemas more accessible.

**PANEL MEMBERS:** **Abbie Canning** (Derby QUAD), **Yvonne Smith** (Filmhouse, Edinburgh), **Jonathan Gleneadie** (City of London's Barbican Centre)

**CHAIR:** **Lizzie Banks** (Oska Bright Film Festival)

#### Show & Share

16.10-16.55, CINEMA 1

show  
& →  
share

2021 sees the return of our hugely popular mini-presentations, **Show & Share**. We will hear from several speakers about inspiring projects set to make waves in the exhibition sector. Come along—it could change the way you work.



### TWU21 DAY 1

#### Every Place Has a Story to Tell: Developing Audiences for Regional Film

17.05-18.00, CINEMA 1

The burgeoning film industry across the UK has brought to our screens stories and storytellers in regions from Norwich to Enniskillen, Stromness to Penzance. Titles such as *Bait*, *Bump Along the Way* and *The Toll* tell stories set way beyond London and have proved popular with national audiences.

But how can independent cinemas use regional identity as a means of connecting audiences to their local stories? How can regional audiences be given a sense of ownership of the films their locale has produced? And what impact can regional audience development have for UK film at the box office?

This session will examine three case studies which discuss the roles regions play as drivers of audience recognition.

#### GUEST SPEAKERS:

**Hana Lewis** and **Sara Gunn-Smith** (Film Hub Northern Ireland), **Linn Wait** and **Kate Byers** (Early Day Films, producers of *Bait*)

#### CHAIR: Hugh Odling-Smee

(Project Manager, Film Hub Northern Ireland)



## SPEAKER SESSIONS & PANELS

# TWU21 DAY 2

### Dial F for Freelancer: Action for Freelancers in Film

10.00-11.00, CINEMA 1

Following two years of conversation initiated at This Way Up 2019 about working conditions for freelancers in film exhibition and distribution, the team behind **Dial F for Freelancer** invite you to join them to talk through a resulting Code of Conduct for the industry. This code asks organisations to commit to fair working practices around duty of care, pay rates and timescales, wellbeing, and transparency when working with freelancers.

In this session, with group input, Dial F will finalise the code with a focus on positive and progressive next steps to action essential change. Freelancers, exhibitors, distributors and funders are invited to contribute throughout this session, facilitated by Dial F's co-founders.

#### SPEAKERS:

**Jo Taylor-Hitchinson, Moira McVean,**  
and **Toki Allison** (Dial F for Freelancer)

# TWU21 DAY 2

### The Greenest Building is One that Already Exists

11.10-12.10, CINEMA 1

People are drawn to old buildings. They provide meaningful connections to the past, and add character to places in which we want to live and work. They also have great potential for adaptation.

This is all good news for the many cinemas housed in historic, or just older, buildings. However, due to the difficulties and expenses of navigating planning policy (particularly, listed building status), much of the focus in cutting carbon emissions seems to be on new builds, which have massive impact due to embodied and life cycle carbon.

This session makes the case for investing in existing buildings and structures, as well as providing some facts, inspiration, hands-on advice, and practical examples of where venues might start to do this.

#### GUEST SPEAKERS INCLUDE:

**Wendy Cook** (Head of Cinema, Hyde Park Picture House),  
**Claire Horrocks** (Programmer, Exeter Phoenix)

#### CURATOR & CHAIR:

**Zoe Rasbash** (Environmental Emergencies Action Researcher, Watershed)



## SPEAKER SESSIONS & PANELS

# TWU21 DAY 2

### Utilising National and Regional Agendas: 'Levelling Up' & the Towns Fund

12.15-13.15, CINEMA 1

The UK Government has established a range of funds in support of the 'Levelling Up' Agenda, including the Levelling Up and Towns Funds to address regional opportunity inequalities across the UK. But what does this mean in practice? BFI Corporate Policy & Strategy Manager, **Jack Powell**, will shed some light on the opportunities that lie within the Levelling Up agenda. Our panel will then discuss how we might harness these, practically, to achieve our cultural aims.

**PANEL MEMBERS:** **Shahina Johnson** (CEO & Artistic Director, Create Studios) and **Chris Batstone** (Senior Relationships Manager, Arts Council England)

**CHAIR:** **Jack Powell** (Corporate Policy & Strategy Manager, BFI)

# TWU21 DAY 2

### It Can Happen Here: Film Journalism, Culture, and Reaching Local Audiences

14.15-15.15, CINEMA 1

As we consider regional films, we must consider regional press; a very talented, far-flung network of film journalists working in every region of the UK.

This session explores the potential of regional film criticism. Are there opportunities to be found in nurturing regional talents in film criticism? What are the barriers to working more closely with regional film journalists—and how can we break these down? And what can venues do to more fruitfully engage with local film culture?

**PANEL MEMBERS:** **Christina Newland** (Film Critic, Sight & Sound+), **Jamie Dunn** (Film Editor & Online Journalist, The Skinny), **Tara Judah** (Editor & Critic, Midnight Movies)

**CHAIR:** **Eleanor Thornley** (Film Hub Midlands)





## SPEAKER SESSIONS & PANELS

# TWU21 DAY 2

### How We Work Now

14.15-15.15, CINEMA 3

Sixty-three percent of respondents to a recent survey are considering leaving the screen industries, citing stress. Raising Films has recently published a report based on these findings, entitled *How We Work Now*. With this as a starting point, this session aims to provide a much-needed intervention. It will explore how we can make our sector a fairer place to work for everyone, including parents and carers.

Joined by **Birds' Eye View**, a charity which advocates for gender equality and inclusion in cinema, Raising Films will discuss how we might work towards a happier, healthier working culture through solutions rooted in community research and grassroots organising.

#### PANEL MEMBERS:

**Melanie Hoyes** (Industry Inclusion Executive, BFI)  
**So Mayer** (Raising Films)

**CHAIR: Melanie Iredale** (Birds Eye View)



# TWU21 DAY 2

### Forthcoming Attractions

15.30-16.25, CINEMA 1

The post-lockdown release schedule allowed independent, repertory, and foreign-language films more visibility, while the blockbusters held off for Autumn release. Now, venues are welcoming back wider audiences, but commercial titles have reclaimed the majority of screens.

We welcome **Delphine Lievens**, formerly of Gower St. Analytics and now Head of Distribution at Bohemia Media, to whet our appetites for forthcoming independent releases and also to ask: What is the programming legacy of the past 18 months?

Will there be space for independent cinema? Do audiences have an appetite for diverse programming? And which audiences might be left uncatered-for?

## INDUSTRY SCREENING

# BFI NETWORK SHORTS

Two sessions of short films supported by BFI NETWORK will be shown in Cinema 3 throughout the conference. Each group of shorts will be screened twice: once on each day.

### BFI NETWORK Shorts: 1

**O'Glory** (Charlie Edwards-Moss, Joe Williams / 2021 / 15.45')

**Staying/Aros Mae** (Zillah Bowes / 2020 / 19')

**Run** (Ruth Greenberg / 2021 / 11.5')

**Cuties** (Theo Scott / 2021 / 5.14')

### BFI NETWORK Shorts: 2

**Pickney** (Michael Jenkins / 2021 / 8')

**Tortoise** (Alexandra Maher / 2020 / 12.5')

**Too Rough** (Sean Lìonadh / 2021 / 16.29')

**Soul Office** (Ryan Loughran / 2021 / 10')

## IMMERSIVE AUDIO WALKING TOUR

# ONLY EXPANSION

An augmented audio experience by **Duncan Speakman**.

Winner of Special Jury Award in Immersive Non-Fiction at International Documentary Festival Amsterdam.

*As sea levels rise and wildfires burn, Only Expansion remixes the sound of the city around you to experience sonically how your own life might change in the future. A beautifully made guidebook prompts you to explore the city, choosing your own route, while headphones with customised electronics capture and manipulate the sounds around you. Voices of passers-by become a choir, bus brakes create pulsating rhythms; these might then be blended with desert winds from Tunisia or the coasts of Norfolk. You hear what your own city would sound like if it were underwater.*

*A visceral and poetic reflection on what it means to live on a planet in crisis, Only Expansion connects the here to the elsewhere, letting you experience our tangled ecology through sound.*

**“Only Expansion... both deeply roots you to the city you are in and deftly articulates the fragility of other places. It is transporting, devastating and timely.”**

- Clare Reddington, Watershed CEO

**Pick up a headset from the This Way Up registration desk at any time throughout the conference. Participate alone or as part of a group.**

## WEDNESDAY EVENING ENTERTAINMENT

# Drinks Reception + Fulldome Shorts



WED 1 DEC, 18.00-21.00, CINEMA 1

On Wednesday evening, we welcome you to a drinks reception paired with an immersive cinema experience at **We The Curious**, a science centre, planetarium and Bristol landmark that's just a short walk from Watershed.

Live Cinema UK present Fulldome Shorts, two immersive short films at the planetarium. Both films will screen twice in the planetarium, at 18:30 and 19:15. This experience can be replicated in a portable dome at your own venue; booking details below.

Presented by Live Cinema UK,  
supported by XR Stories.



xR StOries

## THE BLACK MAN IN THE COSMOS

Kitoko Diva / 2021 / 18 mins

In 1971, jazz musician and “cosmological philosopher” Sun Ra gave a series of lectures at the University of California titled *The Black Man in the Cosmos*. Later, these formed the basis for the film *Space Is the Place*, an early example of what is now known as Afrofuturism.

French media artist Kitoko Diva, working in the 360° fulldome format for the first time, reaches back to Sun Ra's lectures and film, linking archive material with the incendiary here and now. Blending mythology and historical narrative, and



connecting them with the protests in France that were sparked by the death of Adama Traoré in 2016 and the current BLM movement, this experience juxtaposes Sun Ra's hopeful vision of a place that is home to Black people, somewhere in the cosmos, with the absence of such a place in the present.

Booking contact: [lisa@livecinema.org.uk](mailto:lisa@livecinema.org.uk)

## CLIMATE CRIMES

Michaela French / 2018 / 12 mins

*Climate Crimes*, originally commissioned by the V&A and recently screened at COP26, is a 360° fulldome documentary exploring the complex interrelation between climate change, human migration, political crises and global air pollution.

Michaela French's imagery weaves together microscopic detail, complex global data visualisations and human stories to demonstrate how aerosols and other atmospheric particles originating in the wealthy nations of the global North impact global climate systems and contribute to the desertification of north Africa. Drawing on events that took place during COP15 in 2009, *Climate Crimes* serves as a timely and urgent reminder after COP26 of the work still to be done to reframe our relationship with the planet across global, political and individual scales.

Booking contact: [mail@michaelafrench.com](mailto:mail@michaelafrench.com)

# CINEMA STORIES

Building on last year's overwhelmingly positive response to **Cinema Stories**, we have brought them back for 2021.

Venues will share newly-commissioned short films about their spaces and programming, to give us a greater sense of connection to exhibitors all over the UK. The films will be shown at the beginning of sessions throughout the conference.

With films from:

**Exeter Phoenix**

**Strand Arts Centre**

**Sol Cinema**

**Oban Phoenix**

**Hyde Park Picture House**

Please be aware that a quiet space will be reserved in Watershed's Waterside 2 room throughout the conference for anyone who wishes to use it.

# Post Pandemic Fact

## More cinema tickets are bought on mobile phones than anywhere else.

Mobile share of online sales



Meet with us to find out how we maximise online sales

Visit us at [company.boxoffice.com/boost](https://company.boxoffice.com/boost) or drop us a line at [sales@boxoffice.com](mailto:sales@boxoffice.com)



# SPEAKERS

## WELCOME TO WATERSHED

Mark Cosgrove @msc45  
Clare Reddington @clarered

## BEYOND THE MULTIPLEX

Mark Cosgrove @msc45  
Professor Bridgette Wessels [↗](#)

## BFI IN CONVERSATION

Mia Bays @miafilms  
Ben Luxford @Bluxford

## TOWARDS AN INCLUSIVE INDUSTRY

Nellie Alston @nalston101  
James Calver @IC0tweets  
Cherie Federico @cheriefederico  
Rico Johnson-Sinclair @ricoRKLJ

## WELCOME BACK

Lizzie Banks @lizpops  
Oska Bright Film Festival @OskaBright  
Abbie Canning @Abbsc @derbyquad  
Jonathan Gleneadie @BarbicanCentre  
Yvonne Smith @yvonnemaries

## EVERY PLACE HAS A STORY TO TELL

Kate Byers, Linn Waite  
@baitfilmuk @Earlydayfilms  
Sara Gunn-Smith @gunnsara



Mark Cosgrove



Clare Reddington



Tara Judah



Jamie Dunn



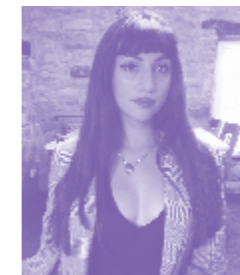
Mia Bays



Ben Luxford



Shahina Johnson MBE



Christina Newland



Toki Allison



Kate Byers & Linn Waite



Hana Lewis



Zoe Rasbash



Nellie Alston



Sara Gunn-Smith



Delphine Lievens



Yvonne Smith



Chris Batstone



Melanie Hoyes



So Mayer



Jo Taylor-Hitchinson



Jonathan Gleneadie



Melanie Iredale



Moira McVean



Bridgette Wessels

Hana Lewis @HanaLouiseLewis @FilmHubWales  
Hugh Odling-Smee @smeeho7 @filmhubni  
Linn Waite @baitfilmuk @Earlydayfilms

## DIAL F FOR FREELANCER

Toki Allison @toki\_allison  
Jo Taylor-Hitchinson @jojrolyat  
Moira McVean @MoiraMcVean  
@DialFreelancer

## THE GREENEST BUILDING

Wendy Cook @HydeParkPH  
Zoe Rasbash @zorashash

## UTILISING NATIONAL AND REGIONAL AGENDAS

Chris Batstone @ace\_national  
Shahina Johnson @create\_studios  
Jack Powell @bfi

## IT CAN HAPPEN HERE

Jamie Dunn @JamieDunnEsq  
Tarah Judah @midnightmovies  
Christina Newland @christinalefou

## HOW WE WORK NOW

Mel Hoyes @melhoyes  
Melanie Iredale @Melanie\_Iredale  
So Mayer @Such\_Mayer

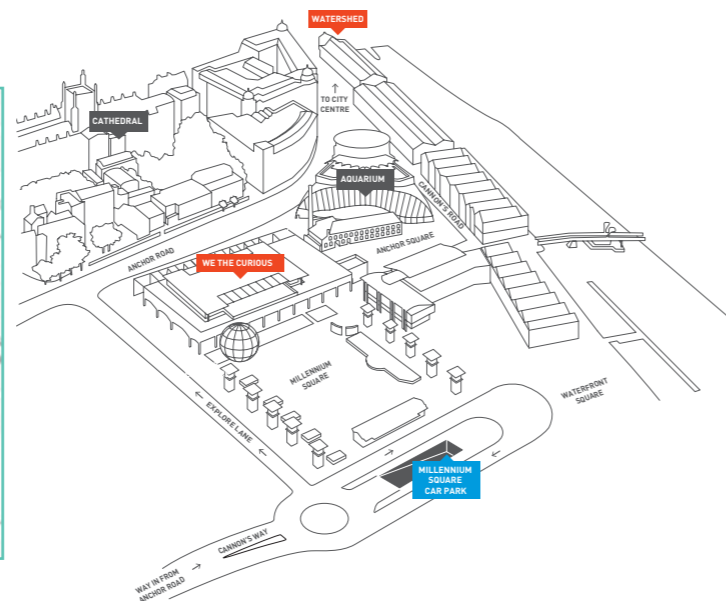
## FORTHCOMING ATTRACTIONS

Delphine Lievens @delphilievens

# ACCESS INFORMATION

Our main venue for the conference is **Watershed**, Bristol, with our Wednesday evening social event taking place at **We The Curious**. The two venues are just 160 yards apart.

Please find maps, transport links and access information on our website, [HERE](#).



If you have any access requirements please let us know in advance of the conference so that we can do our best to ensure these are met. If you have any further access questions about either venue, please also get in touch.

E-mail: [sayhi@thiswayupcon.com](mailto:sayhi@thiswayupcon.com)

**WATERSHED**

Watershed  
1 Canon's Rd,  
Bristol BS1 5TX



We The Curious  
Millennium Square,  
Anchor Rd, Bristol BS1 5DB

# RESTAURANTS / ACCOMMODATION



**Leonardo Hotels** have kindly offered this year's delegates a 15% discount on bookings at their Bristol Glassfields Hotel.

To access the discount, visit [Jurys Inn](#), select 'Leonardo Hotel Bristol Glassfields' in the dropdown, select the conference dates and use promo code **TWUC**.

**Bristol Glassfields Hotel**  
3 Temple Way, Bristol BS2 0GS

The hotel is located in the city centre, less than 10 min walk from Bristol Temple Meads and about a 20 min walk from Watershed.



**Watershed** are offering a **25% discount** on tea & coffee drinks for your attendees during the two days of the conference. Just show your delegate badge at the bar.

## SOME FURTHER RESTAURANT RECOMMENDATIONS

E-mail [cafebar@watershed.co.uk](mailto:cafebar@watershed.co.uk) to book a table at Watershed's in-house cafe, or try [Dhamaka](#) for Indian street food, [Franco Manca](#) or [The Stable](#) for pizza, or any of the Cargo-container restaurants at [Wapping Wharf](#).



# SPEAKERS

## WELCOME TO WATERSHED

Mark Cosgrove @msc45  
Clare Reddington @clarered

## BEYOND THE MULTIPLEX

Mark Cosgrove @msc45  
Professor Bridgette Wessels [↗](#)

## BFI IN CONVERSATION

Mia Bays @miafilms  
Ben Luxford @Bluxford

## TOWARDS AN INCLUSIVE INDUSTRY

Nellie Alston @nalston101  
James Calver @IC0tweets  
Cherie Federico @cheriefederico  
Rico Johnson-Sinclair @ricoRKLJ

## WELCOME BACK

Lizzie Banks @lizpops  
Oska Bright Film Festival @OskaBright  
Abbie Canning @Abbsc @derbyquad  
Jonathan Gleneadie @BarbicanCentre  
Yvonne Smith @yvonnemaries

## EVERY PLACE HAS A STORY TO TELL

Kate Byers, Linn Waite  
@baitfilmuk @Earlydayfilms  
Sara Gunn-Smith @gunnsara



Mark Cosgrove



Clare Reddington



Mia Bays



Ben Luxford



Toki Allison



Nellie Alston



Chris Batstone



Kate Byers & Linn Waite



Wendy Cook



Jamie Dunn



Cherie Federico



Jonathan Gleneadie



Sara Gunn-Smith



Melanie Hoyes



Melanie Iredale



Shahina Johnson MBE



Tara Judah



Hana Lewis



Delphine Lievens



So Mayer



Moira McVean



Christina Newland



Jack Powell



Zoe Rasbash



Yvonne Smith



Jo Taylor-Hitchinson



Bridgette Wessels

Hana Lewis @HanaLouiseLewis @FilmHubWales  
Hugh Odling-Smee @smeeho7 @filmhubni  
Linn Waite @baitfilmuk @Earlydayfilms

## DIAL F FOR FREELANCER

Toki Allison @toki\_allison  
Jo Taylor-Hitchinson @jojrolyat  
Moira McVean @MoiraMcVean  
@DialFreelancer

## THE GREENEST BUILDING

Wendy Cook @HydeParkPH  
Zoe Rasbash @zorashash

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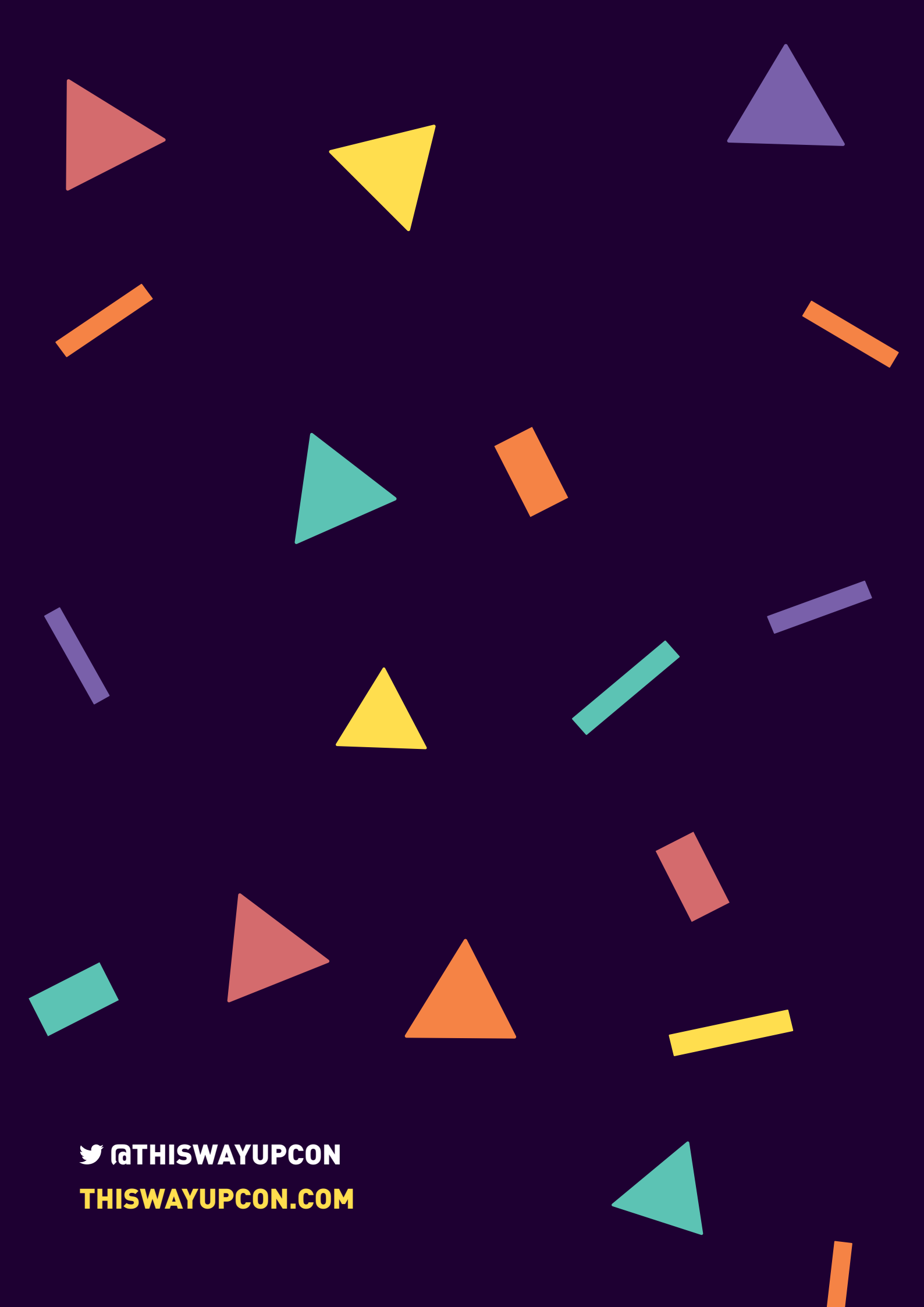
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 @THISWAYUPCON

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