

HIPPODROME silent film festival

Where movies and music come alive!

Wed 18th – Sun 22nd March 2020



Günter Buchwald and Jonny Best accompany
Moulin Rouge (1928) at HippFest 2019

The **Hippodrome Silent Film Festival** is recognised as a key, unique event in the Scottish festival calendar, having taken place annually since 2011 in Scotland's oldest purpose-built cinema, the beautiful Hippodrome in Bo'ness (opened 1912). Renowned for its **warm welcome and inclusive atmosphere**, the Festival attracts industry specialists and fans of silent cinema and live music from the Central Belt and across Britain and internationally. The Festival has an **unrivalled reputation** in the UK for screening an exciting programme of international silent films, accompanied by a dazzling line-up of new and established musicians and performers resulting in **exceptional, out-of-the-ordinary cinema experiences**. New commissions are regularly premiered at the Festival then tour across the UK.

Working with the local **community** is at the heart of HippFest's strategy; a **strong engagement programme** brings the Festival out of the cinema setting and into surrounding shops, businesses, schools and community groups. With 86% of attendees citing the Festival as their main reason for visiting Bo'ness, there is **opportunity for partner businesses to connect with a receptive audience**.



2019 HippFest

- ★ **26 events**; 9 venues; 6 days; 7 **sell-outs**
- ★ **Rob Roy (1922) touring** across Scotland
- ★ **537,610** people viewed HippFest cinema advert in four weeks prior to Festival
- ★ **59,000** pieces of Festival **print** distributed across the UK & Europe
- ★ **38,940** people reached by HippFest social media (Twitter, Facebook, Instagram)
- ★ **Media coverage** included BBC Scotland radio and TV news, Falkirk Herald, The Herald, Central FM, The Skinny.

- ★ **"If we have a more fun night at the pictures in 2019 we'll be surprised. HippFest 2020 can't come quick enough."** The Skinny
- ★ **"Over the last nine years Hippfest has emerged as a national treasure and essential resource, enabling international collaboration and consistently punching far above its weight."** Georgina Coburn



HippFest Audience in 2019

- ★ **3100+ people** across six days
- ★ 54% female; 44% male; Average age of **40-68 years**
- ★ 30% Falkirk Postcodes, 59% EH postcodes, 7% rest of Scotland, 4% rest of UK
- ★ **92%** live within a **90-minute** drive time of the Hippodrome
- ★ **19%** also **visited local attractions**
- ★ **98%** rate the Festival **excellent or good**
- ★ **62%** of audience visit local café/restaurant
- ★ **240** Local young people participated through music and filmmaking programmes.

Working in Partnership

Support from Local businesses and Cultural funders enables HippFest to create an exciting programme accessible for all.

£2000 funding support will:

- Provide **animation workshops** at Bo'ness Youth Clubs or play-schemes.
- Deliver **HippFest Community Screenings**, taking events to groups.
- Commission a musician to create a new score to be performed at HippFest

£4,000 of support will:

- Fund a HippFest **trainee position** for 10 weeks, including travel costs.
- **Increase accessibility** for D/deaf and heard of hearing audiences.

New sponsorship of £1k - £3k is eligible to apply for Culture & Business Fund Scotland (CBFS) match funding.

HippFest is a project of Falkirk Community Trust, a registered charity, and as such relies upon a combination of public funding and generous private sponsorship to put the show on.

Sponsorship of HippFest, from £500 - £5,000, is a fantastic **opportunity to support** a key Scottish event and promote your business.

Contact Hippodrome Silent Film Festival:
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Find out more: www.hippfest.co.uk

 <https://www.youtube.com/user/FCTrust>

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