

***Autism Friendly Screenings* training for cinema staff DVD/AV Resource**

Background

The UK Cinema Association (UKCA) is the national trade body for cinemas representing the interests of well over 90 per cent of UK cinema operators. Our membership includes single screen/owner managed sites as well as the largest circuit and multiplex operator companies.

Dimensions - autism friendly screenings isn't our day job – we're a national not for profit organisation that supports people with learning disabilities and autism. This means our resources and profits go back into providing high quality support services.

We represent the people we support and we want to change society. We want to see a world where people with autism and learning disabilities are in paid employment, able to enjoy time in their communities and don't face the stigma and ignorance that is still so abundant.

Autism friendly environments are managed by our small but passionate marketing team and you'll see a wealth of other campaigning work they promote too. At Dimensions we're proud to make a difference - we don't just talk about change, we make it happen - and by partnering with us for autism friendly screenings you can be part of it.

Autism friendly screenings (AFS) are designed to create a relaxed, inclusive and sensory friendly environment for people with autism, learning disabilities or cognitive disorders. The UKCA and Dimensions invites students and graduates to pitch ideas on how they would present and direct a short film on best practice for cinema staff putting on AFS. The piece would form a key part of training and induction for cinema staff across the country. The available budget will depend in part on the ideas and interest from students, but will not exceed £8,000. The UKCA is also approaching commercial production companies for pitches/ideas.

The film has a clear purpose: to provide information on autism and how best to deliver AFS/sensory friendly screenings in cinemas.

The film will be used both all the major and many smaller cinema operators across the UKCA membership. Producing a corporate training film for the cinema industry provides an opportunity to showcase a broad skillset and an ability to collaborate with large companies in particular.

The term DVD is used in the note for ease but in reality the film can be produced on a range of differing media e.g. DVD, USB stick, DCP, shared FTP file.

Aims

The aim of the training is to build cinema staff's confidence, understanding and ability to deliver AFS screenings in their cinema, with a broader understanding of

the types of issues/concerns a customer with autism faces.

Objectives

At the end of the DVD, participants should:

- Have a greater awareness of autism and related sensory conditions;
- Be aware of the many ways/methods of adapting the physical space of the auditoriums and other cinema spaces (entrance, foyer etc) to create a comfortable and welcoming environment for people with autism;
- Be able to curate and showcase a suitable programme of film content which caters to a sensory sensitive audience;
- Be able to practically deliver an Autism friendly screening, from promotion, film booking, scheduling, cinema adaptations to welcoming an audience to the cinema;
- Be confident to engage with and support customers who are autistic or need additional support when visiting the cinema and generally having a broader understanding of customer's access requirements.

Who are we targeting?

The DVD will target staff at all levels in cinema sites across the UK. A significant number of those will be young, with not a great deal of experience or confidence in this area.

Mood and tone

We wish to convey a very clear message, delivered in an engaging and impactful way, which will encourage cinema staff to embrace and engage with AFS and customers/people with autism.

We want the approach to be contemporary, not formal, dull or overly 'corporate'.

Mandatory inclusions

The DVD must contain a certain amount of information and messages which will be provided by the UKCA and Dimensions. However, the way that those messages are portrayed will require some creative input from the film-makers.

There are three distinct sections that could be covered in the training:

1. Awareness/understanding of autism and sensory sensitivities
2. Delivery of screenings and customer service
3. Engage/Promotion/Development

Methodology

The overall training package will be in three parts:

- A DVD approximately 15-20 minute in length;
- An interactive online self-assessment TBC to be provided by the UKCA/Dimensions;

- Document-based reference materials. [AFS GUIDE]

It is around the first part of this package for which we are seeking tenders.

The DVD will end with a short interactive self-assessment questionnaire to test users' knowledge and understanding of the issues, completion of which could be used as a mechanism for recording participants' successful completion of the training. Whilst the writing of this self-assessment questionnaire is not included within this tender, costs should include its integration into the final product (edit/post production costs).

We are not asking for input into the document-based reference materials.

It is anticipated that cinema location/s will be provided for filming. Both the UKCA and Dimensions will endeavor to explore the possibility of filming an autism friendly screening and provide access to case studies to interview.

Process

Those interested should submit their tender to Grainne Peat, Policy Executive at the UKCA on grainne.peat@cinemauk.org.uk by **Friday 22 June 2018**. Those short-listed will be invited in for an interview at a convenient time in early July.

Production of the DVD needs to be completed by February 2019 with the aim of a March 2019 delivery date, in time for a launch campaign to celebrate World Autism Awareness Week in April.

Fees and charges quoted should include the following:

1. Production costs:

- Pre-production meetings with client to discuss and agree logistics;
- Consultancy and research;
- Production of script, scene and voice/text over (storyboard)
- Dedicated project manager;
- Provision of equipment, professional crew services, insurance and transportation;
- Filming and editing;
- Post production (inc any clearance of music rights etc);
- Web ready video and master ready for duplication in whatever format chosen.

The UKCA would expect each treatment to be submitted with a detailed budget of all the anticipated costs, as per the above, within the limits of the proposed funding of £8,000.

2. Providing the film in DVD format and as a downloadable file. It is anticipated this will be available for download from the secure members' area of the UKCA website.

3. Integrating the self-assessment questionnaire.

Notes:

The UKCA and Dimensions will provide access to:

- Cinema location/s;
- Cinema advisers; and
- Interactive questionnaire.
- Industry experts to discuss topics/ cases studies/ be interviewed
- Cinema staff to share personal experiences.
- People/guests who have autism (and carers) to share their personal experiences
- Autism charities and local groups.

The UKCA and Dimensions will own the copyright on the DVD so it is important that everything in the video is free of copyright or has rights cleared. It is therefore important that if you include third party copyright such as music that you budget for its use.

**UK Cinema Association and Dimensions
May 2018**