

# Independent Cinema Office

Our **PURPOSE:** We are the UK's support organisation for independent cinema.

Our **VISION** is that all communities have access to a thriving independent cinema culture.

Our **MISSION** is to champion the broadest range of cinema, and to develop audiences, venues and people.

We focus our resources on achieving the five long-term differences we want to make for Audiences, Venues, People and the Independent Cinema sector.



## We Want...

A wider range of **Audiences** have access to the broadest range of films.

It is vital that people across the UK have access to a broad range of national and international film culture that reflects their own lives and experiences and enables them to learn about others. **Our aim is to make independent cinema spaces more inclusive and welcoming for all, with more ambitious and creative programming that is responsive to local audiences.**

## We focus on...

**Access** – providing support for programming and distribution to better serve audiences and communities across the UK.

We deliver a wide portfolio of events and activities that provide independent cinemas with the opportunity to watch and programme films they feel will resonate with the communities they serve.



## We Want...

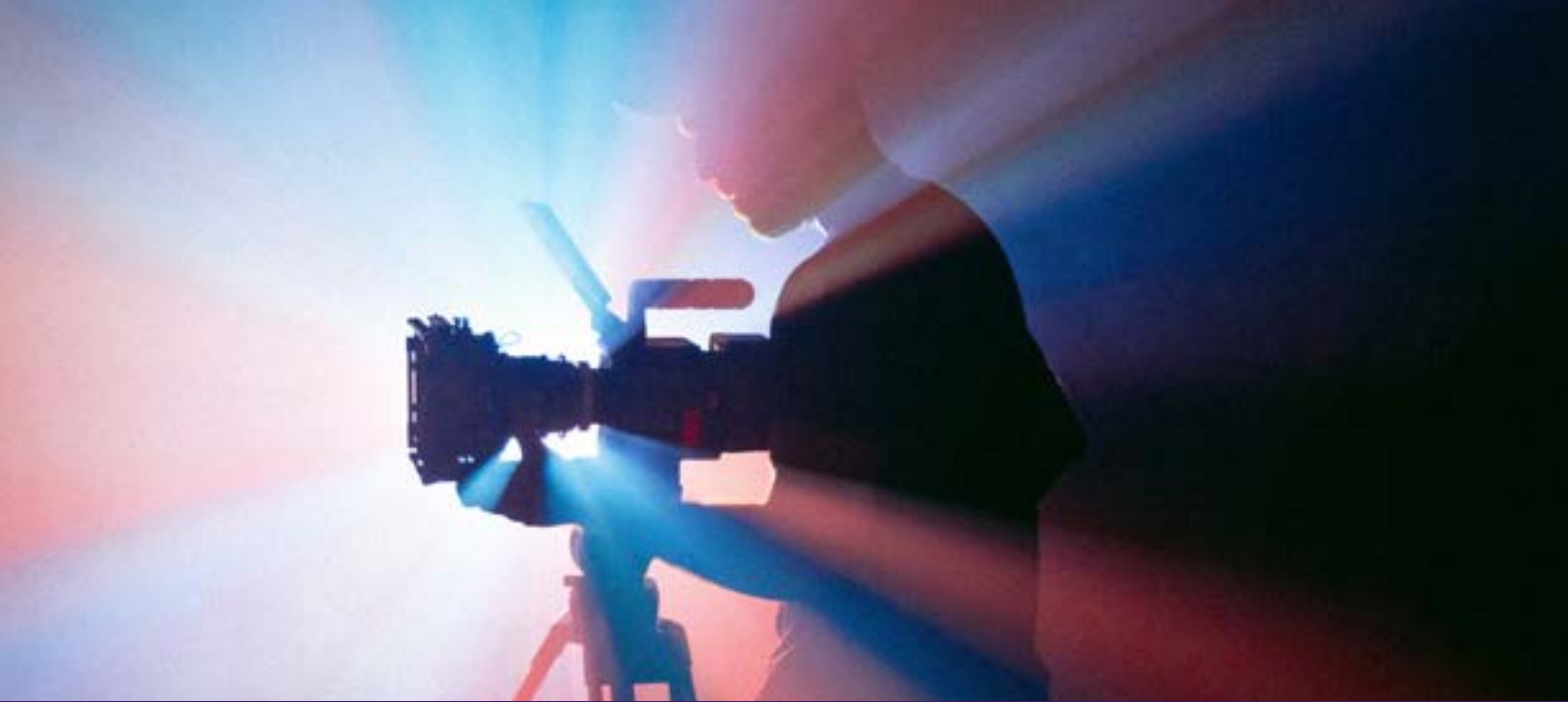
**Venues** to have the confidence and skillsets to create dynamic, sustainable organisations.

In order to better serve audiences across the UK, independent cinemas need to be better resourced and more resilient. They need access to information and opportunities for continual learning from their peers and the wider industry – particularly those venues in more isolated, rural areas. **Our aim is to make these cinemas more economically and environmentally sustainable.**

## We focus on...

**Sustainability** – supporting venues with the resources, tools and networks they need to thrive today and in the future.

We provide impartial, expert advice on a wide variety of topics to make sure that everyone can show films and take part in our sector. This includes training, bespoke consultancies and creating space for collaborative working.



## We Want...

**People** to have clear accessible pathways and career progression to create new visions and voices.

Everyone, regardless of background or where they live, should have the opportunity to access more equitable routes into the industry. Those working in our sector should be able to access training and professional development opportunities that are recognised by their peers and the wider industry. **Our aim is to professionalise the sector, encompassing a wider range of skills, experiences and expertise will benefit our sector and the audiences it serves.**

## We focus on...

**Skills** - creating formal training routes into our sector and offering ongoing professional development.

We devise and deliver training for independent cinema professionals and emerging filmmakers to ensure our industry is successful, innovative and progressive.





## We Want...

The Independent Cinema sector to have a louder voice.

We understand and champion the cultural and civic purpose of independent cinema spaces in forging connections between and across communities. The value of these spaces needs to be more clearly articulated and communicated to raise their profile and importance in the wider arts and culture agenda. **Our aim is increased support for access to cultural cinema across the UK.**

## We focus on...

**Advocacy** - on behalf of our sector to inform policy change and increased funding.

We lobby in a range of spaces, building relationships with relevant partners and policymakers. We continue to build the evidence base validating our assertions around the cultural, economic and social value of cultural cinema spaces.



## We Want...

Our sector to be more  
Equitable, Diverse and  
Inclusive

Changing who leads and works in our sector is the single most effective means of addressing failures of representation. We deliver a wide range of initiatives with the goal of diversifying our workforce and the audiences we serve, promoting best practice from our peers in the sector and beyond. **Our aim is for our sector to be more equitable, diverse and inclusive.** This principle guides all our work and how we develop our own organisation.

[ICO Equality, Diversity and Inclusion Action Plan](#)