



## **Media Release**

**Embargoed until Tuesday 11<sup>th</sup> July 2017**

### **Funding award helping to keep it reel for people with dementia**

The Glasgow Film Theatre and Regional Screen Scotland have been awarded a total of £130,000 to become dementia friendly. The funding will be used to bring the magic of the silver screen to people affected by dementia across Scotland.

The Glasgow Film Theatre (GFT) has been awarded £100,000 and will offer monthly 'Movie Memories' film screenings at its cinema in Central Glasgow, as well as other multi-arts events across the city.

Once boasting the highest number of cinema screens per head of the population outside of America, Glasgow's love of the movies is long standing and this initiative recognises the special role that cinema can play in the lives of people living with dementia in the city.

Many people with a diagnosis of dementia fear that they will no longer be socially welcome, and stop taking part in activities they enjoy. The GFT programme looks to address this with inclusive and friendly screenings, dementia friendly venues and dementia aware staff and volunteers. People with dementia will also play a central role in how the project develops.

The GFT aims to reach over 1,700 people living with dementia, as well as their carers and families, so that they can do something together that is meaningful to them. Dementia Ambassadors will play an important role in promoting and delivering the project.

**Jaki McDougall, CEO at Glasgow Film Theatre** said “Developing a dementia friendly community with cinema at its heart is a vital commitment for GFT, and will be championed by all our volunteers, staff and board. In a time of social austerity, endeavouring to achieve our ‘Cinema for All’ ethos has never been more crucial. We are so thankful to the Life Changes Trust for enabling us to create this exciting social programme of film screenings and interactive arts events, designed for people living with early to mid-stage dementia, their families and/or carers. Our vision is to build a lifelong dementia aware cinema community; a social space that recognises people’s needs and is a welcoming safe space for entertainment and stimulation.”

The GFT ‘Movie Memories’ programme will launch on Thursday 19 October with a very special screening of the classic 1949 Ealing comedy ‘Whisky Galore!’ in partnership with Luminare, Scotland’s creative ageing festival.

The second project, from Regional Screen Scotland, has been awarded £30,000. Regional Screen Scotland specialise in community and local cinema provision across the country, especially where communities or individuals are isolated or at a disadvantage.

Regional Screen Scotland are already doing joint events with volunteers from Alzheimer Scotland using their ‘Screen Machine’ mobile cinema, which has led to the development of a pilot project, called ‘Screen Memories Scotland’. This aims to build on the lessons learned from the Screen Machine, to develop a practical approach for using film to promote inclusion and engagement.

This project will deliver activities such as reminiscence sessions, dementia friendly screenings, on-line resources and activities and audio and braille resources for people who have visual impairments.

Screen Memories Scotland will then extend learning and practices to other cinema operators and providers across Scotland, including those which are members of the Scottish Touring Cinema Group, which has venues in towns across much of Scotland.

**Regional Screen Scotland's Director Robert Livingston said**

"Regional Screen Scotland is delighted to have the support of the Life Changes Trust, which will enable our successful trial of activities with Alzheimer Scotland to be developed into a year-long pilot programme to work with cinemas and film groups across Scotland, so that the power of the movies can be tapped to bring pleasure and prompt memories for those living with dementia and similar conditions."

The two funding awards are part of a second phase of Dementia Friendly Communities investment from Scottish charity, the Life Changes Trust. The Trust invested £3 million in 14 dementia friendly communities in 2015, the success of which has led to a further investment of £2 million.

Dementia Friendly Communities are places where people affected by dementia, including carers and family members, are included and supported to do the things that matter to them. They also help empower those whose lives are affected by dementia so that they remain integrated in society, live as independently as possible and participate actively in decisions that affect their lives.

Some dementia friendly communities are geographical communities, relating to a specific location like those already established in West Dunbartonshire or Kirriemuir. Others are communities of interest that bring people together because they are interested in similar activities, for example, sport, art, or walking outdoors.

**Anna Buchanan, Director of the Life Changes Trust dementia**

**programme said,** "A diagnosis of dementia can often lead to social exclusion and isolation, but dementia friendly communities such as these can help prevent this by keeping people included and supported, and able to participate in things that are meaningful to them. Film can be a powerful medium for emotional connection, nostalgia and also for fun. Going to the cinema is something that everyone should be able enjoy and look forward to, and these two projects will ensure that people affected by dementia can continue to do something that they may have done their whole lives. We are excited to see what we can learn from these two innovative projects."

The Life Changes Trust was established by the Big Lottery Fund in April 2013 with a ten year endowment of £50 million to support transformational improvements in the quality of life, well-being, empowerment and inclusion of two groups: people affected by dementia and young people with experience of being in care.

## **ENDS**

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## **NOTES TO EDITORS**

For more information on Life Change Trust funding for Dementia Friendly Communities, see the Trust website:

<http://www.lifechangestrust.org.uk/projects/dementia-friendly-communities>

**\*Dementia Words - Our work with people with dementia has shown that the phrase "Dementia sufferers", or using the word suffering to describe dementia has a strongly negative view from people with the condition. We would request that you avoid using the phrase in headlines or in any article you publish to combat the negative way that people with dementia feel the condition is described.**

The Life Changes Trust was established by the Big Lottery Fund in April 2013 with a ten year endowment of £50 million to support transformational improvements in the quality of life, well-being, empowerment and inclusion of people affected by dementia and young people with experience of being in care.

Dementia Friendly Communities include, empower and support people affected by dementia and their carers in every aspect of life, from accessing services to using public transport. They can be geographical communities or communities of interest. They also help empower those whose lives are affected by dementia so that they can remain integrated in society, live as independently as possible and participate actively in decisions that affect their day-to-day lives.

Glasgow Film Theatre began as a single screen cinema over 40 years ago and has become Scotland's most diverse and best publicly attended independent cinema in Scotland, with Glasgow Film Festival one of the top three film festivals in the UK. Glasgow Film is a national centre for film and moving image media where audiences and filmmakers experience and debate cultural practice and ideas through diverse, unique and quality programmes that transform the way people see the world, through film.

Regional Screen Scotland provide information, advice, contacts, and support to both individuals and organisations seeking either to start or to develop opportunities for cinema going in their communities. They are committed to helping to bring people together to share and enjoy exciting, high quality screening experiences, where they live. Regional Screen Scotland work particularly with those communities, across Scotland, which have no access—or only very limited access— to the full range of screening possibilities.