

RECLAIM THE FRAME

ANNUAL REPORT 2024/25

INTRODUCTION

International Women's Day 2025 marked 20 years since the first Birds' Eye View Film Festival - the event that laid the foundations for Reclaim The Frame. We celebrated this milestone with a vibrant weekend of film events and an industry session exploring gender inequity in distribution. Featuring a dynamic mix of new releases, archive films, and shorts, the programme generated powerful audience engagement, serving as a reminder of how far gender justice in cinema has come, and how far we have to go.

Throughout the year, **our audience campaigns have continued to champion inclusion and accessibility, boosting opening weekend box office results and enabling more diverse audiences to feel seen on screen.** Our programme spanned all four nations of the UK and beyond, connecting communities through film.

We also delivered workshops, panels, roundtables, and advice sessions, while advancing advocacy for marginalised voices at Marché du Film through *Beyond the Binary* - our collaborative trans allyship initiative with BFI Inclusion and Women & Hollywood.

Partnerships remain central to our work. **We thank our funders** - the BFI, our distributor clients, cinema partners, community collaborators, dedicated advocates, and the thousands who joined our events and campaigns.

This year, only 16% of UK film releases were directed or co-directed by women. At the current rate of change, parity may not be reached until 2051. **Reclaim The Frame exists to accelerate that change** - amplifying women and gender-expansive filmmakers and ensuring their stories reach the audiences they deserve.

Melanie Iredale (Director) & the team at Reclaim The Frame

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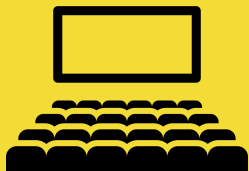
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ANNUAL OVERVIEW



180 LIVE EVENTS



7 FESTIVAL COLLABORATIONS



15 UK DISTRIBUTION PARTNERS



EVENTS OUTSIDE LONDON



20+ CITIES/TOWNS



32 CINEMA VENUES



AUDIENCE IMPACT

AUDIENCE IMPACT

97%

**FILM APPROVAL RATING
(4 or 5/5 STARS)**

99%

**LIKELY/VERY LIKELY TO
RECOMMEND OTHERS**

34%

**FIRST TIMERS TO CINEMA
VENUE**

93%

**EVENT APPROVAL RATING
(4 or 5/5 STARS)**

96%

**PEOPLE WHO RARELY COME
TO CINEMA FEEL INCLUDED**



*“Excellent curation.
Incredible film. This is
why I love independent
film. So powerful. Thank
you Reclaim The Frame.”*

**AUDIENCE MEMBER
THE OUTRUN, CARDIFF**

*“Very beautiful and
inspiring. My friend
couldn't make it and I
was worried about
coming alone but glad I
did! Very interesting talk.
Incredible film.”*

**AUDIENCE MEMBER
THE SALT PATH, LONDON**

20 UK CINEMA PARTNERS ACROSS 16 CITIES

Glasgow Film Theatre
Cameo (Edinburgh)
Queen's Film Theatre (Belfast)
Hyde Park Picture House (Leeds)
HOME (Manchester)
Picturehouse at FACT (Liverpool)
Showroom (Sheffield)
Storyhouse (Chester)
Midland Arts Centre (Birmingham)
Chapter Arts Centre (Cardiff)
Watershed (Bristol)
Dukes at Komedia (Brighton)
Phoenix (Exeter)
Cambridge Arts Picturehouse
Depot (Lewes)

Garden Cinema (London)
Barbican (London)
Hackney Picturehouse (London)
Regent Street Cinema (London)
BFI Southbank (London)



UK DISTRIBUTION PARTNERS

AMAZON
MGM STUDIOS



BLACK BEAR

CURZON



metfilm
DISTRIBUTION

NETFLIX

LIONSGATE®



TOGETHER

TullStories

**VERTIGO//
RELEASING**



VUE
LUMIÈRE

OUR SLATE

Our 2024/25 slate showcased an expansive range of titles, featuring bold works of fiction including **Frida, Santosh, The Outrun, Fire Inside, The Salt Path, Hedda, Palestine 36, Little Trouble Girls, Brides**, and **Lollipop**, and impactful non-fiction titles including **Marlee Matlin: Not Alone Anymore, Holloway, Motherboard**, and **An Army of Women**. Across these releases we delivered energetic, creative digital campaigns designed to spark conversation, build distinctive film identities and reach the broadest possible audiences through innovative online engagement, partnerships and activations.

This energy carried through into a **rich programme of eventivised screening activity**, including panel discussions, filmmaker Q&As, sound baths, writing workshops, curated bookstalls, art-making sessions and live singing. We featured voices ranging from cinematographers and screenwriters to performers, artists, activists, academics and campaigners, with **intimate and accessible experiences** and partnership activations transforming screenings into immersive, multi-layered and impactful audience experiences.



ACCESSIBILITY

55% DISABLED/DEAF/NEURODIVERSE AUDIENCES

83% SCREENINGS WITH DESCRIPTIVE SUBTITLES + CAPTIONS

100% EVENTS MARKETED ACCESSIBLY

100% WHEELCHAIR ACCESSIBLE EVENTS

88% DISABLED AUDIENCE REPORTED FEELING 'INCLUDED'



Still from Marlee Matlin: Not Alone Anymore
online event with ASL, BSL interpreters and live
captioning.

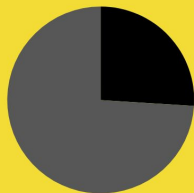
“I loved it. The documentary was like nothing I had seen before and I was so impressed. The Q&A provided a lot of extra content - thank you!”

**AUDIENCE MEMBER
HOLLOWAY, LIVERPOOL**

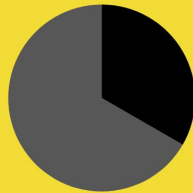
“I love the effort you put into welcoming everyone, of making sure we feel able to leave and experience the film in a way that best suits us.”

**AUDIENCE MEMBER
AN ARMY OF WOMEN, LIVERPOOL**

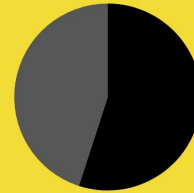
AUDIENCES



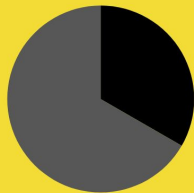
26%
GLOBAL MAJORITY



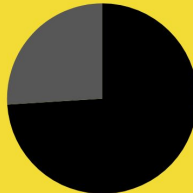
33%
UNDER 30 YEARS OLD



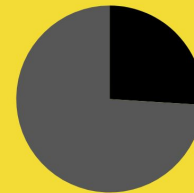
55%
DISABLED/DEAF/NEURODIVERGENT



30%
LGBTQIA+



74%
WOMEN & NON-BINARY



23%
RESIDE IN HIGH DEPRIVATION AREAS

OUR REACH



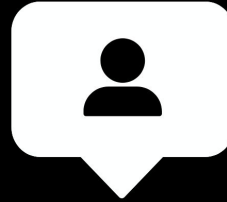
58k

**CAMPAIGN SOCIAL
REACH AVERAGE**



45%

**SUBSCRIBERS EMAIL
OPEN RATE**



548%

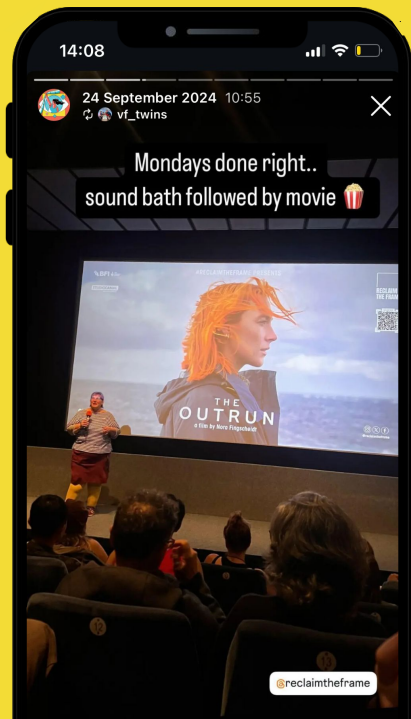
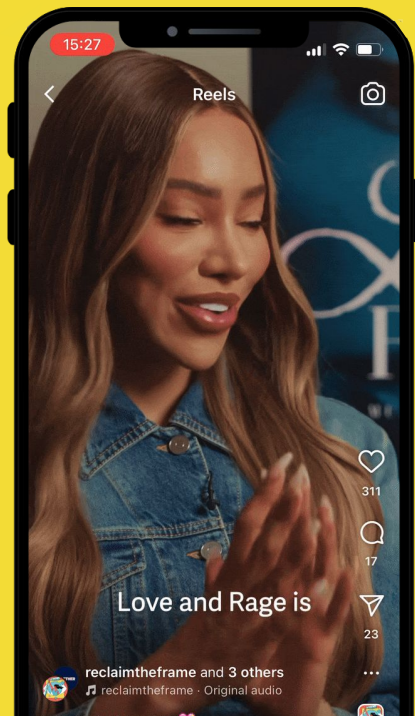
**INCREASE IN
INSTAGRAM FOLLOWERS**



4.2k

**NEWSLETTER
SUBSCRIBERS**

CAMPAIGN OVERVIEW



18

SUPPORTED TITLES

35%

FILMS BY GLOBAL
MAJORITY FILMMAKERS

100%

FILMS BY WOMEN AND
NON-BINARY FILMMAKERS

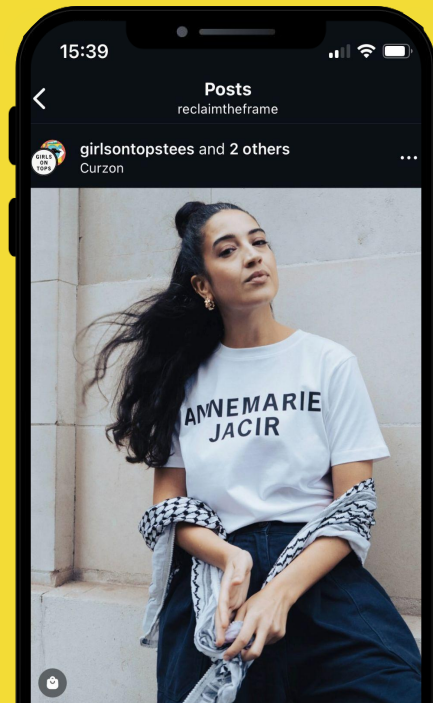
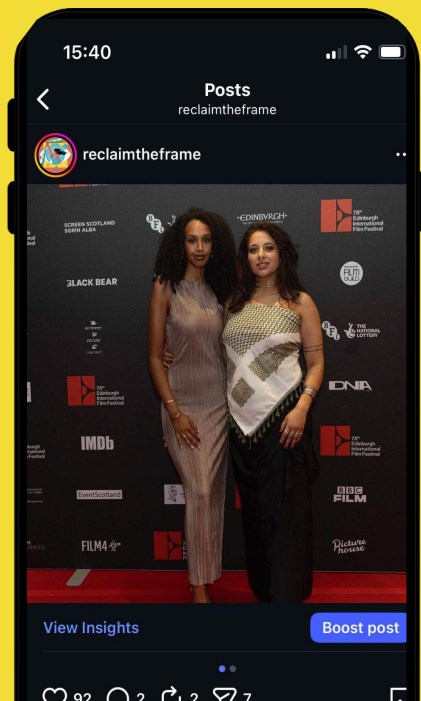
18%

FILMS BY LGBTQIA+
FILMMAKERS

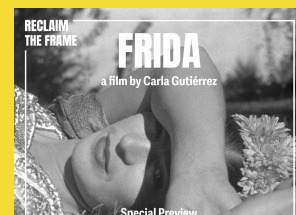
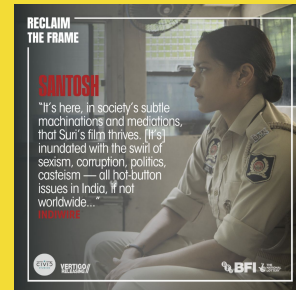
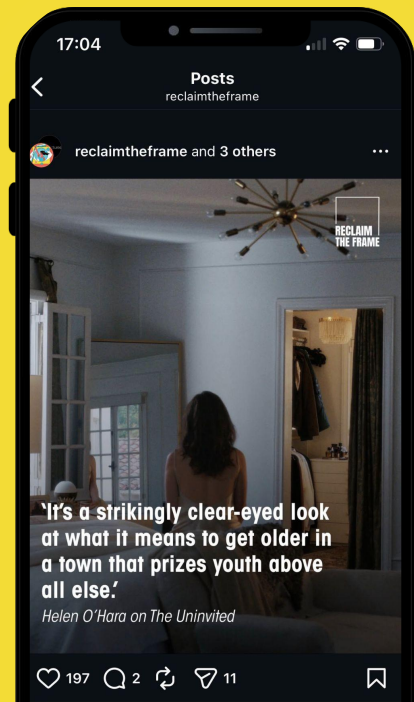
47%

DEBUT FEATURES

CAMPAIGN CREATIVE



CAMPAIGN CREATIVE



“It provides a space for indie films to give voice to matters that need fundamental justice, I honour that so much.”

AUDIENCE MEMBER
AN ARMY OF WOMEN, BRISTOL

“Super emotional and moving - the Q+A gave it another level of resonance. I don't think I'll stop thinking about this film or the discourse surrounding it.”

AUDIENCE MEMBER
LOLLIPOP, LIVERPOOL

A photograph of five women seated on a stage for a panel discussion. From left to right: the first woman is partially visible, wearing a light-colored blazer and glasses, with her hand near her face; the second woman has long dark hair and is wearing a grey sweater; the third woman, who is speaking, has short dark hair, wears glasses, a white cardigan over a green top, and a vibrant rainbow-colored skirt; the fourth woman has dark hair pulled back and is wearing a dark blue long-sleeved top and jeans; the fifth woman has long dark hair and is wearing a light-colored jacket. Each woman has a microphone in front of her, and there are glasses of water on a table in the foreground. The background is a plain, light-colored wall.

INDUSTRY IMPACT

AWARDS CAMPAIGNS

Over the 2024/25 awards season - and looking ahead to 25/26 - Reclaim The Frame delivered a range of awards-focused activations for distributors, publicists, and titles in support of their AMPAS and BAFTA campaigns. This included our flagship live BAFTA-nominees roundtable and partnerships with Amazon, Lionsgate, Netflix, Universal, and firms such as DDA and Premier on titles including **The Substance**, **Love Lies Bleeding**, **The Brutalist**, and upcoming projects **Hedda**, **The Perfect Neighbor**, and **Marlee Matlin: Not Alone Anymore**.

We produced nominee roundtables, virtual FYC conversations, targeted FYC ads, and talent spotlights - **content designed to elevate women and marginalised-gender creatives, who remain critically underrepresented on the awards circuit**. Our campaigning continues to foreground their achievements and push for greater visibility throughout the season.



20TH ANNIVERSARY

On International Women's Day (7–9 March), the charity marked its 20th anniversary with a **special London programme: Reclaim, Reframe, Rejoice Weekender**. Across five packed events at BFI Southbank and Regent Street Cinema, the celebration featured archive and preview screenings, a shorts showcase, panels, and the London premiere of Lollipop.

Highlights included the Closing the Distribution Gap Panel & Breakfast, covered by Screen Daily, and a packed opening night at BFI Southbank that reunited Birds' Eye View founders and past collaborators with the current Reclaim The Frame team, Trustees, filmmakers, and industry leaders.

The **weekend drew over 1,000 attendees and the audience response was overwhelmingly positive, with 95% rating their experience Good or Very Good.**

Partners included Film Hub London, British Council, the FDA, Comscore, and the University of Westminster. Filmmakers and stakeholders praised the events as “*magical*,” “*impactful*”, and “*a wonderful way to celebrate International Women's Day*”.



BFI FILM ACADEMY

We partnered with Showroom Cinema to co-deliver the BFI Film Programming Residential in Sheffield, an **intensive week-long programme for 30 emerging programmers aged 16–19** from across the UK. Across a rich series of **workshops, talks and screenings**, participants explored the full ecosystem of film exhibition, from festival and cinema programming to short films, archive and rep, marketing, distribution, awards campaigns and accessible cinema. The programme was led by an **outstanding and diverse line-up of industry professionals**, giving students direct insight into real-world pathways while empowering them to develop their own curatorial voices ahead of producing a public mini-festival in 2026.

The residential placed a strong **emphasis on practical, participatory learning, with sessions built around hands-on exercises, group discussion and collaborative project development**. Students gained skills in programming strategy, audience development, film marketing, community cinema, editorial practice and inclusive exhibition, alongside vital knowledge of industry routes and careers. The week culminated in students shaping ambitious, thoughtful and socially engaged festival concepts, demonstrating the impact of an inclusive, industry-connected and youth-led learning environment that celebrated creativity, collaboration and confidence-building throughout.



FESTIVALS AND CONFERENCES

Reclaim The Frame is an active presence across the industry, attending conferences, festivals, and exhibitions to **speak, consult, advocate, and present**. Through curating and sharing our work, we champion bold filmmaking while advancing vital conversations around gender equity in cinema.



Catalunya
Film Festivals



Irish Film Institute



MARCHÉ DU FILM
FESTIVAL DE CANNES



Scottish
Documentary
Institute



Sheffield
DocFest

“Reclaim The Frame produced some stunning events for AN ARMY OF WOMEN and helped drive an audience with their impressive network of coordinators and contacts in key cities/town. They championed the with film with enthusiasm, care and determination and their passionate advocacy didn’t just promote the screenings but helped spark conversations - and strengthen the film’s impact on the ground.”

JOHN-PAUL PIERROT

**HEAD OF DIGITAL MARKETING & PARTNERSHIPS,
TOGETHER FILMS**

“A wonderful partner - so knowledgeable and ethical in their practices and making our screen industry a more inclusive and accessible space. They were so generous with their advice, and helped our team (who had little distribution experience) to ensure we were reaching audiences in the most accessible way. They have a wonderful reputation in the industry and it was an honour to be affiliated with the organisation.”

ALICE HUGHES

PRODUCER, HOLLOWAY

RESEARCH & ADVOCACY

Our **research provides an evidence-based foundation for advocating greater inclusion in film, enabling us to develop effective strategies and informed discussion.** We brought our latest data to a panel on IWD to a sold out industry audience and our research continues to receive coverage in Screen International throughout the year.

Alongside extensive audience insights, **we track UK film releases** by marginalised genders, consistently showing that although more women and non-binary filmmakers are making feature debuts, gender parity remains distant.

Our advocacy for marginalised perspectives - centred on championing filmmakers of marginalised genders - includes hosting a **Beyond the Binary panel** at the **Marché du Film, Cannes**, part of our collaborative trans-allyship initiative with BFI Inclusion and Women & Hollywood.

We are also **addressing the distribution gap** to build a richer and more representative film culture. Through data-driven advocacy, audience development, and targeted support for releases, Reclaim The Frame continues to demonstrate that films by women and other marginalised genders thrive when championed equitably.



CLOSING THE DISTRIBUTION GAP

Closing the distribution gap is essential not only for workplace fairness but for the future of UK film culture. A **median 13.2% gender pay gap among major studios reflects deeper inequalities** shaping which stories reach audiences. Though initiatives like **Reclaim The Frame** have supported **over 125 women-led and marginalised-gender films**, progress remains slow, with only about 16% of UK releases directed or written by women.

As set out in our panel event this year, **structural change is needed across hiring, commissioning, and release strategy**. Priorities include clearer pathways into senior roles, flexible working, and equitable commissioning backed by transparent pay-gap reporting. Diversity must be embedded and retained, not tokenistic. Broadening release and awards windows, improving Prints & Advertising planning, and adopting audience-first strategies would give marginalised filmmakers a fairer chance to succeed.



THE BIGGER PICTURE

16%

**UK & IRE RELEASES CO/DIRECTED
BY WOMEN / NON-BINARY
DIRECTORS**

(-5% from 2024)

19%

**UK & IRE RELEASES
CO/WITTEN BY WOMEN /
NON-BINARY SCREENWRITERS**

(+1% from 2024)

7%

**CO/DIRECTED BY
BLACK/POC WOMEN /
NON-BINARY FILMMAKERS**

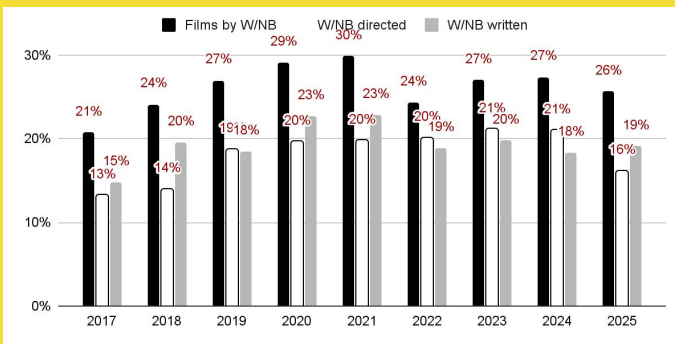
(-0.3% from 2024)

31%

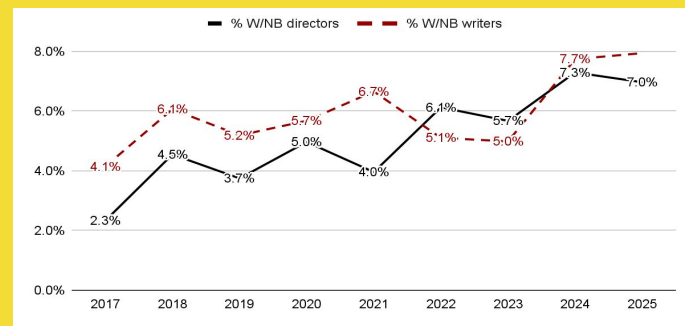
**DEBUT RELEASES BY WOMEN
AND NON-BINARY FILMMAKERS**

(-12% from 2024)

Percentage of UK-Ireland releases directed / written by women/non-binary filmmakers



Percentage of UK-Ireland releases directed / written by global majority women/non-binary filmmakers



*directed and/or written by with at least 50% credit

LOOKING FORWARD

With only 16% of films theatrically released in the UK directed by women in the UK - and with clear signs of regression in equity and inclusion measures across the industry - **our work is far from done.**

Looking ahead to 2026 and beyond, we plan to:

- **Expand our training offer for both film professionals and filmmakers**, helping diversify those in decision-making roles and scaling our advice and consultancy services.
- **Further develop our curation programme**, championing films that might otherwise go unseen, supporting new releases and re-releases, and growing our network of venue partners.

This work is made possible through the support of our funders and sponsors, through meaningful partnerships, with the guidance of our newly expanded Board and dedicated team, and with the energy and commitment of our Reclaim The Frame community - across the UK, internationally, and online.

Together, we advocate for gender justice in cinema, and for the change - and the films - we want to see.

RECLAIM
THE FRAME



STAY IN TOUCH



RECLAIMTHEFRAME.ORG
@RECLAIMTHEFRAME
#RECLAIMTHEFRAME

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