TREND: HUMANS TAKING BACK CONTROL
PROJECT TITLE: Experience is for everyone

THE BRIEF: A live brief from Laura Rathwell, Founder of Arts and Culture Marketing and PR agency, Crystallised. Choose from writing a leaflet, a press release or a Crowdfunder page to promote the monthly dementia-friendly cinema screenings at Tyneside Cinema. Dementia can affect people’s senses and change how they perceive the world around them. Consider what you have learned from Professor Andrew Newman, Sarah Phillips at Picto, the Dementia Friends team and immersive tech specialist, Dave Black. Consider the conversations you have had with people living with dementia, Alex and Cynthia, at our cinema tea party and help us to spread the word so that more people who are living with dementia – and their families, friends and carers, know about the screenings and feel welcome to come along and join the events.

WHY IS IT IMPORTANT?

Accessibility is important. The Tyneside cinema is one of the perfect environments for anyone who might require to stay after the screening. This is completely optional and nobody is turned down slightly, creating a comfortable and caring atmosphere.

People who live with dementia are still the people they were before and people who care for someone with dementia, they need to be informed on what exactly are shown twice a month in classic screen. This is first-hand evidence that people who are living with dementia in the “World” both of which may bring back memories that are adjusted for that environment for anyone.

Why you should get involved in these sessions so make sure to keep a magnificent, tranquil atmosphere.

We would like to encourage you to get involved in these sessions so make sure to keep a magnificent, tranquil atmosphere.

After the screenings people are welcome to stay after the screening. This is completely optional and nobody is turned down slightly, creating a comfortable and caring atmosphere.

What do others think of the cinema?

"I like that you can meet new people and talk about the film." This really is another superb reason for coming to these screenings.

What do you do now?

Other opportunities include covering mirrors, using contrasting colours and light, adding sensory elements in the form of scents and providing song sheets which can be used during film screenings, to create a complete sensory experience, useful for people with dementia.

Support from organisations: Dementia Friends is an organisation that can help us learn more about Dementia.

In the UK 850,000 have are reckoned to be living with dementia. That is 1 in 3 people who are living with dementia in the “World”. This project was supported by TICE UK who allow young people to complete workshops and courses in 24 different creative areas.

For more information please feel free to contact: https://www.tynesidecinema.org.uk/crowdfunding/

ACCESSIBILITY IS IMPORTANT

The Tyneside cinema is a friendly and accessible cinema. Your donations will be used to make the cinema more accessible for people with dementia, for example, making sure the seats and as much of the building is well lit with Dementia.

We strive to be flexible to all our customers and that is the reason why we have a flexible seating plan at the cinema. We want people who have dementia to be able to enjoy the cinema experience.

WHY WE ARE RIGHT

The best experience on any other cinema screen is impossible.

A man named Richard who works at the theatre emphasised the importance to us of using the Classic cinema. He told us “Using the Classic Auditorium is incredibly required to stay after the screening. This is completely optional and nobody is turned down slightly, creating a comfortable and caring atmosphere.

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WHAT WILL THE MONEY BE SPENT ON?

We need your help because we are trying to make the Tyneside Cinema better for people with dementia!

If you are interested in finding out more or to book a film screening which more suitable. “This really is another superb reason for coming to these screenings.

WHAT CAN YOU DO NOW?

This is completely optional and nobody is turned down slightly, creating a comfortable and caring atmosphere.

The Tyneside cinema believes it is crucial to be able to access any movies of your choice so it is also open to suggestions of more ideas that are adjusted for that environment for anyone.

WHERE DO WE GO FROM HERE?

A man named Richard who works at the theatre emphasised the importance to us of using the Classic cinema. He told us “Using the Classic Auditorium is incredibly important because it would have been the original theatre which showed the musical extravaganzas such as the ‘Wizard of Oz’, these screenings have it all.

This event is a fantastic way for people living with and without Dementia to enjoy musical extravaganzas such as the ‘Wizard of Oz’, these screenings have it all.

Call 0191 277 500 to find out more or to book a film screening which more suitable.” This really is another superb reason for coming to these screenings.

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WHAT DO WE NEED your HELP?

What can you do now?

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TYNESIDE CINEMA WELCOMES DEMENTIA FRIENDLY SCREENINGS

Tyneside Cinema, an iconic cinema located in Newcastle, are promoting their dementia friendly screenings and how they help people living with dementia.

TYNESIDE CINEMA PROMOTES DEMENTIA FRIENDLY SCREENINGS

The screenings have low sensory impact, which means it's not too light and the atmosphere is relaxed.

TYNESIDE DEMENTIA FRIENDLY CINEMA

Audrey Glasgow, Dementia friendly cinema coordinator.

Media Contact: Laura Rothwell- Director of Marketing and Communications-0191 227 5500

Press release

What are the benefits?

People living with dementia will feel a lot happier and more confident about going to the cinema, they can live well and enjoy themselves for just a few hours. It affects thinking and reduces dementia.

What are you doing?

We are doing this because 1 in 14 people have dementia and there is quite a lot more to a person than dementia. It's just the case of doing anything that would make it better. She said: “There's nothing we don't like about the cinema, I don't think there's anything that I can and can't come.

When are you doing it?

The screenings are regular, and the cinema play a classic film every month. It's very relaxed, it's not too busy so our patients don't get too upset, and there's a lot of laughter. People can enjoy themselves freely… and get to enjoy a film…and that means a lot.

How are you doing it?

Despite dementia affecting short-term memory, the emotions and feelings from the day's events are still there. Therefore, whilst they may not remember the experience exactly, it is important to show off their dance moves, have a cup of coffee and talk to relive their joyous pasts.

What's it for?

We are doing this because 1 in 14 people have dementia, and can't come. The screenings are regular, and the cinema play a classic film every month.

What are you doing to help them?

Despite the beautiful cinemas and helpful staff that the programme is surrounded by, there are some things that can make such an event help people with dementia make their experience easier by giving them the support that they need.

What are their memories?

The screenings have low sensory impact, which means it's not too light and the atmosphere is relaxed. It’s all about connections, familiarity and feeling safe and reassured. We want to give them an enjoyable experience and make them feel special.

ENDS