



FLATPACK PROJECTS

REPORT OF THE TRUSTEES FOR THE YEAR
1ST SEPTEMBER 2024 – 31ST AUGUST 2025

REGISTERED COMPANY NUMBER: CE005084 (ENGLAND AND WALES)
REGISTERED CHARITY NUMBER: 1162754



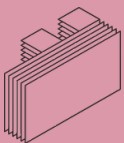
THE HEADLINES

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- Record-breaking 12,000+ audiences for outdoor cinema
- 25% increase in festival tickets booked (up from last year)
- Established Shropshire Independent Cinema, supporting and expanding regional rural cinema
- 68 young filmmakers supported
- 98 volunteers supported
- 100% of audiences rated events as good or very good



**MADE ME PROUD TO BE
FROM BIRMINGHAM**



**“I went to Flatpack and...
felt the power of
collective experience!”**

Flatpack 2025 audience member



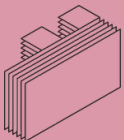
INTRODUCTION FROM OUR CHAIR

2024/5 marked another brilliant year where more people than ever got to experience first-hand the wonderful, communal delight that is film done the Flatpack way. The unique ethos of Flatpack was once again woven throughout the eclectic programme of screenings, events, exhibitions, talks and opportunities to create and learn.

A sense of place came through strongly last year with activity happening across Birmingham and the region, celebrating the area and highlighting the many stories and talent who call the West Midlands home. Flatpack continues to be a cultural ambassador for the region gaining national recognition and attracting filmmakers and artists from around the world, and audiences from across the UK.

The team excels in delivering fresh, exciting and creatively ambitious programming and as you read this report you will see that 2025 was no exception. I'm delighted that we were able to offer so many opportunities for people to connect and I'm immensely proud of our contribution to the cultural tapestry of Birmingham and the West Midlands. As we look forward to our very special anniversary year, I would like to thank the team, freelancers, volunteers, my fellow trustees and of course you - our wonderful audience.

- Leigh (she/her), Chair of Trustees, Flatpack Projects



OUR VISION

Over the last twenty years we've built a national reputation for distinctive, boundary-pushing programming, global in outlook while strongly rooted in Birmingham.

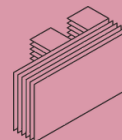
Our Vision?

A thriving West Midlands where everyone has the opportunity to engage with film and moving image creativity in all its forms.

We work to make this vision a reality through the realisation of four overarching aims:

- Bring people together
- Show amazing work
- Illuminate place
- Nurture creativity

We hope you enjoy reading about how we worked to meet those aims in 2024/25.





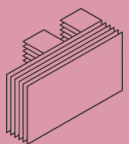
FLATPACK FESTIVAL

Flatpack has called Birmingham home since it started life as a film night in a local pub over twenty years ago.

We love our city, and believe it deserves the best. We showcase amazing work from around the world at our annual festival, giving our audiences chance to see things they wouldn't otherwise see.

Flatpack Festival stats 2025

- 4322 total audience
- 58% from Birmingham
- 17% from the wider Midlands
- 24% from across the UK
- 100% of audiences rated events as good or very good
- 31% were first time visitors
- 1/3 of audiences came to see something they wouldn't usually get to see



FLATPACK FESTIVAL

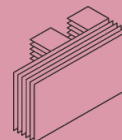
In 2025 we:

Continued to develop our free ticket scheme, allocating 5% of all paid event tickets as free ‘Solidarity tickets’, accessible to anyone who wouldn’t otherwise be able to attend. Working class audiences increased by 10%.

Recruited 98 volunteers to help us deliver the festival. Volunteers gained events experience and enjoyed everything the festival had to offer first hand. The majority said their time at Flatpack had a positive impact in them pursuing further opportunities within the arts.



FLATPACK FESTIVAL





NEW COMMISSIONS

NEW COMMISSIONS

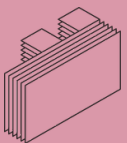
We commissioned exciting new work which had premieres at Flatpack Festival 2025:

In Movements

A new immersive audiovisual experience from visual artist Guri Bosh and experimental electronic jazz trio un.procedure. They came together to deliver a performance to a sold out audience at the opening night of the festival. And did they deliver - architecture, cinema, and sound merged into shifting layers of light and motion.

The Dark Mirror

A co-commission with the brilliant Hippfest in Bo'ness, Scotland. Artist Moira Salt used archive footage to create a dreamy, visual poem scored by musicians and composers Andrew Wasylyk and Tommy Perman.



SPOTLIGHT ON LOCAL

Many see Flatpack as alternative tour guides to the city. Birmingham highlights in 2025 included:

Time Flower

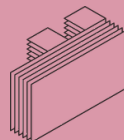
We received national press coverage for unearthing and digitising Desmond Morris' surrealist short film Time Flower, saving it from obscurity and screening it for the first time in over seventy years - complete with a new live score.

Slade in Flame

We welcomed the one and only Noddy Holder back to the Midlands for a sold out 50th anniversary screening of Slade in Flame.

Mirror Mirror + Language is the Key

We had the pleasure of screening two films from the early career of Midlands filmmaker Yugesh Walia, who joined us in conversation after the screening.



EXPANDED CINEMA

The festival continues to explore and expand what cinema can be today, including:

Clue

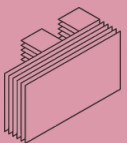
We screened the film complete with participatory murder mystery and intro from the daughter of Birmingham-based Cluedo inventors Marcia Davies (resulting in a deposit of Cluedo-related objects into the collection at Birmingham Museum & Art Gallery).

Audiovisual showcase

We brought international artists together for a showcase of boundary pushing moving image work. This included Polish audiovisual artist Ela Orleans, Texan composer Graham Reynolds and UK multi-instrumentalist Rusty Sheriff.



EXPANDED
CINEMA



“Found deep inspiration and excellent people and vibes all round!”

Flatpack 2025 audience member



FLATPACK MONTHLY

In order to bring the festival magic to more people throughout the year we launched Flatpack Monthly in 2025.

The stats

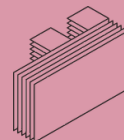
- Total audience - 657
- First timers or those who hadn't attended a Flatpack event in over a year - 20%
- 100% of audiences rating events as good or very good



**I ENJOYED SEEING A FILM
I'VE STRUGGLED TO GET
TO SEE ELSEWHERE**



**FLATPACK
MONTHLY**



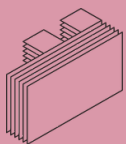


FLATPACK MONTHLY

Flatpack Monthly has given us an opportunity to test titles with audiences throughout the year.

The most popular screenings were those with special guests in attendance, including:

- Nuts in May, with Alison Steadman and Roger Sloman
- Sunlight, with Nina Conti and Shenoah Allen
- Whistle and I'll Come to You, with a live score by Death and Vanilla
- Hundreds of Beavers, with Ryland Brickson Cole Tews
- Memoir of a Snail, with Adam Elliot



FILMS IN GREEN SPACES

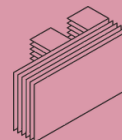
In our experience, there's nothing more special than an evening watching a film under the stars.

In the last year we've worked with community groups and local businesses who want to bring the magic to their local outdoor space, offering:

- Outdoor cinema equipment
- Tech support
- Programming and marketing
- On the day event delivery

We broke our outdoor cinema record in the summer of 2025, with 12,087 audiences total.

We worked with new partners and explored new formats, mixing outdoor film with art and spoken word.





FILMS IN GREEN SPACES

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Outdoor highlights included:

Spirited Away

A beautiful evening at Birmingham Botanical Gardens with live music by Sekine Quartet.

Wizard of Oz

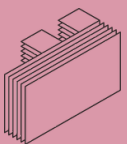
An Edgbaston street was transformed into the yellow brick road in this collaboration with local independent businesses.

Words and Pictures

Blending film and spoken word with performances by Brum-Kashmiri poet Nafeesa Hamid and two-time national slam champion Maureen Onwunali.

Rowheath Pavilion

A magical week of family films, singalongs, and big-screen adventures in collaboration with Mockingbird Cinema and Rowheath Pavillion.



**“For baby artists like myself,
events like this mean so much.
I left inspired, enthralled. I’m
so grateful I got to witness this.”**

Words + Pictures audience member

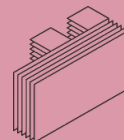


NURTURING CREATIVITY

The Flatpack approach encourages creative participation and seeks out new and underrepresented voices.

We share expertise, platforms and time with generosity, working to develop skills and nurture ideas.

In 2024/25 we supported 68 young creatives thanks to support from Warner Brothers' CrewHQ. 16-25 year old filmmakers were given the opportunity to screen their work, and take part in networking and training opportunities.





NURTURING CREATIVITY

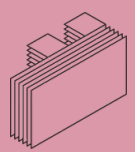
NURTURING CREATIVITY

The next generation of cinemagoers...

We worked with Midlands Arts Centre to deliver our monthly family programme Colour Box, pairing the best family films from around the world with hands-on creative workshops. We welcomed 1848 kids and their families through the doors across the year.

...and film exhibitors

We partnered with Coventry University to support the Coventry Phoenix Film Festival, providing young people with hands-on experience in film exhibition and access to industry insight. Through the scheme, participants developed practical programming skills, hosted sold-out film screenings, and created their own short films.



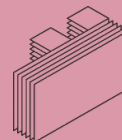
NURTURING CREATIVITY

Our Open Call programme strengthens our programming by platforming voices that are currently underrepresented in the sector.

In 2024 we changed the way we deliver our Open Call, going deeper and more local, working with two Midlands-based programmers across two years. In 2025:

Birmingham-based collective Film Pardna curated an event that explored the question ‘How can we reimagine, reclaim and decolonise collective pasts and futures through Capoeira?’

Author, translator, critic and curator Misha Zakharov launched Carceral Cinema - a project aiming to spark conversations about carcerality, representations of prisons, and race and gender in the context of incarceration, through the lens of film.



“It was fun and relaxing! Great for the kids and adults to have a space to be creative and then enjoy a lovely film together, just great!”

Colour Box audience member

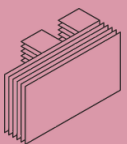


DRIVING MIDLANDS FILM CULTURE

Flatpack, in its role as Film Hub Midlands, takes a strategic lead on the independent film sector in the region.

In 2024/25 we supported a weekend of film, community and creativity across four Shropshire cinemas, with events including a sold-out red carpet gala screening of *Withnail and I* hosted by Shropshire Young Curators (an initiative which came out of this project) and a new “Films for Farmers” initiative.

We reached new audiences, grew admissions and got lots of press coverage in the process.





“Flatpack have encouraged, supported and challenged us to remain focussed and positive on delivering quality indie cinema experiences in a difficult landscape.”

Jess Laurie, Programming & Engagement at Ludlow Assembly Rooms

DRIVING MIDLANDS FILM CULTURE

Community Cinema

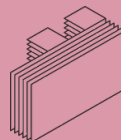
We have supported Birmingham's burgeoning community cinema scene, providing marketing, programming and technical support.

Spotlight on: The Outpost

We worked with artist Jayne Murray at the Outpost, an arts centre and community hub in Druids Heath, to launch The People's Projector.

The community cinema is set up and run by a team of local people, boasting comfy seats and drinks and snacks on sale, including fresh popcorn. Films are often complimented by activities.

Since The People's Projector launched 154 local residents have gathered to watch films in their neighbourhood cinema.



“Working with Flatpack is a joy. They understand Birmingham’s heritage and how it links to the cinematic experience. They supported us to build a community cinema, training a team of local people to programme and present their own curation of film in Druids Heath. This has created a resource capable of popping up and connecting with a range of community projects in the area - a cinema experience on people’s doorsteps that they can be part of defining.”

Jayne Murray, Artist





MAKING IT HAPPEN

MAKING IT HAPPEN

Who we are

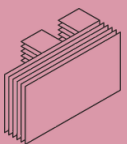
Flatpack is a charity with a unique approach to film events. Born out of a monthly film night in Digbeth, each spring you'll find us taking over venues across Birmingham with the "magnificently eclectic" Flatpack Festival. While throughout the year we pop up across the Midlands with everything from family activities to al fresco horror.

Film Hub Midlands

Flatpack is a lead partner in Film Hub Midlands, an initiative as part of the BFI Film Audience Network to develop a thriving film culture in the Midlands.

The Team

All we do at Flatpack is achieved with a core team of six staff members alongside a pool of freelancers and volunteers.



CREDITS

Flatpack Projects is a Charitable Incorporated Organisation, reg no 1162754.
Our core funders are Arts Council England and the British Film Institute.

In partnership with Broadway in Nottingham, Flatpack also co-lead Film Hub Midlands as part of the BFI Film Audience Network.

Along with core funding and earned income, Flatpack's work would not be possible without the support of a huge range of partners, trusts & foundations and cultural institutes. In 2024/25, these included:

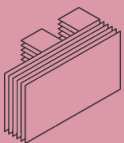
- Bruntwood
- Birmingham City Council
- University of Birmingham
- BFI NETWORK
- HippFest
- Warner Brothers' CrewHQ
- Polish Cultural Institute
- Finnish Film Foundation
- John Feeney Charitable Trust
- The National Trust
- Creative Scotland National Lottery
Open Fund for Organisations
- PRS Foundation
- West Midlands Combined Authority
- University of Birmingham
- Calthorpe Estates
- Chamberlain Highbury Trust
- BFI Doc Society
- Sir Barry Jackson Trust

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Max Priddy, p.12

Rachel Baker, p.17
Sarah Ali, p.19

Rida Suleri-Johnson, p.20
Joe Nobile Photography, p. 21-22



CHARITY INFORMATION

PUBLIC BENEFIT STATEMENT

The Trustees confirm that they have complied with the duty in Section 4 of the Charities Act 2006 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

SUMMARY OF THE OBJECTS OF THE CHARITY SET OUT IN ITS GOVERNING DOCUMENT

1. To promote appreciation of and education in the arts and their associated technologies, especially but not exclusively those of the cinema, film and other forms of moving images, through the production and performance of festivals, workshops, seminars, projects, events, online resources, new media and in any other ways as the CIO may decide from time to time.
2. To advance the education of the public in the history, culture, aesthetics, practice and theory of arts, cinema, film and other moving images.

STATEMENT OF THE CHARITY'S POLICY ON RESERVES

It is the policy of Flatpack Projects (CIO) to retain sufficient reserves to cover the organisation's overheads for a 3 month period should there be any unexpected costs or delays in receiving any funds owed.

The trustees have regard to the guidance issued by the charity commission on public benefit.

Approved by order of the board of trustees on 3 December 2025 and signed on its behalf by:



Leigh Cowling - Chair of Trustees

