

# SCENE

MANCHESTER LGBTQ+ FILM & TV FESTIVAL

# A NEW LGBTQ+ FILM FESTIVAL FOR MANCHESTER

The first ever **SCENE: Manchester LGBTQ+ Film and TV Festival** took place **Fri 16 – Thu 22 August 2024** as a partner event of an expanded **Manchester Pride Festival** which increased from the traditional 4 day weekend to 11 days of celebration and activism across the city.

**SCENE** is produced by CityCo on behalf of Manchester Accommodation Business Improvement District in partnership with Manchester Pride and was an instant hit with audiences and creators alike.

The festival is a celebration of LGBTQ+ stories across film, TV and online, from narrative to documentary, features to shorts, brand new and classic, Mancunian and international.

The citywide festival returns from **Friday 15th - Thursday 21st August 2025** and we'd love you to be part of it.



# 2024 PROGRAMME HIGHLIGHTS

For our inaugural festival we hosted **48 screenings, events, and workshops** across the programme including:

- Queer As Folk: 25 Year Celebration with Russell T Davies and cast
- Channel 4's First Dates – 10 Years of LGBTQ Love Stories
- BBC One's Lost Boys and Fairies with cast and writer
- The Adventures of Priscillia Queen of the Desert screening with RuPaul's Drag Race UK's Divina DeCampo drag in the movies cabaret
- Hayley and Me: A celebration of Coronation Street's Hayley Cropper with Kate O'Donnell and special guest Julie Hesmondhalgh
- John Waters Season at HOME with appearance by John Waters
- The Lesbian Bar Project: FLINTA screening
- Manchester Camerata performed the music of Arthur Russell with documentary screening
- Legendary documentarian David Weissman (The Cockettes, We Were Here) residency at Aviva Studios
- Free outdoor screen on First Street and screenings of brand new LGBTQ features, documentaries and shorts at top city venues including People's History Museum and New Century Hall
- Partnerships with The Iris Prize and GAZE Dublin LGBTQ Film Festival
- The Pink Screening Room supported by BFI

# SCENE 2024 IN STATS

2,267

Tickets sold

2.1m

Total campaign reach  
(PR + digital)

£13,215.75

Donated to  
Manchester  
Pride charity  
from ticket  
sales/profits

97.6%

Rated the  
festival  
“excellent” or  
“good”

95%

Hotel  
occupancy in  
the city on our  
opening night

34%

of Skiddle  
tickets sold  
were to people  
outside of  
Manchester





# BE PART OF IT

Join the UK's biggest celebration of  
LGBTQ+ film and TV

Speak to our lead programmer

Gary James Williams [gary.Williams@cityco.com](mailto:gary.Williams@cityco.com)

about featuring your show, film or short at the  
2025 festival, linking in your brand or  
sponsoring the event.

SCENE 2025 will take place

**Friday 15th- Thursday 21st August**

*as an official partner event of Manchester Pride as part of the  
expanded Manchester Pride Festival and profits are donated to  
Manchester Pride charity which supports LGBTQ communities.*





# SCENE 2024

Our inaugural festival was 7 days of screenings, celebrations, parties, Q&As and workshops with talent including **Russell T Davies**, **Nicola Shindler** and the cast of **Queer As Folk**, the writer and star of hit BBC queer adoption drama **Lost Boys and Fairies**, the stars and producers of **First Dates** celebrating 10 Years of LGBTQ+ love stories on the Channel 4 dating show, Talk Art podcast's **Robert Diament** presenting **Russell Tovey's Life Is Excellent**, **Julie Hesmondhalgh** joined **Kate O'Donnell** to celebrate trans soap icon **Hayley Cropper**, legendary documentarian **David Weissman** was in residence at Aviva Studios and at HOME **John Waters** introduced a sold out screening of his classic **Pink Flamingos**.

The festival featured screenings of brand new and classic work including a strand of queer music documentaries with **Lil Nas X**, **Genesis P'Orridge**, hard house DJ **Tony DeVit** and **Arthur Russell** as their subject. Also screening were lesbian cheerleader drama **Backspot**, Sky's teen romance **Bonus Track**, Greek nudist beach comedy **The Summer With Carmen** and Manchester premiers of India's **First Best Trans Model Agency** and surrogacy doc **What's Safe What's Gross**, **What's Selfish** and **What's Stupid**. Our shorts programme was presented in partnership with **The Iris Prize** and **GAZE Dublin LGBTQ+ Film Festival** and many new films were shown in **The Pink Screening Room** at club space **YES**, supported by **BFI Film Hub North**.

All tickets were **£15** or under with many free or **£5** events and all profits from tickets (incl booking fee from ticket partner **Skiddle**) were donated to **Manchester Pride** charity, supporting LGBTQ+ people and projects in the region.



# SCENE 2024

The festival is unique in its approach with most screenings featuring after parties and special performances along with traditional Q&As and interviews. SCENE takes place across the whole city in cinemas and non-cinema spaces, for the 2024 festival this included a screening of online series **The Lesbian Bar Project** in the city's last remaining lesbian bar and a showing of **Striking With Pride: United At The Coalface** telling the story of Lesbians and Gays Support the Miners at the city's protest museum with an LGBTQ+ choir singing 80s hits and making the venue's banners shake with queer power.

Our **Queer As Folk 25 Year** celebration ended with a 90s dance party with shagtags and Canal Street classic tunes and the festival closed with a 30<sup>th</sup> anniversary screening of **The Adventures Priscilla Queen of the Desert** followed by a cabaret celebrating drag in the movies with a talented selection of Manchester drag queens and **RuPaul's Drag Race UK** star **Divina DeCampo**.

The festival will return for 2025 for 7 days of **Queer Stories on Screen** from **Friday 15th- Thursday 21st August** with returning festival partners **Manchester Pride, HOME** and **Factory International**



# MARKETING 2024

SCENE 2024 was supported by an extensive marketing, social media, influencer, OOH, digital, and PR campaign.

## HIGHLIGHTS INCLUDED:

- 5.8m opportunities to see poster campaign across 99 Transport for Greater Manchester locations
- 4.6 opportunities to see Build Hollywood poster sites across Manchester and Liverpool (pictured)
- Media partnerships with Manchester's Finest, The Manc, Visit Manchester and Canal Street Media. Including, website, digital, e-marketing coverage.
- Over 50,000 website visitors in August

The 2025 event will supported by a similar local and regional campaign boosted by Marketing Manchester's national and international campaigns.





# MARKETING 2024

The 2024 PR campaign, powered by Premier PR had pick up from Pink News, Daily Star, Gaydio and more. The PR coverage book can be found [HERE](#)



An exciting Manchester-based celebration of LGBTQIA stories is coming this summer



### Russell T Davies teases Queer As Folk follow-up as he is joined by Coronation Street star for 25th anniversary reunion

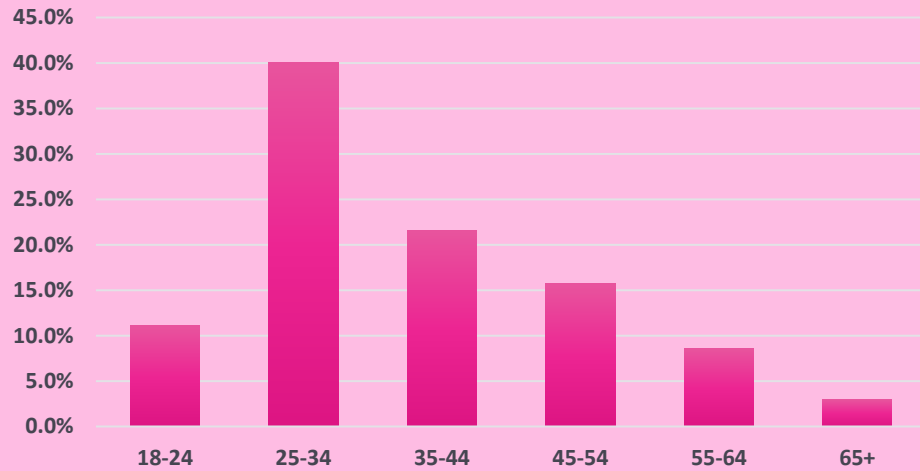
"I do think there is another drama to be made"

By Adam Maidment What's On and LGBTQ+ Writer  
11:33, 20 AUG 2024

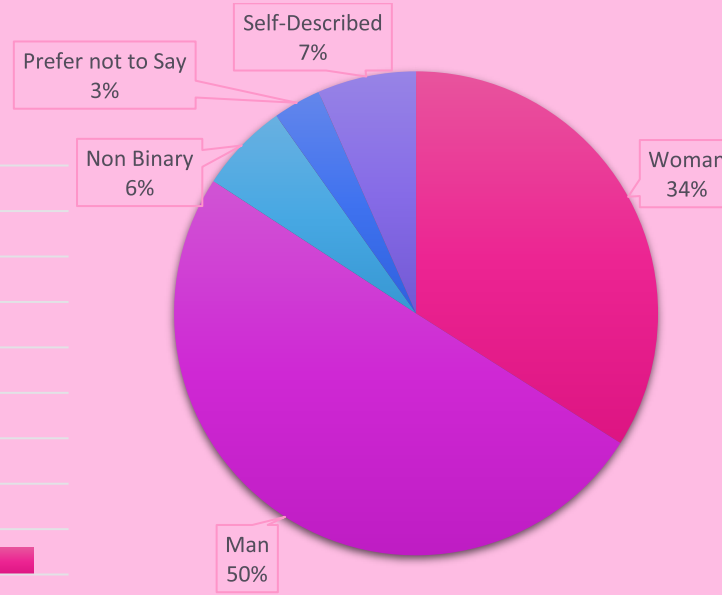


# 2024 AUDIENCE SURVEYED

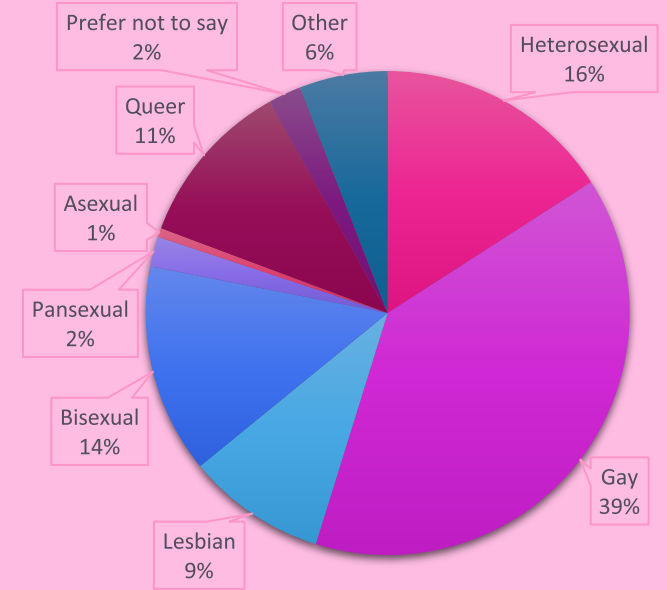
## Age



## Gender



## Sexuality



Note: Woman includes Trans Women and Man includes Trans Men

# FEEDBACK & RATINGS

## AUDIENCE RATINGS

EXCELLENT  
85.4%

GOOD  
12.2%

OK  
2.2%

*"Staff were very helpful and friendly"*

*"Scene is perfect in every way"*

*"EXCELLENT CURATION OF THE WHOLE FESTIVAL"*

*"Such a wonderful festival in [a] safe place to enjoy & celebrate queer film & art"*

*"I'D LOVE TO SEE THIS AS A YEARLY EVENT - GREAT WORK!"*

*"TOTALLY LOVED THIS PRESENTATION. EDUCATIVE, ILLUMINATING & INSPIRING"*

*"Such an amazing opportunity to learn something new"*

*"MY SON HAS JUST COME OUT & I WILL BE SHARING THIS DOCUMENTARY/FILM WITH HIM"*

*"The best film event I have ever been to! Thank you"*



# SEE MORE

**WEBSITE:** <https://www.scenefestival.com/>

**FACEBOOK:**  
<https://www.facebook.com/SCENEFestival/>

**INSTAGRAM:**  
[https://www.instagram.com/scene\\_festival/](https://www.instagram.com/scene_festival/)

**X:** [https://x.com/SCENE\\_Festival](https://x.com/SCENE_Festival)

## GALLERIES:

<https://www.flickr.com/photos/citycomanchesteropencity/albums/72177720319531417>

<https://www.flickr.com/photos/citycomanchesteropencity/albums/72177720319648544>



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