

2020 Keswick Film Festival



We were very fortunate that the 2020 Festival took place before the pandemic took real hold in the UK, with excellent numbers attending from both Cumbria and further afield.

Commercially, the Festival was a success as costs were driven down as far as possible in combination with a modest increase in ticket prices. The final out-turn, a surplus of £3776, gives the Club a strong foundation for when further events can be planned.

Critically, the Festival offered a wonderful range of films resulting in some difficult choices for Festival-goers.

David Miller's persistence in tracking down Ken Russell's *Dance of the Seven Veils* gave the event its USP this year. It provided the platform for a marketing campaign that resulted in a feature on Radio 4's *The Film Programme*, the National Press and a long piece on BBC Look North. Mention must also be made here for Stephen Brown's incredible output on social media – the marketing effort involved in bringing people to the Festival should not be under-estimated.

Otherwise the film programme was very strong, with *Parasite* and *Portrait of a Lady on Fire* being prominent and *The Personal History of David Copperfield* winning the audience award. The powerful *For Sama* was voted the best documentary.

At the time of writing it is not known whether the 2021 Festival can go ahead or what format it might take.

Ian Payne

Festival Director

September 2020