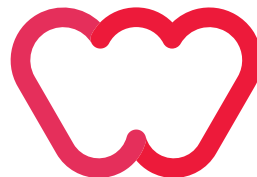




WaveLength x Netflix
Virtual Film Club
Partnership



NETFLIX

WaveLength
Fighting loneliness

INTRO...

WaveLength help people who have become lonely through lots of different circumstances. Some of these include: age; the death of a loved one; poor physical or mental health; disability; homelessness; domestic abuse; becoming a refugee or moving away from friends and family.

Research estimates that over 9 million in the UK are lonely at any given time. Our research with the University of York shows for those who are isolated, technology offers a valuable and life-changing window into the world, breaking the silence which, many lonely people live with on a daily basis. We jumped at the opportunity to bring our beneficiaries from all locations across the UK together on zoom!

With the help of Organic Publicity, we recently teamed up with Netflix. They provided us 100 with tablets and 100 Netflix subscription codes for our beneficiaries to join in a monthly film club to reduce loneliness and social isolation. The Netflix x WaveLength film club launched in January 2021, with the aim of bringing people from all paths of life together to discuss films in a social environment.

NETFLIX



“ It’s been great working with and getting to know the team at Wavelength, from our first meeting it was clear that the beneficiaries’ interests are truly at the heart of everything the charity does and to be a part of that has been an honour. The aim of the Netflix x Wavelength film club was to try and help people forge connections they may otherwise not have made, so we’re thrilled to hear that the beneficiaries have enjoyed the sessions and found them worthwhile. Our hope is that film and the power of the medium can continue to positively impact their lives, and that the film club will inspire them to continue discussing films with connections both new and old. ”

Will Taylor, Organic Publicity

We are so thankful that this film club was hosted by the fantastic Ali Plumb, BBC's Radio 1 film critic. "Film has always been a passion of mine, not only for the escapism and entertainment it provides, but also for the joy I feel when sharing films and stories with others, both on the radio and at home." Each month Ali suggested a new film for our beneficiaries to watch and discuss which varied in genres, themes and setting. Ali also ensured all films were varied and included different cultures, languages and backgrounds so that every member of the film club felt involved!



The films we reviewed were:

- The Midnight Sky
- The Truman Show
- The Peanut Butter Falcon
- The White Tiger
- ROCKS
- Ma Rainey's Black Bottom



“ It was an honour and a joy to work with Wavelength on their film club, getting to dig into great films with some truly excellent human beings. Aside from anything else, any opportunity to watch something as good as, say, The Peanut Butter Falcon, Rocks or Ma Rainey's Black Bottom, is something worth shouting about. I certainly learnt plenty from the group and I hope - fingers crossed - they may have learnt a couple of things from me too! ”

Ali Plumb, BBC Radio 1 Film Critic



Feedback

We received a great turn out for these sessions and some members attending all 6! Beneficiaries included individuals and also individuals linked to an organisation. We would like to share some of the lovely feedback we received from our members which proves that the initiative was successful at bringing people together and reducing loneliness and social isolation.

“ Thank you for letting me be part of this film club. Having Netflix has helped with my loneliness and mental health. It's a good way to keep busy. It was nice to hear and talk about the films what we thought. This film club is really good way to connect with people again and build confidence after suffering from depression for long time. ”

Juthsna, film club member

“ It's made me feel involved with a group and feel valued. ”

Cypress Avenue Group

“ Ali plumb is really good at making sure no one speaks over each other and I've found it really useful and insightful. Normally it's crazy for me talking in front of strangers but I have been so comfortable talking at the film club sessions. ”

Nicole, Cypress Avenue

“ Our group were hesitant initially because they didn't know who was going to be there, what sort of questions they are going to ask. A couple of our members were very vocal and interactive and really enjoyed the sessions. This is now something we are thinking to adapt and carry on doing! Ali plumb was a good presenter he made it very interesting. There's no right or wrong answer it was just about discussing what you thought about that film. ”

Ananda 9 Group Lead

Thank you to all the individuals and groups that got involved with the film club and also to Ali Plumb, Organic Publicity and Netflix UK for making this initiative possible for our beneficiaries.

If you would like to work in partnership with WaveLength please get in touch with us at press@wavelength.org.uk – we are keen to hear any ideas!

To make a donation, visit www.justgiving.com/wavel
For further information on WaveLength visit wavelength.org.uk