Pictureville seeks Bradford business to help double free cinema tickets for local communities this Christmas

The National Science and Media Museum is calling on Bradford businesses to support *Pictureville Presents* this Christmas, to double the number of free cinema tickets available to community groups across the district.

Pictureville Presents was launched during Bradford 2025 UK City of Culture to help people enjoy a trip to the cinema who might otherwise face barriers to taking part, including cost, social isolation, mental health challenges or a lack of confidence in visiting public and cultural spaces.

Last Christmas, the initiative distributed **555 free tickets through 21 community organisations**, reaching people across Bradford through organisations including MIND, Horton Housing, Age UK Bradford, BD4 Community Trust, WomenZone, Connecting Roma and Shipley Older People's Group.

The museum now wants to bring the scheme back on a bigger scale for Christmas 2026 and is looking for a local business to help make that possible.

A **£5,000 sponsorship would double the number of free tickets available**, giving hundreds more people across Bradford the chance to enjoy a Christmas cinema visit at Pictureville.

One community partner said:

"Getting out for the day, being treated with respect, having fun and getting over fear of public spaces with strangers, they loved it. The staff were fantastic and made everyone feel really welcome."

Another group leader said:

"For many of our service users, a cinema trip is a real treat and not something they would usually be able to afford. Being able to enjoy it together, especially during the festive period, meant so much to them and created some memories."

Sally Folkard, Head of Screen and Cultural Engagement at the National Science and Media Museum, said:

“Pictureville Presents showed us that the value of a cinema visit can go far beyond the ticket itself.

“For some people, it was a rare treat they would not normally be able to afford. For others, it meant getting out of the house, spending time with other people, building confidence or simply feeling welcome somewhere new.

“We want to bring the scheme back this Christmas and open Pictureville’s doors twice as wide, but we need a Bradford business to help us do it.

“A £5,000 contribution would have a very clear and immediate impact. It would allow us to double the number of free tickets available and give hundreds more people across the district the chance to enjoy the cinema together.”

Businesses interested in supporting Pictureville Presents are invited to contact cinemaevents@scienceandmediamuseum.org.uk

Community groups, charities and youth organisations across Bradford district can register interest in receiving tickets by emailing cinemaevents@scienceandmediamuseum.org.uk - further booking details will be shared with organisations once registrations open.

ENDS

For more information, please contact Alice Browne, Senior Press Officer at alice.browne@scienceandmediamuseum.org.uk

Notes to editors

About Pictureville Presents

Pictureville Presents is an access initiative from the National Science and Media Museum designed to help remove financial, social and confidence barriers to cinema-going.

In 2025, the scheme distributed 555 free tickets through 21 community organisations across Bradford district.

About Pictureville

Pictureville is the three-screen cinema at the National Science and Media Museum in Bradford and includes Europe’s first IMAX screen and the only public Cinerama venue in the world.

About the National Science and Media Museum

The National Science and Media Museum in Bradford explores the science and culture of image and sound technologies and their impact on our lives.

The museum draws on more than three million objects from the Science Museum Group collection and is home to interactive galleries, exhibitions, events and Pictureville Cinema.