



2025 Festival Impact Report

3rd Annual Montrose LandxSea Film Fest

12-14 September 2025





Scotland's Environmental Film
Festival at the Montrose Playhouse

12-14 Sept 2025

**MONTROSE
LANDXSEA
FILMFEST**

The 3rd Annual Montrose LandxSea Film Fest – Scotland's environmental film festival – took place from 12-14 September 2025 at the Montrose Playhouse Cinema & Arts Venue.

The Fest brought together filmmakers, environmentalists, artists, creatives, and audiences to explore a wide range of themes: climate migration, sustainable food practices, the protection of our oceans, illegal mining, indigenous rights, coastal erosion, language, and nature. The weekend was packed with thought-provoking discussions, inspiring films, and the vibrant spirit of community.

Inspired by *Sea Change*, Montrose's two-year embedded artist project, the programme showcased the creative responses of visual artists, musicians, poets, and performers to environmental breakdown, as they challenge the status quo and imagine different futures.

Festival at-a-glance

- Showcased **22** exceptional films from **14** countries over **3** days.
- Presented **2** World and **8** Scottish Premieres.
- Welcomed **30** filmmakers and guest speakers from around the globe.
- Attracted **1,058** attendees, with **30%** being new festivalgoers.
- Offered over **1/4** of events for free, and **52** free tickets for paid events through our Community Ticket Fund.
- **74%** audience members rated their festival experience as **Excellent**, and **19%** rated as **Very Good**.
- Achieved over **2.5** million media impressions.
- Partnered with **35+** regional, national, and international arts and environmental organisations.

Key Events and Milestones

2025 Programme Highlights



Photo: Graham Black

OPENING NIGHT: *Lost For Words* Scottish Premiere plus Q&A including director **Hannah Papacek Harper** .

CLOSING NIGHT: *Yanuni* Scottish Premiere plus Q&A with director **Richard Ladkani** and producer **Anita Ladkani**, winning the festival's **Audience Award**.

HAVANA-GLASGOW FILM FESTIVAL COLLABORATION showcasing Cuban environmental short films, including the world premiere of Cuban-Scottish production *The Magic of Mending* about Pitlochry Repair Cafe by **Daniesky Acosta**.

EXPANSIVE FILM PROGRAMME showcased standout Scottish premieres, including *Lowland Kids*, *Tracing Light*, *North Sea Nature Untamed*, and *Future Council*, each offering unique perspectives on environmental challenges.

GREEN CONNECTIONS: Every screening featured a host and guest speakers, with many sessions including activities and action opportunities through our many Community Partners.

'IN CONVERSATION' EVENTS: Festivalgoers heard from and engaged with artists and creatives making an impact including best-selling artist/author **Amanda Thomson**, and hit TV show *The Rig*'s creator **David Macpherson**.

SCHOOLS PROGRAMME: Engaging local school pupils through screenings and post-film discussions tying global themes to local issues, including **Kelly Ann Dempsey**, Angus Council's Team Leader Environment & Climate Change, and **CC Currie**, young Scottish climate activist and star of *Future Council*.

NORTH LIGHT AWARD: Our annual juried cash prize celebrating the best of Scottish environmental storytelling.

SEA CHANGE COMMUNITY WORKSHOP: Building on the success of our Springboard Assembly for Creative Climate Action in May 2025 with partners **Angus Climate Hub** and **Culture for Climate Scotland**, and continuing our support of Montrose's *Sea Change* embedded artist initiative.

BEACH DOOK: 60+ participants braved our invigorating North Sea swim at Montrose Beach!

Explore the full 2025 Programme [here](#).

Making Waves

MAGGIE CHAPMAN MSP FOR NORTH EAST SCOTLAND

“SCOTTISH PARLIAMENT MOTION that the Parliament congratulates the organisers of Montrose LandxSea Film Festival on its annual festival held at Montrose Playhouse; notes that the programme for the festival’s third year - which will take place between 12-14 September 2025, has been launched. Further notes that this year’s festival includes 22 new climate-focused films, over 30 inspiring speakers, and the opportunity for thought-provoking discussion.”

LandxSea has recently been awarded 2-year funding by Screen Scotland, part of Creative Scotland, delivering services and support with funding from the Scottish Government and the National Lottery and wishes LandxSea Film Festival every success with this festival and its ongoing activities.”



Photo: Graham Black



Photo: Emma Jamieson



Photo: Rachel Caplan

2025 Sponsors & Partners

A heartfelt thanks to our eco-savvy, movie-loving community for their generous support.



Interested in partnering with LandxSea?
Find more information [here](#).

More Than Movies. A Movement.



Photos: Graham Black, Emma Jamieson

LandxSea expands the traditional film festival experience by combining cinematic excellence with a commitment to social and environmental impact, creating a platform that inspires meaningful action and change.

1. Growing Audiences

Engaging local and global audiences with world-class environmental films that spark open dialogue on sustainability, challenges, and solutions.

2. Building Campaigns & Causes

Bringing audiences together with experts and organisations to explore actionable solutions for today's most pressing environmental issues.

3. Supporting Filmmakers

Empowering filmmakers to amplify their impact through opportunities for networking, industry connections, and direct engagement with audiences.

4. Inspiring Youth

Igniting a passion for environmental advocacy and storytelling in young changemakers, encouraging them to shape a more sustainable future.

1. Growing Audiences



Photos: Graham Black, Emma Jamieson

IMPACT GOAL: After attending LandxSea events, audiences are more aware of environmental stories and the filmmakers' work.

Our Progress

Since launching in September 2023, LandxSea has produced **69 environmental film events**, screened **84 films** and welcomed **86 guest filmmakers** and environmental experts for audience Q&As. These events have engaged over **5,800 Montrose and Angus residents**, building a strong connection with the local community.

At the 2025 Festival:

- **22 films** from **14 countries** were screened, with **64% directed by women**, reflecting our commitment to gender parity.
- **30 filmmakers** and special guests participated in engaging Q&A sessions.
- **Film topics** ranged from climate migration and sustainable food practices to illegal mining, coastal erosion, language, and nature.
- The launch of our **LandxSea Monthly programme** in May 2025 provides more opportunities for audiences to engage with films and filmmakers throughout the year.

Access & Inclusion



2025 Highlights

- **52 free tickets** provided through our Community Fund to young people, schools, community partners, and those facing financial barriers.
- **25% of festival events were free**, including the *Sea Change* Community Workshop, author talks, screen printing, and the Montrose Beach Swim.
- **100% of film screenings were subtitled.**
- **Live captioning introduced for the first time**, with all Q&As and 'in conversation' events captioned on screen.
- **Accessible programme materials** provided in multiple formats for the first time (HTML, tagged PDF, Word, plain text, EPUB) for screen readers and low-vision users, and text-to-audio added to our website.
- All events hosted at **Montrose Playhouse**, a fully accessible venue with step-free access, wheelchair spaces, hearing loops, Changing Places facilities, and free companion tickets.
- **Quiet spaces, clear signage, and trained staff and volunteers** supported a welcoming and inclusive festival environment.

We know accessibility is an ongoing journey, and we remain committed to listening, learning, and improving.

Growing Audiences

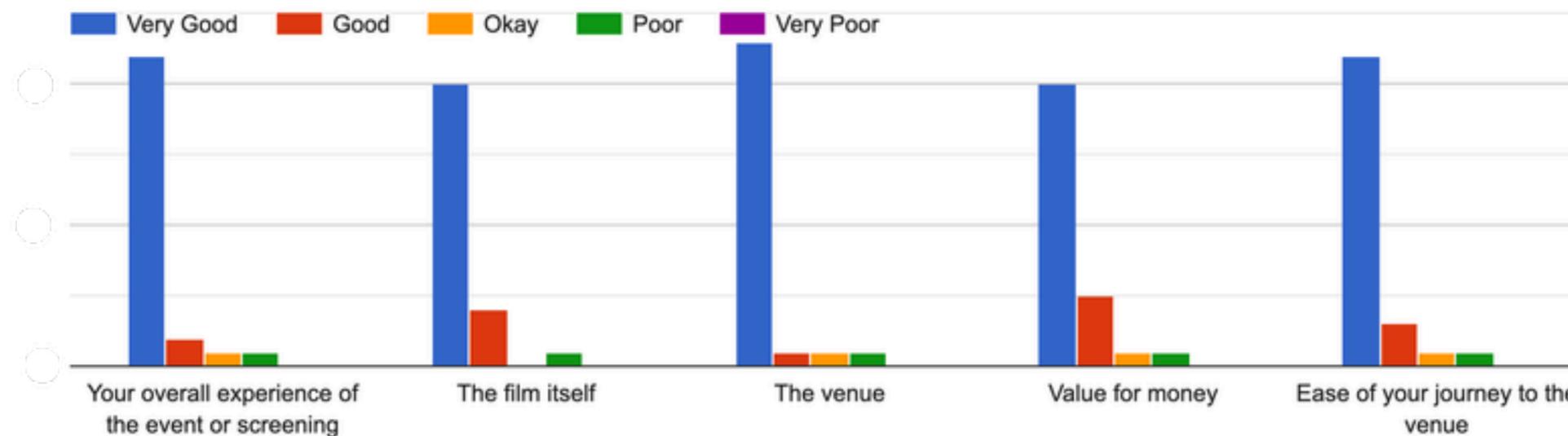
Audience Feedback

Insights from the 2025 Audience Survey:

- **74%** of audience members rated their Festival experience as **Excellent**, and **19%** rated as **Very Good**
- **85%** found the films 'extremely' or 'very relatable'.
- **82%** reported a positive impact on their wellbeing.
- **60%** were Montrose and Angus residents.
- **19%** visited the Montrose Playhouse for the first time.
- **93%** would recommend LandxSea to others.

A stellar Net Promoter Score (NPS) of **74** reflects the festival's widespread acclaim (+50 is considered 'excellent').

How would you rate the following?



Growing Audiences

What People Are Saying

Community, Venue, and Atmosphere

"Really enjoyed being part of this tremendous festival. Long may it continue and grow."

"I am for ever grateful that Montrose has such a wonderful venue because I don't have far to travel anymore to see and experience films that are relevant to me."

"I feel so happy Montrose Playhouse is nearby to my home because there are always films that I want to see / events to attend plus the comfortable seating, clean toilets and staff who are friendly and efficient."

Film Quality & Programming

"I loved the sessions from the team at Yanuni and North Sea"

"An excellent variety of films about our world. Some really enlightening moments."

"Honestly more than happy with your choices, the surprise element"

"I found it really interesting and I'm hoping to come along and see some of the films I missed. A truly great event."



Read more testimonials [here](#).

Growing Audiences

What People Are Saying

Engagement and Learning

Loved listening to David McPherson talking about the making of the rig. Impressed all of it made in Scotland too.

"Lowland Kids was great and it was fantastic to hear from the director".

"I particularly enjoyed the live performance of songs from the short film 'In The Flame We Reveal Ourselves'"

"I enjoyed the discussions with the directors of the films I watched. Their contribution is very valuable."



Personal Impact

"The dook was definitely a highlight for me as I hadn't braved the sea for over 10 years and I loved the whole and supportive and friendly atmosphere. And it was great fun!"

"Working in climate action may feel isolating.. this was a lovely antidote!"

Photo: Graham Black

Read more testimonials [here](#).

2. Building Campaigns & Causes



Photos: Rachel Caplan, Eve Mosher, Graham Black

IMPACT GOALS: After attending a LandxSea event, audiences are:

1. **More aware** of the environmental issues raised in the films and their connection to the Montrose and Angus region.
2. **Ready for action**, taking steps such as seeking more information, sharing the issues with others, and advocating for change.
3. **Engaging in new behaviours**, including sustainable lifestyle choices, increasing donations, or volunteering with the festival or community partners.

Our Progress

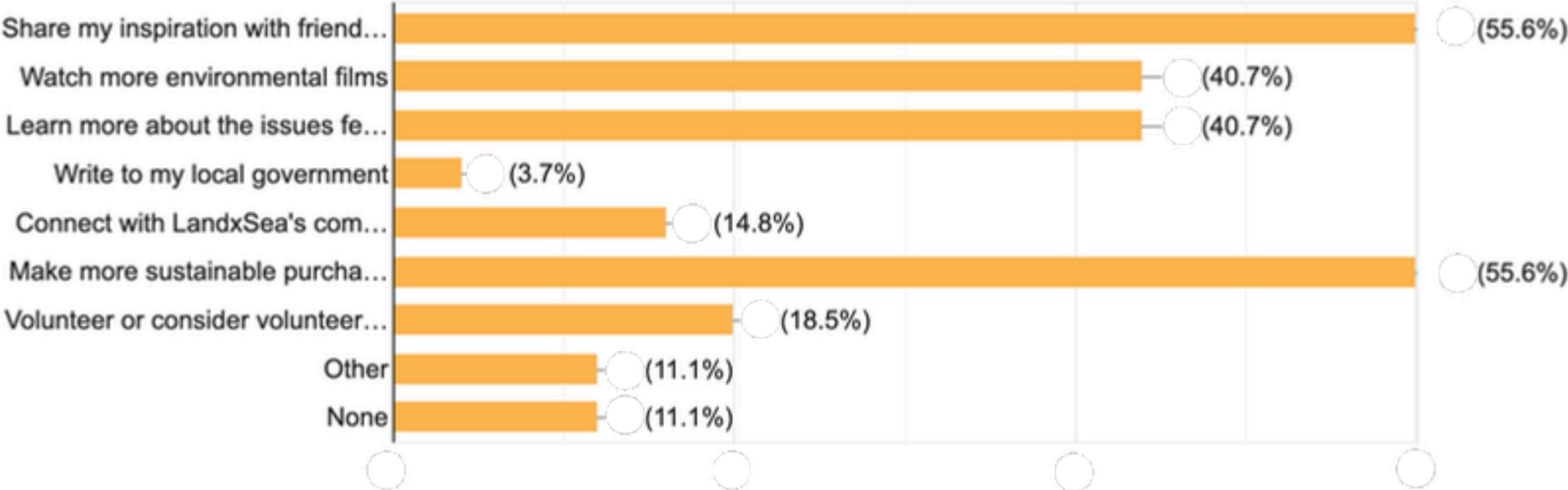
In 2025:

- **89%** of attendees reported feeling **inspired to take action** after attending a festival programme. Many committed to adopting sustainable practices, such as making eco-friendly purchases, engaging with community partners, or advocating through local government.
- Partnered with **35+ community organisations**.
- Provided **Take Action** resources at screenings, featuring local organisations offering attendees practical ways to support sustainability efforts.
- Audiences shared their intentions and commitments through initiatives like **Green Pledge** and **Green Speak Out**, amplifying the festival's impact.

Building Campaigns & Causes

Green Pledges

Has LandxSea inspired you to take action and make a difference? If so, please tell us how?



Building Campaigns & Causes In Our Community



Photos: Rachel Caplan
Montrose Coastal Rowing

Community Partnerships

At every event, we strive to bridge the powerful personal stories and ideas shared in our films with local environmental context and actionable change.

Our success is rooted in collaboration with leading environmental, arts, and community organisations across the region, as well as local businesses. These **Community Partners** bring invaluable expertise and provide audiences with opportunities to make lasting environmental impact.

This year, visitors connected with campaigns and initiatives from over **35 local partners**, including **ProMo CIC, Culture for Climate Scotland, Angus Climate Hub, Scottish WildlifeTrust–Montrose Basin Visitor Centre, Ink & Quill Independent Book Shop, and Angus Council Waste Management.**

Learn more about our Community Partners [here](#).



Building Campaigns & Causes In Our Community



Photos: Eve Mosher, Rachel Caplan

Community-Led Initiatives

Sea Change Climate & Creativity workshop

Embedded artist **Eve Mosher** led this hands-on workshop to respond with proactive and positive solutions to local climate issues. Part of the 2-year **Sea Change** project placing climate action and creative practice at the heart of community life in Montrose

Beach Dook

An invigorating North Sea Swim with the Montrose Polar Bears, joined by festival guests, eco-leaders, and enthusiasts, celebrating the community spirit of the festival.

3. Supporting Filmmakers



Photos: Graham Black

IMPACT GOAL: After participating in a LandxSea event, filmmakers are more connected to Montrose and Angus audiences, as well as local and global and partners.

Our Progress

Since September 2023, LandxSea has supported **78 filmmakers** from around the globe, showcasing their work in Montrose and providing opportunities to connect with audiences, media, and environmental organisations. The feedback from participating filmmakers has been overwhelmingly positive, reflecting the festival’s impact on their work and reach.

At the 2025 Festival:

- Showcased **2 World Premieres**, and **8 Scottish Premieres**, presenting bold new stories to national audiences.
- Awarded our 2nd **North Light Award**, a juried prize of £500 celebrating Scottish environmental storytelling.
- Showcased **The Enchanted Cinema** at LandxSea for their Scottish debut, increasing our family-friendly activity offering.
- Honoured audience favourites with the **Audience Award**, showcasing the festival’s connection with its viewers.

Supporting Filmmakers 2025 Award Winners



Lost For Words
directed by Hannah Papacek Harper



Yanuni
directed by Richard Ladkani

The North Light Award is generously sponsored by Lisa Kentgen.

Supporting Filmmakers Filmmaker & Guest Reactions



Photos: Graham Black, Rachel Caplan

“This festival is a true gem—thank you to the incredible team for creating such a warm and inspiring experience. From the passionate audience to the stunning venue, every moment has been unforgettable. And as if Montrose wasn’t magical enough, last night the lighthouse shone beneath a full rainbow stretching across the sky. What an unforgettable experience.” - **Richard & Anita Ladkani, *Yanuni***

“Thank you LandxSea Jury and the audience who attended. It was our first opportunity to have a majority of Scotland dwellers in the room!” - **Hannah Papacek Harper, *Lost for Words***

“Feeling so inspired after being part of the Montrose LandxSea Film Festival. Amazing to see so many talented artists, visionary directors, and passionate community members come together. Festivals like this show how creativity and collaboration can spark learning, connection, and real change.” - **Daniesky Acosta, *The Magic of Mending***

“Your festival was inspiring and the organisation welcoming and immaculate.” - **Leslie Hills, *Tracing Light***

“it was such a revelation, loved the cinema, the atmosphere, the beach, the programming and the hospitality. Long may it continue!”
- **Sonja Henrici, *Tracing Light***

Supporting Filmmakers Filmmaker & Guest Reactions

Still buzzing from the LandxSea fest. Great films, brilliant people, and such a warm vibe! - **Mariana Duarte, *Headland***

"I had a great time last weekend at Scotland's Environmental Film Festival LandxSea which took place in Montrose's gorgeous movie theatre the Montrose Playhouse. I couldn't be happier screening my short *Headland* alongside thought-provoking films, meeting inspiring filmmaker, and having meaningful conversations with the audience. From the care they have for filmmakers to the great programme of films, and the welcoming and warm atmosphere, this festival is a real gem! I came back home to Edinburgh brimming with inspiration, new ideas, and new friends!" - **Mariana Duarte, *Headland***

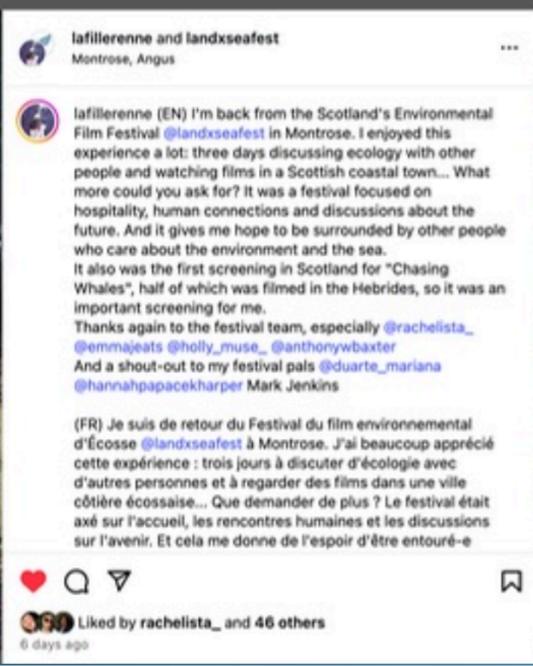
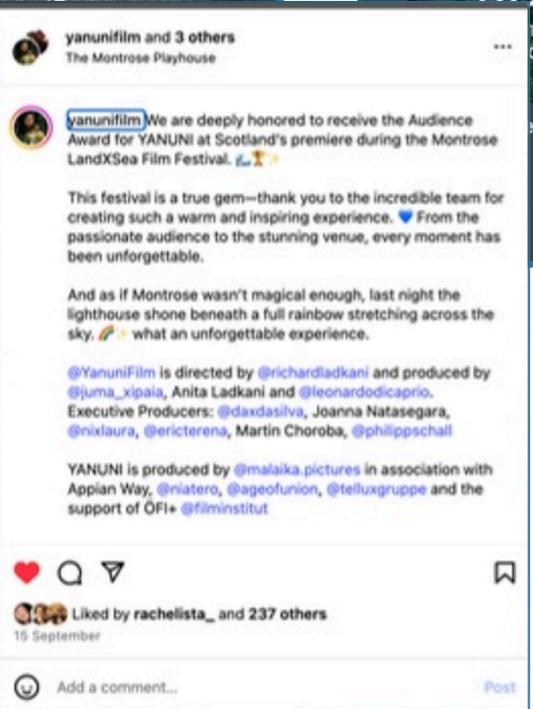
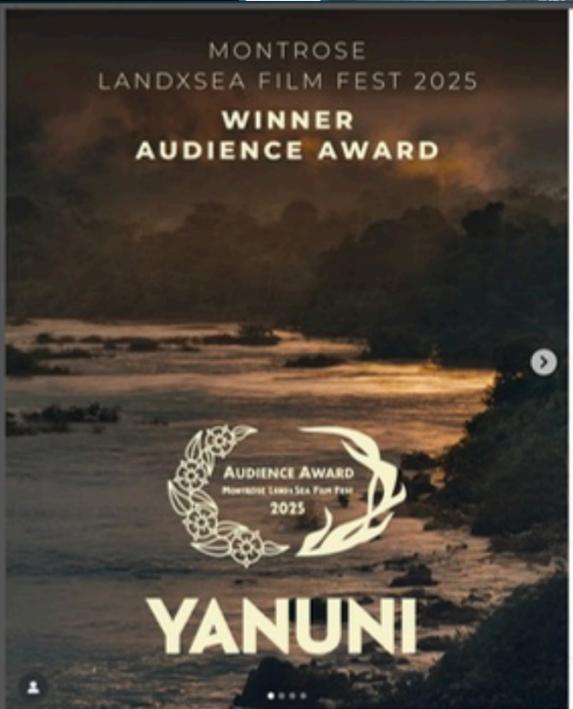
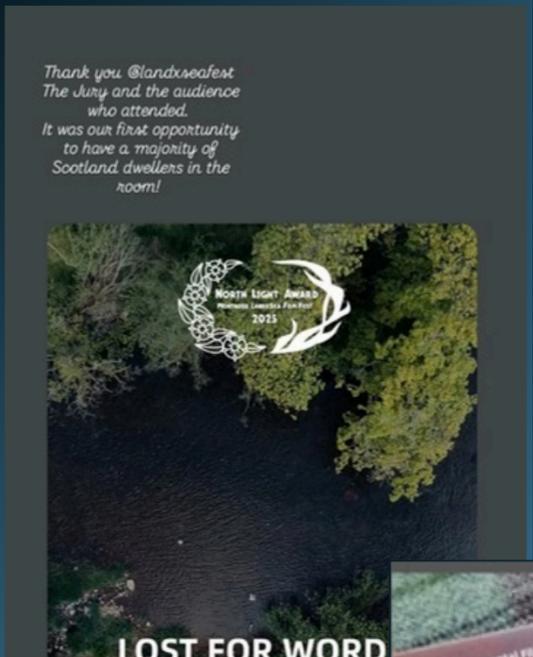
"I enjoyed this experience a lot: three days discussing ecology with other people and watching films in a Scottish coastal town... What more could you ask for? It was a festival focused on hospitality, human connections and discussions about the future. And it gives me hope to be surrounded by other people who care about the environment and the sea. It also was the first screening in Scotland for "Chasing Whales", half of which was filmed in the Hebrides, so it was an important screening for me. Thanks again to the festival team." - **La Fille Renne, *Chasing Whales***

"Montrose LandxSea Film Festival brought *North Sea Nature Untamed* to Scotland for the first time and gave us the chance to touch hearts here as well. The response to our film was truly moving: the audience was enthusiastic, engaged, and fully immersed in the underwater world right on their doorstep. So much enthusiasm, and positive energy made the journey more than worthwhile. It was an honour and a joy to be part of it." - **Peter van Rodijnen, *North Sea, Nature Untamed***

"It was a real honour and joy to screen our film *In the Flame We Reveal Ourselves* at the LandxSea Environmental Film Festival 2025. The quality of the screening was exceptional, and the warm audience reaction was lovely as Rick Anthony of *Afterlands* performed live, adding a lilting, magical dimension to the evening". - **Virginia Heath, *In the Flame We Reveal Ourselves***

"It was a pleasure and a privilege to be asked to speak at LandxSea. I was very well looked after by the team and got to see some brilliant, inspiring and challenging films across the weekend. The spirit of openness, community and joy in the festival shone throughout and I look forward to coming back again next year!" - **David Macpherson, *The Rig***

Supporting Filmmakers Filmmaker & Guest Reactions



4. Inspiring Youth



Photos: Emma Jamieson, Graham Black, Eve Mosher

IMPACT GOALS: After attending LandxSea events, young people are:

- 1. More aware** of the diverse world of cinema, including the films, filmmakers, and creative processes behind them.
- 2. More knowledgeable** about the environmental issues explored in the films, with a particular focus on their relevance to Montrose and Angus.
- 3. More connected** to their local community, including artists, audiences and partner organisations.
- 4. Inspired** to tell their own stories, using film as a medium for expression and change.

Our Progress

In 2025, we prioritised engaging young audiences by:

- Providing over **51 complimentary tickets** to youth under 18 across festival screenings, ensuring accessibility for all.
- Engaging **pupils from local primary schools and colleges** at our **Schools Programme**, featuring Scottish premieres of **Future Council** and **Lowland Kids**. Post-film discussions tied global themes to local issues, including **Kelly Ann Dempsey**, Angus Council's Team Leader Environment & Climate Change, and **Clemence 'CC' Currie**, Scottish youth activist and star of **Future Council**.
- Hosting the **Enchanted Cinema**, where family audiences created live sound effects and music to animated classics **Where the Wild Things Are** and **My Neighbour Totoro**, fostering an early appreciation for cinema sound.

Additional Impact Sustainability Metrics

At LandxSea, we are dedicated to reducing our environmental footprint across all festival operations by integrating sustainability in every aspect of the event.

- **Zero Waste Initiatives:** Prioritising reusable, recyclable, sustainable, or biodegradable materials at all events.
- **Local Sourcing:** Partnering with local businesses to minimise transport emissions.
- **Food & Drink:** Supporting local caterers, promoting plant-based options, and actively reducing food waste.
- **Conscious Travel:** Encouraging low- or zero-carbon travel for audiences, filmmakers, and guest speakers.

Sustainability in Action

In 2025, our approach to filmmaker and guest travel delivered measurable environmental benefits:

- Among 39 visiting filmmakers and guest speakers over the Festival and Monthly programmes, **58% traveled by train**, reducing emissions by over **1 tonne of CO₂e** compared with equivalent car travel. (Source: [ScotRail Carbon Calculator](#))
- Notably, **no UK mainland guests traveled by plane**, resulting in significant carbon savings. While flights accounted for **66% of total travel emissions**, these arose from a small number of unavoidable short and long-haul journeys.
- To further reduce emissions, far-flung guests from New York and Sydney participated in **virtual Q&A sessions**, avoiding the need for air travel.
- **Total Filmmaker & Guest Travel Emissions: 2.7 tonnes CO₂e across 17,956 miles travelled.** (Source: [Creative Climate Tools](#))
- This is equivalent to around **50%** of the average UK household's annual carbon footprint.

Audience Travel: Encouraging sustainable transport paid off, with **30% of attendees using active travel** (walking or cycling) and **22% relying on public transit**, primarily trains.

For more, visit our [Sustainability](#) page.

Marketing

ONLINE ENGAGEMENT - Facebook & Instagram during campaign period (July-September 2025)



- **136,124 Views**
 - +400% year on year
- **54,725 Reach**
 - +280% year on year
- **1,813 Content interactions**
 - +9% year on year
- **674 Link clicks**
 - + 550% year on year
- **37 hours total video watch time**
 - +2,000% year on year
- **43% of audience based in Montrose and immediate surrounding towns (+8%)**



- **54,659 Views**
 - +640% year on year
- **11,456 Reach**
 - +470% year on year
- **1,792 Content interactions**
 - +350% year on year
- **674 Link clicks**
 - + 550% year on year
- **11 hours 30 mins total video watch time**
 - +100% year on year
- **13% of audience based in Montrose and immediate surrounding towns (+12%)**

Total Paid Ads spend £300 to boost:

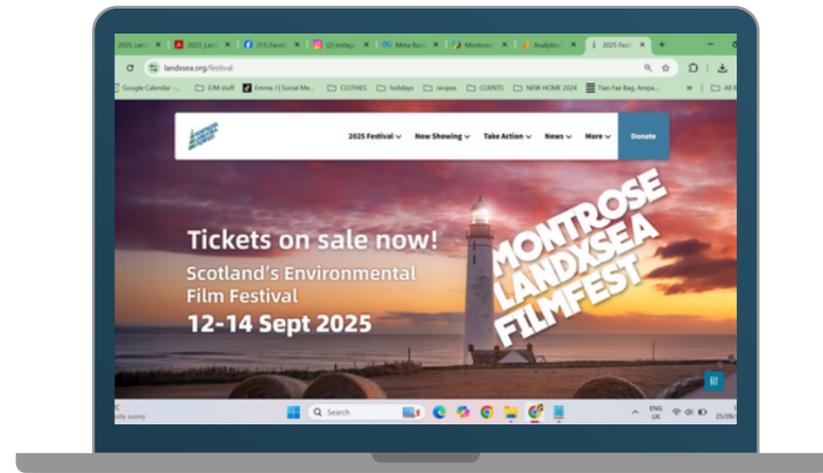
- festival trailer
- festival FB event
- festival announcement

Reaching a total of 50,520 people, 619 clicks to our booking page, and 73,372 views

Title	Results ¹¹	Views ¹¹	Reach ¹¹	Cost per result ¹¹	Amount spent ¹¹
 Promoting website: https://www.landxsea.org... Ad • Get more website visitors Created by Emma Jamieson	Boost again 392 Link clicks	31,097	15,829	£0.21 Per Link Click	£81.40 spent over 11 days
 Post: ***Our Official LandxSea Film Fest traile... Ad • Get more video views Created by Emma Jamieson	Boost again 4,574 ThruPlays	18,777	12,011	£0.02 Per ThruPlay	£85.20 spent over 11 days
 Event: Montrose LandxSea Film Festival 2025 Ad • Sell tickets Created by Emma Jamieson	Boost again 227 Link clicks	23,498	22,680	£0.31 Per Link Click	£70.58 spent over 8 days

Marketing

WEBSITE & NEWSLETTER during campaign period July-September 2025



Website:

- **1,297 visitors (+300% year on year)**
 - inc. **980 new users**
- **Direct search 42%**
 - indicating good brand salience (up by 300 searches YoY)
- **Organic search up from 22% to 30% YoY**
 - indicating an increase in brand visibility
- **Email referral up from 2% to 9% YoY**
 - increased effectiveness of email marketing
- **Social media referral up from 13%-19% YoY**
 - Paid Ads investment and consistent content strategy



Newsletter:

- **714 subscribers**
 - + 400 new subscribers YoY
- **12 email blasts sent to 3546 contacts**
 - (vs 11 emails to 1765 in 2024)
- **43% opening rate**
 - (up from 40% YoY)
- **10% average click through rate**
 - (slight dip YoY)

LandxSea Monthly



Photos: Rachel Caplan, Anthony Baxter

LandxSea Monthly - Powerful Films about People & Planet

Continuing the energy and mission of LandxSea Film Festival throughout the year is our regular curated series each month at Montrose Playhouse. Our 2025 season launched in May, showing 8 new films with 6 guest speakers for post-screening Q&As.

This year we shared stories of community-led renewable energy initiatives (***Power Station***), artists stories (***A Sudden Glimpse to Deeper Things*** and the 25th anniversary of ***Andy Goldsworthy: Rivers & Tides***), the challenges of living off the grid (***A New Kind of Wilderness***), the complexities of Scotland's historical commons and landownership (***Harvest***), and an uplifting tale of Scottish triumph over adversity via cycling (***Make it to Munich***), and championed local filmmaker Byron Pace's exploration of animal conservation in Africa (***Paid in Blood***)!

Rounding out the year in December was a big screen 4k restoration presentation of John Carpenter's 1982 classic, ***The Thing***, drawing new attendees for festive fun at the Playhouse and a difference perspective on climate anxiety.

Save the Date!

Scotland's Environmental Film Festival returns 11-13 September 2026



Montrose LandxSea Film Festival

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