

IFTUK Pride Media Evaluation

Evaluation July 2025



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Campaign Overview

Marking 10 years since the legalisation of same sex marriage in Ireland, Irish Film & TV UK (IFTUK) introduced it's first Pride Film Festival in 2025, supported by Screen Ireland. Hosted in partnership with the London Irish LGBT Network, the Century Club and Peccadillo Pictures, the event was well-attended at the exclusive Century Club in Shaftesbury Avenue over the course of two evenings (2 & 4 July). Here is a collection of media coverage.



NEWS

Irish Film and Television UK announced first Pride film festival



Marking 10 years since the legalisation of same sex marriage in Ireland, Irish Film & TV UK (IFTUK) will host its first Pride film festival.

Formerly known as Irish Film London, Irish Film & Television UK (IFTUK) showcases and celebrates the best of Irish film.

Hosted in partnership with the London LGBTQ Network, the Century Club and Peccadillo Pictures, the event is free to attend and will be held at the exclusive Century Club in Shaftesbury Avenue.

Carey Fitzgerald, Chair of IFTUK, said: "We are delighted that, with the support of Screen Ireland, we are able to hold our first Pride Film Festival. Partnering and collaborating with The Century Club, Peccadillo Pictures and the Irish LGBTQ Network has enabled us to extend our network and reach to as wide

an audience as possible. There is an awful lot of talent in Ireland and it's a pleasure to celebrate the work of queer Irish film-makers. We are looking forward to building on this for many years to come."

The festival programme includes Graham Cantwell's *Who We Love*, the story of best friends who navigate the troubled waters of school life and explore Dublin's vibrant and sometimes dark LGBTQ+ scene under the sharp eye of the reluctant mentor Oonagh. This will be followed by a Q&A with the director and Peccadillo Pictures Founder & Managing Director Tom Abell, hosted by Irish Actor, Broadcaster & Presenter, Derek Murphy.

Derek Murphy who will also present his specially curated mix of Queer Irish short films, Web-series & Music Videos designed to promote Queer Irish film-makers & talent.

Anika O'Hagan-Ploug's



award-winning *Colour Me Pink* is a tender stop-motion music video that captures the emotion and uncertainty of queer young love, set to the dreamy rhythms of K E L's indie-pop track.

Lisa Service's *Best Before* tells the story of a couple heading into their final round of IVF treatment, as the stresses of the unknown begin to put pressure on their idyllic farm life.

Blending ancient Indian myth with the Irish language, *An Talamh Faoi Gheasa - The Enchanted Land* is a visually rich short film exploring gender fluidity, transformation, and queer identity through the tale of King Sudymna and Ila, brought to life by Subhashini Goda and Pradeep Mahadeshwar.

JD Kelleher's *The Devil is in the Detail* is a vibrant pop music video and celebration of queer resilience, filmed across iconic London locations and bursting with



(FROM LEFT) the films of Derek Murphy, Tom Abell and Graham Cantwell will feature in the IFTUK pride film festival (MAIN) Drag artist Orla Nothin

colour, pride, and defiant joy.

Dave Moran's charming debut *Romance is Dad* is a playful queer comedy about two dads trying to rekindle the spark on a rare weekend away, until a bag mix-up leads to unexpected chaos and heartfelt laughs.

The festival will also include a set from drag queen Orla Nothin', best known as the first drag queen on *Say Yes To The Dress* and for her appearances in the 'E4' series *Queens of Clean* and *Iris Live* (Channel 4, Cardiff) and the BBC campaign for Pride in London (Dionne Edwards).

IFTUK will also be showing a collection of Irish language LGBTQ+ films from the IFTUK App.

IFTUK's Pride Festival runs 2-4 July. To book your tickets email julie@iftuk.com. For more information, go to iftuk.com.

Man robbed walking to his Finsbury Park home to be buried in

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The elderly Irish man who died after he was robbed walking to his Finsbury Park home in London will be buried in his native Kilkenny at the end of this month.

Eighty-seven-year-old John Mackey, who lived in London since the 1950s and was described as a "kind, gentle and charming man", was originally from Mellowes Park in Callan, Kilkenny.

Mr Mackey died in hospital on 10 May, two days after he was robbed on Goodchild Road in the Manor House area of Hackney just before 6pm.

He had been walking home from the shops. His bag, containing groceries and a newspaper, was stolen.

His funeral notice said Mr Mackey who "was in his 88th year and taken from his family in tragic circumstances" will be returning "home for a final time as he wished".

His body will repose at Molloy's Funeral Home in Callan on Wednesday 25 June from 5pm, concluding with Rosary and Vigil Prayers at 7pm.

Prayers will be on Thursday, 26 June at 10.15am, followed by removal to The Church of the

Assumption, Callan, for Requiem Mass at 11am.

Burial will be in Kilbride Cemetery, Callan.

Mr Mackey was predeceased by his brothers Paddy, Christy and Milo, his sisters Kitty, Mary and Ann, and his nephews Tony and Brian.

His death notice says: "Deeply regretted and sadly missed by his loving family, his brothers Tommy and Liam, his sisters Betty and Ellen. Much loved uncle of Steven, Pat, Mags, Adrian, Majella, Gareth, Michelle, Lisa, Katy, Gary, Noel, Trudy, Sheila, Dorothy, David, Alan, Lorraine, Breda, Kim, Sharon and

their families, his friend and brother-in-law Bill Noone.

"Remembered with love by his friends and neighbours in London. A kind, gentle and charming man. Brought home for a final time, to be buried here - as he wished."

Following his death, the Met Police's Detective Chief Inspector Mark Rogers, who is leading the investigation, said: "John was a proud Irishman and an innocent member of the public, and was walking back home after running errands when he was the victim of this tragic incident."

"His family told us he was one of 11 children. He was

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COMMUNITY

Rose of Tralee London Rose Shauna prepares for Rose Tour

By David Hennessy

London Rose Shauna Sammon, the 28-year-old teacher from Erriff in County Mayo, is making her final preparations before heading for the Rose Tour which will take the roses across Ireland.

Shauna plays GAA in London with Round Towers and teaches at St Andrew's Primary School in Streatham.

Looking ahead to Tralee, Shauna said: "It's

exciting. My family are so looking forward to it and it is another time for us all to get together."

"It's something I've always wanted to do."

"I've grown up watching the Rose of Tralee on TV so to think that I'll be one of those 32 Roses up on the stage next month is exciting."

"I don't know if I'll even believe it when I'm there, but it will be fun."

"I'm just looking forward to the whole

experience. Meeting the girls is going to be something very special."

"We start off in Meath and we do a little tour around Ireland before we reach Tralee on 15 August."

"When I arrive in Tralee and see all my family, it will be lovely."

"The party only starts then in Tralee."

"I was born in London. London has always had a special place in my heart."

"My parents spent a lot of time here. My aunts

spent a lot of time here and continue to do so, it's doing it for them also."

"There is a great Irish community in north London."

Earlier this month, Shauna hosted a Race Night at the Claddagh Ring in Hendon, raising £700 for the Southwark Irish Pensioners Project (SIPP).

Rose of Tralee international festival takes place 15-19 August.



London Rose Shauna Sammon with Joe O'Neill, MC for the charity night

Irish and proud IFTUK hosts its first Pride film festival on London's West End

By David Hennessy

Irish Film & TV UK (IFTUK) hosted its first Pride film festival, with the London Irish LGBTQ Network, at the Century Club in Shaftesbury Avenue in London's West End.

The festival started with a screening of Graham Cantwell's *Who We Love*, about best friends who navigate the troubled waters of school life and explore Dublin's LGBTQ+ scene.

The film depicts girls bullying girls and was followed by a Q&A with the film's director and producer Tom Abel with presenter Derek Murphy.

Graham Cantwell told *The Irish World*: "It's brilliant to be here with the film and see it move people and talk to them afterwards."

"It's a lovely experience when you sit in a room full of people and watch them watch something you've created and respond to it the way that people have responded to it here tonight, it makes it worthwhile."

"Making a film is a tough thing to do and experiences like this make it all worthwhile, knowing the film is doing what it's supposed to do."

"As a filmmaker you hope to connect with people and have them find meaning in the work, maybe change how they feel about something or make them feel a bit better about themselves."

"We are living in a world where people want to punish other people for who they love, for their beliefs or their thoughts, or just the way they look."

"Those of us who can say something about that, should. If you can do something, you've got to do it."

A film like *Who We Love* is important because it can connect a wide audience and you would hope somebody would see it and maybe feel differently to how they did before they saw the film."

"I've had so many parents talk to me after they've seen the film say, 'I felt a certain way and now I feel differently'. I'm hoping people might use the film to talk to the



see things from their perspective."

"This kind of bullying is not uncommon."

"It happens more than we would like it to happen and it's happening publicly."

The kids are filming it, putting it up online so if somebody's being bullied and humiliated, it often goes out into the public sphere where complete strangers can see their humiliation."

"That can compound the problems for young people."

"We wanted people to understand why the 'Violet' character behaves the way she does, and Venetia (Bowe) did such a good job humanising her."

"We hope if somebody is making life difficult for somebody else, this film might make them think twice about what they're doing."

Of the festival Graham said: "We need platforms."

"Irish films, queer films, any film that isn't a mainstream film, needs a platform to find an audience."

"Anything that gets a film in front of people and gets meaningful conversations started is something to be championed."

On the second day presenter Derek Murphy presented his selection of Queer Irish short films, and music videos

followed by a Q&A with film maker Cara Mahoney, musician JD Kelleher and director Anthony Jacob.

JD Kelleher's music video *The Devil is in the Detail* was among the selection screened. Derek Murphy told *The Irish World*: "We could not be happier with how it went."

"We have seen so many ridiculously talented filmmakers, artists, drag queens, musicians, DJs, the whole shebang, we've had it all."

"We have such a diverse array of talent in the queer Irish community and hopefully we gave that a bit of a platform and will continue to do it."

"There's so much talent out there."

"As a queer Irish community, we just want to help each other, represent each other and promote each other."

"We have come an enormous way. We still have further to go."

"It's important for us to be seen, to be out there, to show people we exist, we deserve to exist."

"We make beautiful art, beautiful music, beautiful theatre, beautiful film and we're here."

"This is our first year, hopefully we're going to see this festival develop and grow into the future."

Derek Murphy, Orla Nothin', Anthony Jacob at the Pride Film Festival, hosted by Irish Film & TV UK

Cara Mahoney wrote the produced the short film *Fish*.

She told *The Irish World*: "It's so nice when you hear people enjoying it."

"It's been a nice energy, people seem to be responding well."

The director Ian (Yarwood) asked me to write a queer story with joy, so *Fish* was born.

"I'm a bisexual woman so it made sense to write something of that ilk, and I wanted it to make it joyful and fun and exciting."

"Often bisexuality is seen as this transitory space where women are just experimenting before they go back to men and men are dipping their toe into coming out as homosexual."

"It's really important to demonstrate the bisexual narrative as something inherent to our community and should be told as so and enjoyed as so."

Cara has also written a short film called *Full Fat*, directed by Louisa Connolly Burnham who directed *Sister Wives*.

"*Full Fat* is a dark comedy about how straight women sometimes use their queer friends for experimentation. We're having a fundraiser for that on 31 July at Forno in Shoreditch."

"If you follow at @yoniproducts on Instagram, you can hear more."

Anthony Jacob said: "It's particularly important in our current climate where people's rights are being suppressed that we see representation on screen."

"No matter what background you're from, we all experience the same things, and some people forget that we're all human."

"We all deserve the same rights, and should lift each other up, not put each other down."

The festival concluded with a performance by drag queen Orla Nothin' (Orla Dooley), the first drag performer on *Say Yes to The Dress* and known for appearances in the E4 series *Queens of Clean*.

Orla told *The Irish World*: "These things are so important."

"We need to be seen celebrating queer film because the world is going to pot."

"Fifty-five per cent of people in the UK of the UK believe people should be able to come out as who they are."

"Seventy-nine per cent believe trans people's rights should be enshrined in law - I thought that was going to be a lot lower and I'm so happy that it's that high."

"It needs to get higher, though."

"There's always going to be someone that's racist, homophobic, whatever."

"We just need to make sure that they are in the minority, not the majority."

Ireland's Rory O'Neill aka 'Panti Bliss' led the last year's London St Patrick's Day festival.

Orla said of it: "I was in that parade as well. It was huge."

"We marched with the London Irish LGBTQ Network, and I was a bit upset that I wasn't the only drag queen in it, but we met Panti afterwards and they're so lovely."

"Being visible right at the front was wonderful. It's all about being safe, showing people we are here."

"We're not trying to take over the world, we just want what's rightfully ours, our rights enshrined."



IFTUK featured both online and in print in The Irish World. The online article describes the festival as a showcase of the best of Irish film.

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LIFESTYLE ENTERTAINMENT FILM

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By David Hennessy - 29/06/2025



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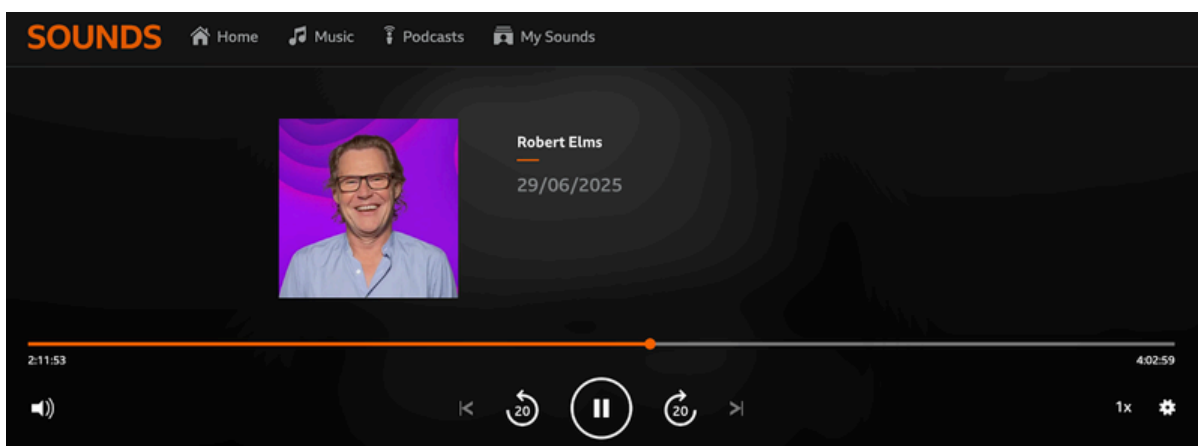
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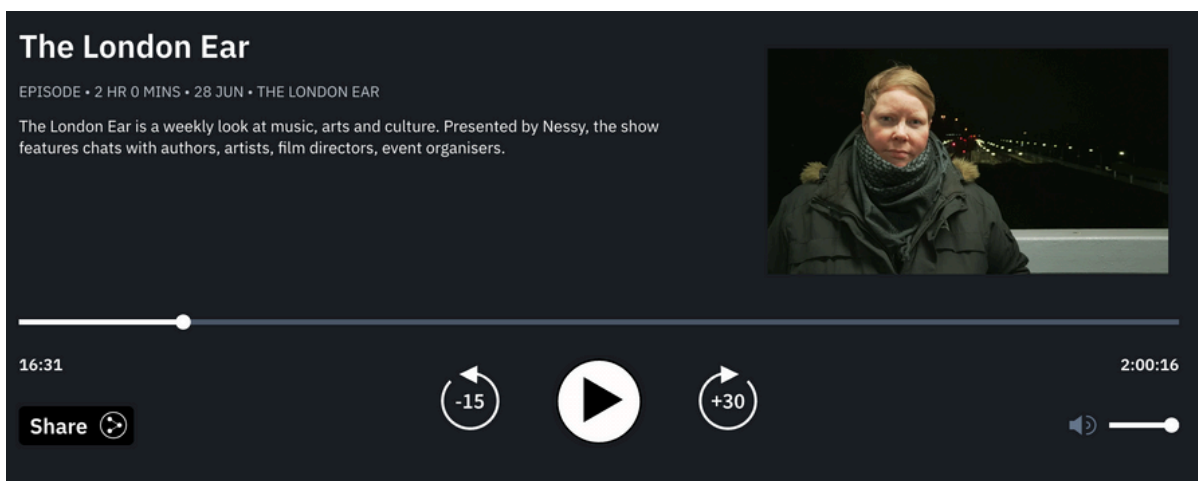
National & Regional Radio



Derek Murphy was interviewed by Robert Elms, one of BBC London's leading presenters for his prestigious Sunday Culture Hour slot ahead of the festival. Interview available on [BBC Sounds](#). - 29.06.25
[Time stamp: 2' 11"]



Derek Murphy was interviewed about the festival for The London Ear on [RTÉ 2XM](#) - 27.06.25
[Time stamp: 16 minutes]



Coverage was included in the newsletter for Portobello Radio's 'Bright Side of the Road' show.





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