

SAFFRON
SCREEN

GoingDIGITAL



ANNUAL REVIEW 2009

Our professional cinema boasts a full size screen, 200 seat auditorium, Dolby digital surround sound, refreshments and free parking. Saffron Screen shows a wide variety of films: blockbusters, foreign language, art house, kids', classics, and locally produced. In addition, we endeavour to use film to educate the community. And, we are the only cinema in Uttlesford.

2006–2009

557

different films shown

1,277

screenings

109,542

total audience

2009

167

different films shown

358

screenings

31,134

audience

87

average audience

SAFFRON SCREEN is your not-for-profit independent cinema
www.saffronscreen.com

We met our objectives for 2009 which were:

1 **Entertain and educate**

“The screen, picture quality, sound, seats, refreshments, staff – the whole experience – was stunning and very inspiring.”

Guest speakers were invited to introduce films and we welcomed directors, a film critic and author, screenwriters and subject specialists. The monthly hosted film discussions were well attended and lively.

A new event in 2009 was the 90 Second Film Competition. Fourteen films were entered by film makers of all ages. The films ranged from documentary to comedy, action and animation. All were of a very high quality. Prizes were awarded and all films were screened before feature films in Dec 2009, Jan and Feb 2010.



ABOVE: STAFF AND VOLUNTEERS, AND OUR 100,000TH CUSTOMER
BELOW: WINNERS OF THE 90 SECOND FILM COMPETITION



number of workshops. “The cinema has shown itself to be very innovative with the production of this festival”; “My daughter loved the workshop – only regret that it’s not on every week!”

3 **Prepare for digital projection**

To ensure its long-term survival, Saffron Screen is “Going Digital” – a transition which requires new technical and marketing skills. We prepared a full plan to purchase and install digital equipment at Saffron Screen and to raise the funds needed to achieve this. We are implementing these plans through 2010.

4 **Improve communication with our community**

We continue to provide what our current audience wants as well as reaching out to new audiences. Regular local press coverage and the distribution of fliers to community groups, schools and businesses allowed us to target appropriate audiences for certain films. In addition, our website continued to be updated weekly with all the latest information.

2 **Young People’s Film Festival**

In May 2009, we held our first Young People’s Film Festival. We screened 15 films over one weekend, hosted talks by directors and screen writers, and offered a





People of Saffron Screen

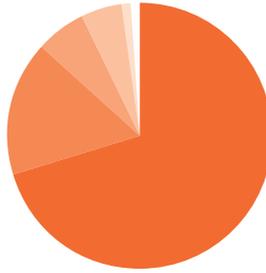
Saffron Screen is run by 106 volunteers and 18 part-time staff. An enormous amount of work was undertaken by the volunteers. We calculated that 5,892 volunteer hours were worked in 2009 which would have cost us £77,201, making it clear quite how much Saffron Screen owes all its volunteers to keep it running and financially viable.

Our community

We are committed to serving the whole community by providing a wide range of films at reasonable prices. In January 2009, we screened *Mamma Mia!* specifically for a group of learning disabled people. We also launched Cinema for Tinies and Silver Screen. With thanks to *Age Concern* and *Help the Aged*, Saffron Screen covered the transportation costs of local residential homes whose residents attended Silver Screenings.

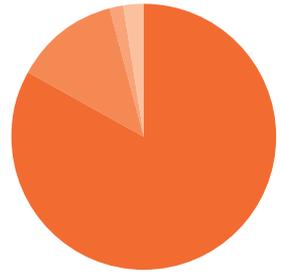
Financial information

As a registered charity, we keep our ticket prices low so that the cinema is accessible to all. Any profit is



Income £175,142

Screenings	£123,159
Refreshments	£28,783
Donations	£10,675
Advertising	£8,916
Education	£1,834
Other	£1,775



Expenditure £188,090

Screenings	£154,551
Refreshments	£23,962
Education	£2,877
Governance	£4,431

ploughed back into the cinema and setting up the organisation for long-term sustainability.

Saffron Screen's financial position is sound. In 2009, the total income was £175,142 and expenditure was £188,090. The deficit at the end of 2009 was planned and is the result of the Trustees' strategy of investing in a stronger future for the organisation. The cinema's free reserves (reserves less fixed assets and designated fund for future sustainability) are £38,374.

ABOVE: THE CINEMA
BELOW: YOUNG
PEOPLE'S FILM
FESTIVAL WORKSHOP
PARTICIPANT AND AN
AUDIENCE AT ONE
OF OUR FUNDRAISING
EVENTS



Objectives for 2010:

- Continue to provide an exciting and varied programme of films, special events and education activities
- Re-engage community support for Saffron Screen via the Going Digital campaign
- Fundraise £60,000 towards the purchase and installation of digital projection equipment
- Purchase and install digital projection equipment ready for the transition to digital in 2011
- Prepare a plan for bringing alternative content to Saffron Screen from May 2011
- Strengthen our marketing to and understanding of our audience and seek to expand our audience



DIGITAL PROJECTION EQUIPMENT

films from a 35mm projector. In the next few years, movie distributors will begin phasing out 35mm film and switch to digital distribution. Digital equipment will also allow us to show films in pristine condition and some films closer to their release date.

Finally, and most excitingly, digital equipment will give us access to Live Alternative Content such as ballet from Covent Garden, opera from the Met in New York, theatre from the National Theatre, international sporting events, music concerts, comedy and speaker series. Saffron Screen will stream live cultural events from around the world, thereby not only making cultural events cheaper, but also more accessible.

The planned introduction of digital projection equipment will also enhance the cinematic experience for hearing and visually impaired people, as well as for those for whom English is not their native language. Subtitles and audio description will be available with the new equipment.

Going Digital

Saffron Screen needs to raise £60,000 to purchase and install digital projection equipment. We are seeking funding from three sources: local businesses, individuals, and grants. You can support the campaign by becoming a seat sponsor, a Friend of Saffron Screen, or making a donation (and ticking the Gift Aid box, please). Donation cards and further information can be downloaded from our website www.saffronscreen.com.

Digital projection equipment is vital for the long-term future of Saffron Screen. Currently, we show

GET IN TOUCH

We would love to hear from you. You are welcome to complete feedback cards at the cinema or email any comments or questions to:

info@saffronscreen.com

www.saffronscreen.com