

# 2011 ANNUAL REVIEW



2011 was an exciting year for Saffron Screen as we installed and launched our digital projection equipment with a screening of *Black Swan* in March. The new equipment has made the process of projecting films easier and the quality better. It has kept Saffron Screen abreast of the current technology and has given us access to a broader range of films, sometimes at an earlier date.

The digital projector has also allowed Saffron Screen to offer 'Special Events', screenings of live and recorded ballet, opera and theatre productions, which have proved to be very popular. In 2011, 2,220 people attended the 13 performances of 11 different events (2 ballets, 3 operas, 5 plays and one art exhibition).

In September, we hired 3D equipment and glasses and staged a 3D festival, screening five 3D films over one weekend to 900 people, thereby offering the experience of 3D cinema to Saffron Walden for the first time.

Throughout 2011, Saffron Screen showed a broad range of films from Hollywood and mainstream films to foreign language and art house films, children's films, documentaries, classics and archive material. The most popular film of the year was *The King's Speech* which we screened 14 times to a total audience of 2,700 people.

## ATTENDANCE FIGURES

### 2011

**164** different films shown

**351** film screenings

**11** special event screenings

**34,648** total audience



### 2006 - 2011

**882** different events

**1,992** screenings

**171,428** total audience



Above: BIG Film Quiz night in October  
Below: Winners of Halloween costume competition



Paul Willmott, Amanda Lightstone and Rebecca del Tufo at Saffron Screen's launch of digital projection 11 March 2011.

Saffron Screen also aimed to enhance the cinema experience by offering guest speakers, hosted discussions and special events. In 2011, we once again hosted Gail Ford with her witty live piano accompaniment to a silent film. We also welcomed many guest speakers including director Tony Palmer, academic Dr Peter Clarkson, director and producer Jerry Rothwell and Al Morrow, director John La Bouchardière and producer Grant McKee.

## LOOKING AHEAD

The Board set the following objectives for 2012:

- To continue to provide an exciting and varied programme of films, special events and educational activities, including a Film Festival.
- To understand our audience better and to develop new audiences.
- To appoint a Cinema Director responsible for the day-to-day management of Saffron Screen.
- To review the structure, resources, policies and procedures of Saffron Screen to ensure it is placed on a robust footing for the future
- To market our ticketing system to other organisations in conjunction with other partners.

## Saffron Screen

Cinema:  
County High School  
Audley End Road  
Saffron Walden  
Essex CB11 4UH

Office:  
3 London Road  
Saffron Walden  
Essex CB11 4ED

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### 2011 Income

Screenings	166,671
Refreshments	32,762
Donations/ Grants	12,474
Sponsorship/ Advertising	11,916
Fundraising	2,923
Other	1,419
<b>Total</b>	<b>£228,165</b>

### 2011 Expenditure

Screenings	185,121
Refreshments	28,502
Development/ Governance	19,743
<b>Total</b>	<b>£233,366</b>

## OTHER CINEMA ACTIVITY

In 2011, Saffron Screen Trustees carried out a review of the governance structure. From this review came the decision to create the role of Cinema Director and Julie Kendall was appointed to this role on 1 January 2012.

Saffron Screen welcomes audiences from all backgrounds. We are committed to serving the whole community by providing a wide range of films at reasonable prices. Our new digital projector allows us to offer audio description for the visually impaired and subtitled films for the hard of hearing.

## GET IN TOUCH

We would love to hear from you. Please fill out a feedback card when you are next at the cinema, or email any comments or questions to:  
**info@saffronscreen.com**

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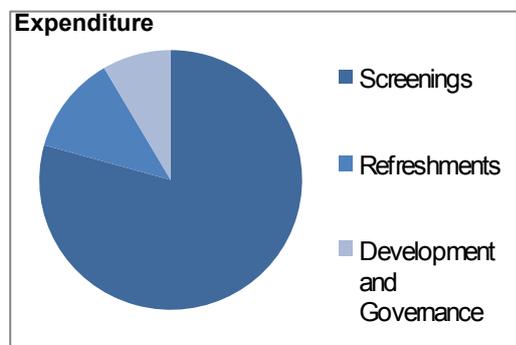
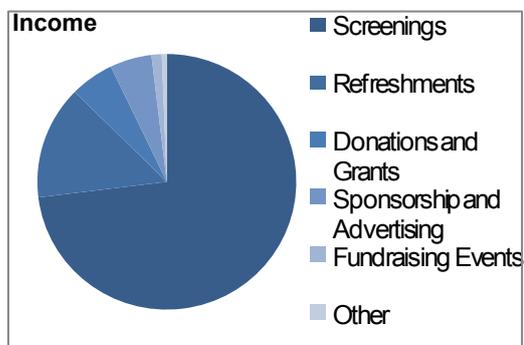
Saffron Screen Chair Rebecca del Tufo and Cinema Director Julie Kendall

## THE PEOPLE

Saffron Screen is run by 109 volunteers and 16 part-time staff. We estimate that 5,750 volunteer hours were worked in 2011 which would have cost at least £84,500 making it clear how much Saffron Screen owes to its volunteers to keep it both running and financially viable. Saffron Screen is also extremely grateful to the Saffron Walden Tourist Information Centre which provides a very valuable box office service to the cinema, and to the Saffron Walden County High School which allows us to use its premises.

## FINANCIAL INFORMATION

As a registered charity, Saffron Screen keeps its ticket and refreshments prices low so that the cinema is accessible to all. The cinema's financial position is sound. In 2011, the total income was £228,165 and expenditure was £233,366, leaving a net expenditure of £5,201. The cinema's free reserves (reserves less fixed assets and designated sustainability fund) were £42,267.



Saffron Screen is the trading name of Saffron Walden Community Cinema Ltd, a registered charity (no 1113259) and not-for-profit company which has been formed to run the cinema in Saffron Walden at Saffron Walden County High School. The financial information in this review has been taken from the Report and Financial Statements of Saffron Walden Community Cinema Limited for the period ended 31 December 2011. These statements have been subject to an Independent Examination. If you would like a copy of the full document or have any further questions, please email us at info@saffronscreen.com.