

# Saffron Screen Annual Review

## 2012

was a great year for Saffron Screen. We again screened a diverse range of films and events from Hollywood and mainstream films, to a wide range of foreign language and art house films, children's films, documentaries, classics and archive material and we also responded to audience interest by bringing back popular films so everyone has the opportunity to see them. The most popular film of the year was *The Best Exotic Marigold Hotel* which we showed 12 times to a total audience of 2,249 people.

In September we ran, in conjunction with the Cambridge Film Festival, a free open air screening on the Common of *Mamma Mia!* which was attended by over 2,800 people on a glorious evening. Thank you to everyone who made the night such a success!

And in May we organised a film festival, showcasing the best of world cinema and revealing the skills and effort that go into creating a film. We offered ten different workshops, ranging from model-making with Aardman animators to an introduction to filmmaking for teenagers, and ran a 90 second film competition.

## Looking ahead

The Board set the following objectives for 2013:

- To continue to provide an exciting and varied programme of films, special events and educational activities and to review the possibilities of reaching out to new and under-served audiences.
- To understand our audience better and to develop new audiences.
- To complete the review of 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.

## Other cinema activity

We welcomed locally born writer and director Ol Parker twice in 2012, with *The Best Exotic Marigold Hotel* for which he wrote the script, and with *Now Is Good* which he directed. We also hosted Q&As with director Simon Curtis (*My Week With Marilyn*) and Tony Hawks (*Playing the Moldovans at Tennis*).

We twice collaborated with the Words in Walden literary festival, welcoming director Grant Gee with *Patience (After Sebald)*, and for a very entertaining talk from critic Mark Kermode.

And we once again welcomed Gail Ford with her brilliant live piano accompaniment to a silent film, this year three Charlie Chaplin short films. We also collaborated with a number of local shops, restaurants and organisations for events themed around particular films.

In 2012, in collaboration with the developers of our box office system, we set up Saffron Ticket Systems Ltd in which we have a 25% share and are seeking to market our system to other local events and cinemas.

In November, three members of the Saffron Screen projection team were awarded Digital Projection Certification. They are the first projectionists in the UK to receive this accolade!

## 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 2012, the total income was £254,004 and expenditure was £275,974, leaving a net expenditure of £21,970. We used our reserves to fund this as part of our move to put the cinema on a sustainable long-term footing. The cinema's free reserves (reserves less fixed assets and designated sustainability fund) were £55,142.

If you would like to see a full copy of our Annual Report and Accounts for 2012, please contact us on [info@saffronscreen.com](mailto:info@saffronscreen.com) or 01799 500238.

## The people

Saffron Screen is run by 109 volunteers and 16 part-time staff. We estimate that over 5,550 volunteer hours were worked in 2012 which would have cost at least £80,000.

We extend our thanks to all the volunteers who continue to give their energy and enthusiasm to Saffron Screen. The cinema's success would not be possible without their dedication and time.

We continue to work, through our Cinema Director in 2012 and now our Business Manager, to put Saffron Screen on a robust and sustainable footing for the future.

Saffron Screen is extremely grateful to the Saffron Walden Tourist Information Centre which provides a very valuable box office service to the cinema, and to Saffron Walden County High School which allows us to use its premises.

We were deeply saddened by the death of one of our Trustee Directors, Stephen Jones, and will miss his wise counsel and support. We will be screening a film in his memory in August.

## 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](mailto:info@saffronscreen.com)



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**SAFFRON  
SCREEN**



# Saffron Screen Annual Review

2012

2006-2012

899

different events

2,360

screenings

204,209

total audience

2012

165

different films shown

368

screenings

21

special event screenings

36,618

total audience



Aardman animation workshop



Saffron Screen staff and volunteers



4,470

tubs of ice cream sold



3,850

tubs of popcorn sold

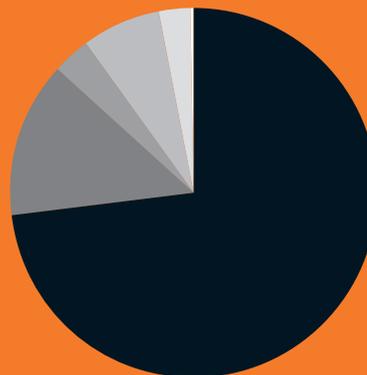
12

screenings of

*The Best Exotic Marigold Hotel*

2,249

total audience



**Income £254,004**

Screenings	£185,820
Refreshments	£34,632
Donations & Grants	£8,207
Sponsorship/Advertising	£17,692
Fundraising/Investments	£7,399
Other	£254



**Expenditure £275,974**

Screenings	£207,659
Refreshments	£32,466
Education	£6,147
Management & Governance	£29,702

109

volunteers

16

part-time staff

5,550

volunteer hours

£80,000

value of volunteer hours



**SAFFRON SCREEN**

