

The Board has set the following objectives for 2011:

- To continue to provide an exciting and varied programme of films, special events and education activities
- To keep ticket and refreshment prices at an accessible level
- To launch our digital projection equipment and to run the cinema using digital and 35mm equipment
- To launch 'special events' with live and pre-recorded screenings of opera, theatre, ballet and other events roughly once a month
- To market the cinema using a range of platforms, seeking to draw in a wider audience as well as encouraging our existing audience to come to the cinema more frequently
- To recruit an education and community liaison officer to bolster our education offering and to work with the community to match their needs to our provision
- To strengthen our governance and to move Saffron Screen to a sustainable and digital future



People of Saffron Screen

Saffron Screen is run by 108 volunteers and 15 part-time staff. An enormous amount of work was undertaken by the volunteers. We estimate that over 5,635 volunteer hours were volunteered in 2010 which would have cost us at least £81,000, making it clear how much Saffron Screen owes to its volunteers for keeping the cinema running and financially viable.

We are especially proud of our projectionists, who won BKSTS Projection Team of the Year 2010. The team of 7 volunteers, headed by Technical Manager Paul Willmott, was chosen ahead of all other UK cinemas to receive this prestigious award.



TOP
SAFFRON SCREEN
STAFF & VOLUNTEERS
ABOVE
PAUL WILLMOTT
COLLECTS THE
BKSTS PROJECTION
TEAM OF THE YEAR
2010 AWARD

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

www.design-mill.co.uk



ANNUAL REVIEW 2010

2010 was a busy and very successful year for Saffron Screen. We launched the 'Going Digital' fundraising campaign to raise the capital funds needed to purchase and install digital projection equipment.

The community of Saffron Walden gave their local cinema tremendous support and £67,000 was raised in ten months, despite the tough economic climate.

Throughout the year, the cinema continued to host a varied and exciting programme of films and events, while at the same time reviewing its structure to prepare it for a sustainable and successful future.

Plus, our projectionists won the BKSTS Projection Team of the Year.

2006-2010
718
different films shown
1,628
screenings
139,000
total audience

2010
161
different films shown
351
screenings
29,453
audience
84
average audience

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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 2010. 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 or write to Saffron Screen, 3 London Road, Saffron Walden, Essex, CB11 4ED.

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

Vision

Saffron Screen is an independent community cinema screening a wide range of films and special cultural events and seeking to entertain, educate, create a shared experience and improve the quality of life for everyone in Saffron Walden and the surrounding area.



ABOVE
BAR AT 'GOING DIGITAL' FUNDRAISING EVENT - APRIL 2010

RIGHT
'SEX & THE CITY 2' EVENT - JULY 2010



BELOW
AMANDA LIGHTSTONE & PAUL WILLMOTT
BOTTOM
SAFFRON SCREEN PROJECTIONISTS



'Going Digital' Campaign

Launched in February 2010, the fundraising campaign aimed to raise £60,000 for the purchase and installation of digital projection equipment. In fact, the campaign raised an incredible £67,000 and all but £5,000 of that amount was raised from the local community.

Through consistent media coverage, the campaign engaged the community with sell-out audiences attending our film-related fundraising events (eg. The Lovely Bones screening, Sex and the

City 2 night out, Film Quiz Night and cake stall), and local groups like the Firefighters, Rotary Club, Inner Wheel Club, Lions and Lionesses organising their own activities to raise money on our behalf.

By exceeding the total needed, Saffron Screen was also able to purchase Audio Description and subtitling facilities to enhance the cinematic experience for hearing- and visually-impaired people, as well as for those for whom English is not their native language.

The digital projection equipment and additional facilities were installed in February 2011.

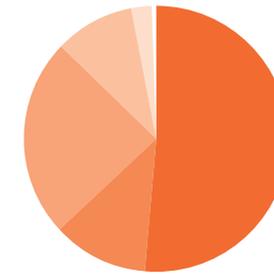
Other Cinema Achievements

During 2010 we offered a Shadow Puppet course which was very popular with children, hosted a concert by a local rock music school, staged pre-film games as part of National Family Week, participated in the Saffron Walden Arts Festival and the Saffron Walden Literary Festival, and hosted Q&As with directors (Tom Harper and Tony Palmer), academics (Ian Christie and Jan Faulk) and a comedian (Tony Hawks). We also hosted our first speaker-only session (Michael Winner) and continued our regular hosted film discussions.

We spent time in 2010 planning how to offer 'special events' such as opera, theatre and ballet, streamed live or pre-recorded, into our cinema. We liaised with distributors, carried out a survey of our audience about their interests, and began our plans to launch the special events in May 2011.

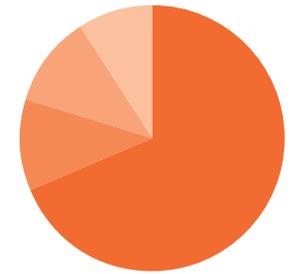
Our community

We aim to make our cinema accessible to all. In 2010, we continued to offer free tickets to carers and schedule regular 'Cinema for Tinies' screenings, providing cheaper tickets for families with young children. We also showed films for adults during daylight hours providing access for customers who are unable or prefer not to go out at night.



Income £232,614

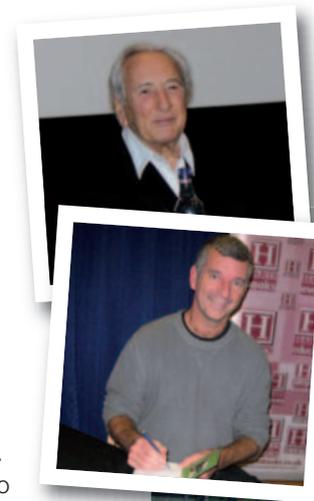
Screenings	£119,901
Refreshments	£27,245
Donations & Grants	£56,107
Sponsorship/Advertising	£22,431
Fundraising Events	£5,924
Other	£1,066



Expenditure £203,474

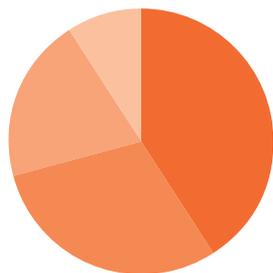
Screenings	£139,868
Refreshments	£22,867
Depreciation	£22,824
Development & Governance	£18,095

BELOW
MICHAEL WINNER
TONY HAWKS
'SEX & THE CITY 2' NIGHT OUT



Financial information

As a registered charity, we keep our ticket and refreshment prices low so that the cinema is accessible to all. Any profit is ploughed back into the cinema and setting up the organisation for long-term sustainability. Saffron Screen's financial position is sound. In 2010, the total income was £232,614 and expenditure was £203,474, leaving a net income of £29,140. The cinema's free reserves (reserves less fixed assets and fund designated for sustainable and digital future) were £29,122.



Fundraising 'Going Digital' Total £67,000

Individual Donations	£27,500
Grants	£20,000
Local Businesses	£13,500
Events	£6,000