

Saffron Screen Annual Review

2013

was another busy year for Saffron Screen. We again screened a diverse range of films and events including mainstream, foreign language and art house films, documentaries, classics and films for children and teenagers. We also brought back popular films to give everyone a chance to see them. The most popular film of the year was *Les Miserables* which we showed 11 times to a total audience of 1,579 people (including one sing-along screening!).

In May & June we ran a British film season which included some home-grown gems and Q&As with directors and actors including Eran Creevy and Ben Crowe. In September & October we ran a music film season, curated by Mark Starte and Rachel Thomas from the Saffron Walden Tourist Information Centre, with a host of brilliant films, a Q&A and live music.

We continued our tradition of fascinating and exciting Q&As with visits from Nick Frost (*The World's End*) and Jane Horrocks and Dexter Fletcher (*Sunshine on Leith*) as well as many others, just as interesting if slightly less starry, including Stephen Hook (*The Moo Man*) and samples of raw milk! 2013 began and ended with Gail Ford and her superb live piano accompaniment to silent film, each time a selection of Buster Keaton short films.

There was a 3D weekend in July screening 3 different films in 3D, a collaboration with the Maze Festival for a screening of *The Shining*, more model-making workshops with Aardman Animations and film-making courses for young people.

Our projection team was praised in Mark Kermode's latest book, *Hatchet Job* – you can even hear Mark Kermode mention 'Saffron Screen in Saffron Walden' on the audio version!

Our audience

We carried out an audience survey in autumn 2013 in which 95% (of nearly 1,000 respondents) were very or extremely satisfied with their overall experience of Saffron Screen. The feedback was overwhelmingly positive but we are not resting on our laurels and are examining the issues raised.

We have upgraded our website, launched a YouTube site, improved our regular email communications and boosted our social media activity, while maintaining our regular marketing activities.

With funding from Creative England (now the BFI), we have an Community Engagement Officer who is working to encourage young people into the cinema more regularly and also exploring the possibility of taking Saffron Screen out to other venues.

Financial information

As a registered charity, Saffron Screen keeps its ticket and refreshment prices as low as possible, barely covering our costs.

We also offer many concession prices so that the cinema is accessible to all. The cinema's financial position is sound. In 2013, the total income was £296,331 and expenditure was £302,658, leaving a net expenditure of £6,327. 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 £60,342.

If you would like to see a full copy of our annual Report and Accounts for 2013, please contact us on info@saffronscreen.com or 01799 500238.

The people

The cinema is run by 115 volunteers and 18 part-time staff. We estimate that over 4,500 volunteer hours were worked in 2013 which would have cost at least £50,000. 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.

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 for allowing us to use their premises. We have enjoyed beginning to work with Saffron Hall and look forward to collaborations in the future.

Looking ahead

The Board set the following objectives for 2014:

- To continue to provide an exciting and varied programme of films, special events and educational activities.
- To seek to reach out to new and under-served audiences and to develop our existing audience.
- To ensure that all policies, procedures and documentation are up to date.
- To continue to improve communication within the organisation including staff and volunteers.
- To review the long term future of and opportunities for the development of Saffron Screen.
- To generate free cash flow of £10,000 per annum.

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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2013

2006-2013

1,080

different events

2,739

screenings

246,076

total audience

2013

155

different films shown

341

screenings

38

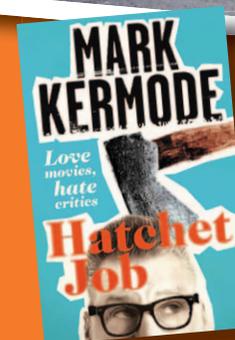
special event screenings

35,816

total audience

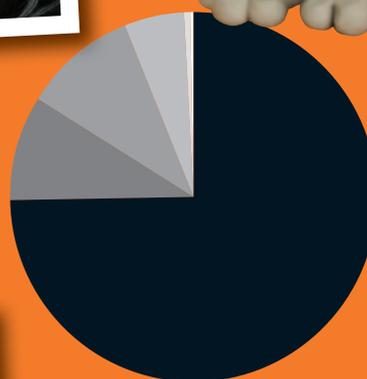
95%

in an audience survey were very or extremely satisfied with their overall experience of Saffron Screen.



Our projection team was praised in Mark Kermode's latest book.

Aardman animation workshop



Income £296,331

Screenings	£214,076
Refreshments	£36,231
Donations & Grants	£28,986
Sponsorship/Advertising	£14,958
Fundraising/Investments	£1,540
Other	£540

Expenditure £302,658

Screenings	£249,115
Refreshments	£38,580
Education	£645
Management & Governance	£14,318



11

screenings of
Les Miserables

1,579

total audience



2013

115

volunteers

18

part-time staff

4,500

volunteer hours

£50,000

value of volunteer hours



**SAFFRON
SCREEN**

