

# Saffron Screen Annual Review

## 2014

was incredibly busy at Saffron Screen with 39,222 people (the highest number ever) enjoying 211 different films or Special Events across 413 different screenings. We continued to screen a broad range of films and events including mainstream, foreign language, art-house, and children's films, documentaries and classics as well as many Special Events including opera, ballet, theatre, art exhibitions and shows.

We started 2014 with a very successful 3D weekend, when we screened *Frozen*, *Gravity* and *Dial M for Murder* to big audiences. In the summer we ran a cycling film weekend, screening documentaries, dramas and kids' films to celebrate the thrill of the Tour de France coming through Saffron Walden. This coincided with the Saffron Walden Carnival and we had a very successful free screening of *E.T. The Extra-Terrestrial* in the Carnival marquee on the Common, in conjunction with the Cambridge Film Trust and the Saffron Walden Round Table, as well as participating in the carnival procession around town.

## OTHER CINEMA ACTIVITY

Various guests visited Saffron Screen for fascinating Q&As. We were part of the preview week of *Plot for Peace*, hosting the director and the film's subject, Jean-Yves Ollivier, in an intriguing explanation of the work he did behind the scenes to bring South Africa's apartheid regime to an end. Other guests included writer Rebecca Lenkiewicz for a wonderfully popular screening of *Ida*, which subsequently won the Oscar for the Best Foreign Language film; actor Vicky McClure with *Svengali*; animator Em Cooper with *Kiss the Water*; and actor Yasmin Mwanza and producer Kate Cook with *Leave To Remain*. In February we hosted a discussion with the documentary *Project Wild Thing* about encouraging children to enjoy nature, in collaboration with the National Trust. There was also a Bollywood night and a Cinema of Childhood season.

Celebrating music and cinema, we welcomed singer-songwriters before *Inside Llewyn Davis* and DJs Spoilt Broth before and

after *Northern Soul*, as well as running four sold-out sing-along screenings of *Frozen*, kindly sponsored by Croucher Needham. In collaboration with Hyperfusion Theatre Company we offered our first *Shh! At the Movies* – an immersive experience mixing theatre and film, which we hope to run again in 2016.

## AUDIENCE DEVELOPMENT

Various education events were held in 2014 including animation and storyboard workshops for young people, a science fiction film course for adults, and drop-in workshops before various films for children. We also worked with SWCHS to offer a film-making project to Year 9 students from SWCHS and the Alec Hunter Academy in Braintree.

We carried out surveys both of our audience and of people who don't come to our cinema, or only come very rarely. We reviewed the results of both these surveys and use them to assist our audience development and strategic marketing planning.

Our Community Engagement officer set up 'Pop-up Saffron Screen' (which launched in 2015), showing films in different venues to take Saffron Screen out into the community. We also set up a loyalty card system for young people to offer incentives for them to enjoy our cinema.

We hosted a week-long visit from a cinema manager from Folkets Bio, Umeå, Sweden, and shared our experiences with her, while also gaining valuable insights about independent cinema in Sweden.

## LOOKING AHEAD

The Board set the following objectives for 2015:

- 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, in particular with a successful launch of Pop-up Saffron Screen.
- To generate core income of £184,000 and generate free cash flow of £10,000 per annum to maintain self-sufficiency.
- To continue good corporate governance by ensuring that all policies, procedures and documentation are up to date.

## 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 2014 the total income was £323,990 and expenditure £335,761. Excluding restricted grant transactions the cinema recorded its first surplus, so important in achieving long term sustainability, of £8,663. The cinema's free reserves (reserves less fixed assets and designated sustainability fund) were £79,758.

If you would like to see a full copy of our annual Report and Accounts for 2014, please call 01799 500238 or email [info@saffronscreen.com](mailto:info@saffronscreen.com)

## THE PEOPLE

Saffron Screen is run by 90 volunteers and 17 part time staff. We estimate that over 4,500 volunteer hours were worked in 2014 which would have cost £50,000.

We extend our thanks to all 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.

## 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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Information Centre, 1 Market Place,  
Saffron Walden, Essex CB10 1HR



# Saffron Screen Annual Review

2014

2006-2014

1,291

different events

3,152

screenings

285,298

total audience

2014

211

different films and special events shown

413

screenings

39,222

total audience

3D WEEKEND

3,300

tubs of popcorn sold

SAFFRON SCREEN



97%

of our audience were very or extremely satisfied



4,881

ice creams sold

11 screenings of Frozen

2014

90

volunteers

17

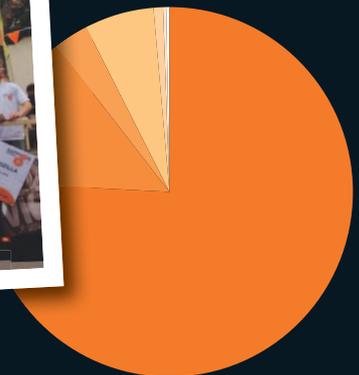
part-time staff

4,500

volunteer hours

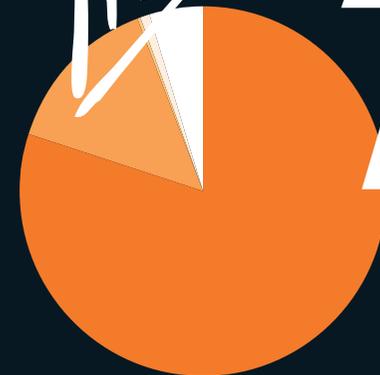
£50,000

value of volunteer hours



Income £321,038

|                         |          |
|-------------------------|----------|
| Screenings              | £245,666 |
| Refreshments            | £43,543  |
| Donations & Grants      | £9,904   |
| Sponsorship/Advertising | £19,700  |
| Fundraising/Investments | £1,763   |
| Education               | £247     |
| Other                   | £215     |



Expenditure £312,375

|                          |          |
|--------------------------|----------|
| Screenings               | £250,234 |
| Refreshments             | £44,724  |
| Education                | £286     |
| Management & Governance  | £3,188   |
| Cost of generating funds | 13,943   |

SAFFRON SCREEN

