

Saffron Screen Annual Review

2015

was Saffron Screen's busiest year yet as the cinema welcomed a total audience of 43,534 at 231 different films and Special Events over 457 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 and art exhibitions.

Pop-up Saffron Screen continued to reach more remote parts of the district throughout the year and in May we ran a successful Polish Film Festival showcasing a range of directors, genres and moods to offer a sample of the rich culture and history of this fascinating country. With Polish food and drink offered alongside the films, and each film introduced by a specialist, there was a wonderful buzz over the two weekends, high attendances and a vibrant mix of audiences.

OTHER CINEMA ACTIVITY

We welcomed interesting guests, including actors Holliday Grainger, Michael Shaeffer and Daniel Huttleston with their films *Cinderella*, *London Road* and *Into the Woods*, director Guy Myhill with *The Goob*, cinematographer Andy Hollis with *Under Milk Wood*, journalist David Walsh with *The Program* and local company Hideout Leather with the latest *Mission: Impossible* film (showcasing the leather outfits they made for the film), and we respond to audience interest by bringing back popular films so everyone has the opportunity to see them.

We were also delighted to extend helping hands of support with well-received screenings for two local charities: *The Ecstasy of Wilko Johnson* (with pre-show live music) for Teenage Cancer Trust and *Miss You Already* for Addenbrooke's Charitable Trust Breast Cancer Appeal.

AUDIENCE DEVELOPMENT

In 2015 we launched Pop-Up Saffron Screen. Supported by funding from the BFI Film Audience Network and from Essex County Council, we screened 12 films in ten different

village locations around Saffron Walden, to a total audience of over 800 people.

Our Polish Film Festival in 2015 was a positive way to reach out to new audiences from different communities. We also worked with Saffron Hall to screen two silent films (*Blackmail* and *Psycho*) with live orchestral accompaniment and offered a one day course about Alfred Hitchcock's approach to women in his films. In the Autumn we welcomed teachers from Saffron Walden County High School to a special screening, to discuss with them how to encourage young people to enjoy the wide range of films and events offered at Saffron Screen, and we also hosted a party organised by the Saffron Walden Town Team to launch their promotional film about the town.

THE FUTURE

In 2015 we began to review the long term future of Saffron Screen. Following an externally commissioned feasibility study into the organisational development of Saffron Screen, the Board announced that Saffron Screen was considering how to offer more films and events to more people as the cinema's popularity grows and the size of the town increases – and that assessment had been started into the options for moving or expanding its current operation based at Saffron Walden County High School to enable the cinema to serve better the growing demand from the local community. That assessment is now in progress and will be developed further in 2016.

LOOKING AHEAD

As the cinema entered its 10th year 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 celebrate the cinema's 10th birthday with an exciting range of films and events.
- To seek to reach out to new and under-served audiences and to develop our existing audience, in particular with a continued rollout of Pop-up Saffron Screen.
- To generate core income of £189,000 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.

- To consider options for moving or expanding the current operations to serve the growing demand from the local community.

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 2015 the total income was £372,676 and expenditure £355,028. All our income is reinvested to run and improve the charity's services. The cinema's free reserves (reserves less fixed assets and designated sustainability fund) were £115,711. If you would like to see a full copy of our annual Report and Accounts for 2015, please email info@saffronscreen.com or call 01799 500238.

THE PEOPLE

Saffron Screen is run by 90 volunteers and 19 part-time staff. We estimate that over 4,500 volunteer hours were worked in 2015 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



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2015

2006-2015

1,684

films and events

3,632

screenings

328,851

total audience

2015

231

different films and special events shown

457

screenings

43,534

total audience

Polish Film Festival



AUDIENCE FIGURES

2015 43,534

2014 39,222

2012 36,618

2011 34,648

2006 15,983

10

12

pop up screenings

SAFFRON SCREEN



10

33

hosted discussions, workshops & joint events

2015

90

volunteers

19

part-time staff



David Walsh



4,500

volunteer hours

£50,000

approx value of volunteer hours

SAFFRON SCREEN

10 YEARS

Income £372,676

Screenings	£288,900
Refreshments	£44,784
Donations & Grants	£18,844
Sponsorship/Advertising	£14,596
Fundraising/Investments	£5,020
Other	£532

Expenditure £355,028

Screenings	£298,654
Refreshments	£38,516
Cost of generating funds	£16,358
Governance	£1,500