

# Saffron Screen Annual Review

## 2016

We showed a broad range of films in 2016, including Hollywood and mainstream films, a wide range of foreign language and art house films, children's films, documentaries and classics. We respond 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 Lady in the Van* which we screened 7 times to a total audience of 1,182 people. This was followed in popularity by *Brooklyn*, *Bridge of Spies*, *Bridget Jones's Baby* and *Fantastic Beasts And Where To Find Them*.

Our 36 Event Cinema screenings included operas, theatre for all ages, ballet, art films and concerts of popular and classical music.

We welcomed many interesting guests to the cinema in 2016 including director David Evans with his fascinating documentary *My Nazi Legacy*, director Jane Gull and actor Steven Brandon with the award-winning *My Feral Heart*, writer Jojo Moyes with *Me Before You*, actor Jo Hartley with *Eddie the Eagle*, costumier Olivier Stockman, producer Al Morrow and music producer Alan McGee with the Oasis documentary. We also worked with Support4Sight with our screening of *Notes on Blindness* and welcomed the Uttlesford Foodbank to our screenings of Ken Loach's powerful *I, Daniel Blake* enabling funds to be raised for these organisations. We were delighted to work with the Saffron Walden Town Team to present a free outdoor screening of John Waters' *Hairspray* in Saffron Walden's Market Square which was attended by 500 happy people. In September 4,000 people braved damp weather for a fabulous screening of *Grease* on a 50 foot screen on Saffron Walden Common with plenty of audience participation. Thanks to the numerous supporters and volunteers who helped us make these events happen.

## 10<sup>TH</sup> BIRTHDAY CELEBRATIONS

Saffron Screen celebrated its 10th birthday weekend with a sold out gala preview screening of *Love and Friendship*, followed by a selection of favourite films from our first ten years chosen by our staff and volunteers, including

*Paddington* with a Teddy Bears' Picnic and *How To Train Your Dragon* with a mask-making workshop, followed by Danny Boyle's glorious *Slumdog Millionaire*. The celebrations continued throughout the summer with Q&As and culminated in September with our free outdoor screening of *Grease*.

## AUDIENCE DEVELOPMENT

In 2016 we continued our Pop-Up Saffron Screen outreach initiative, showing films in different venues to screen films with niche interest and taking mainstream films to other locations. We screened 10 films in a wide range of different village locations around Saffron Walden in 2016 to a total audience of 593 people. As this scheme has been very successful, with overwhelmingly positive feedback, we will continue it in 2017. We offered two autism-friendly screenings in 2016 with conditions made more welcoming for customers with autism, bi-monthly Cinema for Tinies screenings for those with young children and bi-monthly screenings with subtitles for the hard of hearing. We ran a short film competition across the summer and welcomed the competition winners to a screening in the autumn.

Our French Film Festival in November, with a French film each Monday, was very popular, attracting nearly 500 people across the four screenings, some of which were previews of films not yet released in the UK. In another vein, we were happy to respond to audience requests for a screening of *Bad Moms* which was greatly enjoyed by a sellout audience.

## LOOKING AHEAD

As the cinema entered its 11<sup>th</sup> year the Board set the following objectives for 2017:

- 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 continued rollout of Pop-up Saffron Screen.
- To generate core income of £196,000 and generate a break even free cash flow per annum to maintain self-sufficiency over a multi-year basis.

- To continue good corporate governance by ensuring that all policies, procedures and documentation are up to date.
- To continue 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 but this income alone does not cover our costs and we rely on donations, sponsorship and fundraising to bridge the gap. In 2016 the total income was £322,000 and expenditure £345,000. This deficit of £23,000 was mainly due to the lesser quality of films on offer compared with the previous year. The cinema's free reserves (reserves less fixed assets and designated sustainability fund) were £107,000. If you would like to see a full copy of our annual Report and Accounts for 2016, please email [info@saffronscreen.com](mailto:info@saffronscreen.com) or call 01799 500238.

## THE PEOPLE

Saffron Screen is run by 90 volunteers and 20 part-time staff. We estimate that over 4,500 volunteer hours were worked in 2016 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)



**Cinema:** County High School, Audley End Road,  
Saffron Walden, Essex CB11 4UH  
**tel:** 01799 500238  
**info@saffronscreen.com**  
**www.saffronscreen.com**

**Postal address:**  
c/o Saffron Walden Tourist  
Information Centre, 1 Market Place,  
Saffron Walden, Essex CB10 1HR

**SAFFRON  
SCREEN**

# Saffron Screen Annual Review

2016

2006-2016

1,925

films and events

4,076

screenings

365,896

total audience

2016

241

different films and special events shown

447

screenings

37,045

total audience

Saffron Screen on the Green (4,000 locals came to help us celebrate)



2

outdoor screenings to an audience of

4,500

10

10

pop up screenings

SAFFRON SCREEN



10

31

talks, hosted discussions, workshops & joint events

2016

90

volunteers

20

part-time staff



10th Anniversary party



Jo Hartley



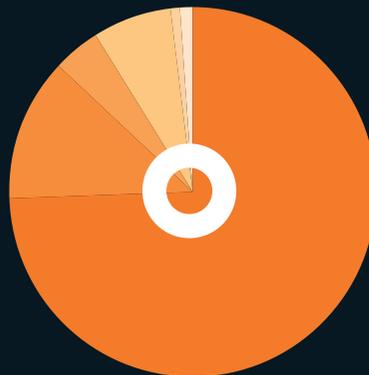
4,500

volunteer hours

£50,000

approx value of volunteer hours

SAFFRON SCREEN



## Income £322,000

Screenings	£240,000
Refreshments	£40,000
Donations	£14,000
Sponsorship/Advertising	£22,000
Fundraising/Investments	£3,000
Grants	£3,000

## Expenditure £345,000

Screenings	£277,000
Refreshments	£37,000
Cost of generating funds	£21,000
Depreciation	£10,000