



# SWINDON FILM SOCIETY

... for the best in world cinema

## ANNUAL REPORT 2015/16 SEASON

### Introduction

The last season was the first full selection chosen by the new committee. The films were generally well attended and we were pleased with the contribution made by the Wyvern staff and volunteers.

During the season, the committee advised and helped other groups with film screenings including the thriving community cinema at the Ellendune Centre in Wroughton.

We were much saddened by the death of Hans Hoffbauer in February. It was a huge loss to everyone and he is much missed. We are continuing to support Barbara in her grief.

The selection of films for 2016-17 contains films which are lighter and shorter than those shown last season. Some depict the actions of adolescents and young people rather than mature lives. They contrast with other darker films and we welcome any comments and suggestions for future screenings.

### Finance

*These notes should be read in conjunction with the annual financial accounts which have been audited.*

Financial activity in this year was around £9,000 income and expenditure, of which £8,000 was the Arts Centre program, and £1,000 was our only remaining village cinema in Wroughton.

The Arts Centre program made an overall loss of £581 this year. However, the fortunes of the Film Society have always fluctuated between yearly profit and loss, as you can see in the figures below:

Arts Centre Profit/Loss over 5 years

	Actuals					
Season	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
total inc.	£7,456	£9,169	£8,676	£9,177	£9,355	£8,125
Total exp.	£7,647	£8,324	£9,639	£8,756	£8,708	£8,706
Balance	-£191	£845	-£963	£421	£647	-£581

Fortunately the village cinema activity brought us a modest profit of £70, bringing the overall loss down to £511, as shown in the Income and Expenditure statement.

There are a number of factors feeding into the loss:

- *Membership is slightly down, and in a small society that makes a difference.*

- *The hire costs of the Art Centre give us little leeway on what box office takings we need to break even for any screening.*
- *We are now paying an accountant to have our accounts independently examined, whereas previously Roger Maisey was kind enough to do this voluntarily for many years.*

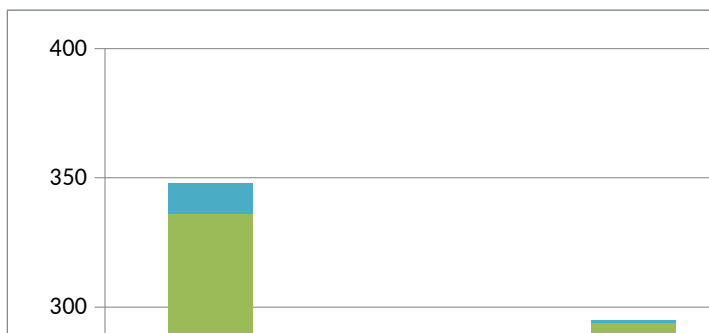
However, overall we have the funds in the bank to keep us going, and we hope we'll be able to make enough adjustments to get us back to being in profit this season.

## Membership

SFS membership dropped in 2015/16 to a total of 256 members: 95 full and committee members and 161 general/student members.

This compares with 277 members in 2014/15 and an average of 291 over the last five years.

87 of the membership (34%) joined the Society for the first time in 2015/16. However, the core membership of the Society remains very loyal with 114 (45%) having been members for 5 years or more, and 64 (25%) for 10 years or more.



## Film Audiences and Reactions

Audiences were also a little down compared with last year with an average attendance of 106. The highest attended film was *The 100 Year Old Man* (137) shown just before Christmas, and the lowest was *The Priest's Children* (75), which was a late replacement in February for the unavailable *Mr Kaplan*.

Average audience reactions at 69%, were in line with recent seasons. Level pegging at the top, with a strong 85%, were *The 100 Year Old Man* and *Still Life*, while the Japanese film *Kumiko, The Treasure Hunter* was lowest rated, achieving just 52%.

Film	Attendance	Score %
Two Days, One Night	130	62
Timbuktu	125	74
Of Horses and Men	106	67
Lilting	113	77
Leviathan	82	68
Before the Winter Chill	129	61
The 100 Year Old Man	137	85
Phoenix	117	66
Kumiko, The Treasure Hunter	106	52
Force Majeure	109	67
When I Saw You	76	61
The Priest's Children	75	68

Love is Strange	77	75
Still Life	97	85
Average	106	69

## **Marketing and Advertising**

Over the last 4 to 5 months, we have been creating our usual advertising material for the new season, with the season brochure, but also posters in various formats and sizes, updating the SFS and the Wyvern websites, creating individual synopsis sheets for each film, membership forms and cards, sending the monthly emails out to keep you all aware of the SFS programme, as well as the programme for Wroughton. Besides these elements, we also ensure to have regular adverts in the Wyvern brochures, and a presence in the Swindon Link magazine, going out to all of Swindon.

We work with a freelance designer who has now been supporting us for 2 years, and are most grateful for her work. Finally, we also take care of the distribution of the material around Swindon and within local businesses, to try and reach as many communities as we can.

## **Safeguarding**

We have continued with our safeguarding policy on-line which indicates that we have awareness of the need for the Society to be inclusive. After conflicting advice on DBS checks, we now have the definitive advice from DBS that as a film society, we do not need these and we have duly noted the information in the Minutes of our October committee meeting.

## **Next Season 2016/17**

The committee will be considering issues such as improving our publicity and a less expensive venue. We have a good website and Facebook account, but there are ways we could improve our visibility around the town. However, the membership will always be informed of developments.

Please do get in touch if there is anything you would like to add in the way of comments and suggestions. Meanwhile, thank you for your continued support. Sit back and enjoy the new films!

## **Swindon Film Society November 2016**

A member of Cinema for All / British Federation of Film Societies

[swindonfilm.org.uk](http://swindonfilm.org.uk)