



SWINDON FILM SOCIETY

.... *for the best in world cinema*

ANNUAL REPORT 2017-18 SEASON

Introduction

Last season's films had good attendances and were well received including our 70th anniversary classic *The Ghost and Mrs. Muir* (1947). Also, we managed to quickly substitute *The Castle* when we were unable to show *The Black Hen*.

Once again, we were really pleased with the contribution made by the Wyvern staff and volunteers. The new projector at the Arts Centre was a real bonus after the original projector developed problems and stopped working.

Finance

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

At the beginning of the 2017-18 season the committee made the decision to increase the membership fees and ticket prices. We are glad to say that the rise seems to have been accepted by the membership, and it has really helped us to feel less pressured in our management of the society's finances.

We have ended the year with a profit of £501.00, although part of this was due to an unusual circumstance which is unlikely to be repeated, namely the failure of the subtitles for the film *The Black Hen*. The manager of the Wyvern kindly waived the fee for the re-scheduled screening, and that has boosted our funds given that both that film and the replacement *The Castle*, proved popular with good audience numbers.

Costs: all our costs have stayed approximately the same, with no unusual additions.

The largest outlay is, as always, the Arts Centre hire – so it's very good to know that we are currently making enough money to stay here, as there is no doubt that it's the best possible venue for the films.

Another welcome support is that we still have the services of Ian Robertson, a retired accountant who checks our accounts each year and signs them off. He does this free of charge, which is very much appreciated.

We'd also like to thank Rachel Martin who, together with Chantal, produces the artwork for our publicity for a very nominal fee.

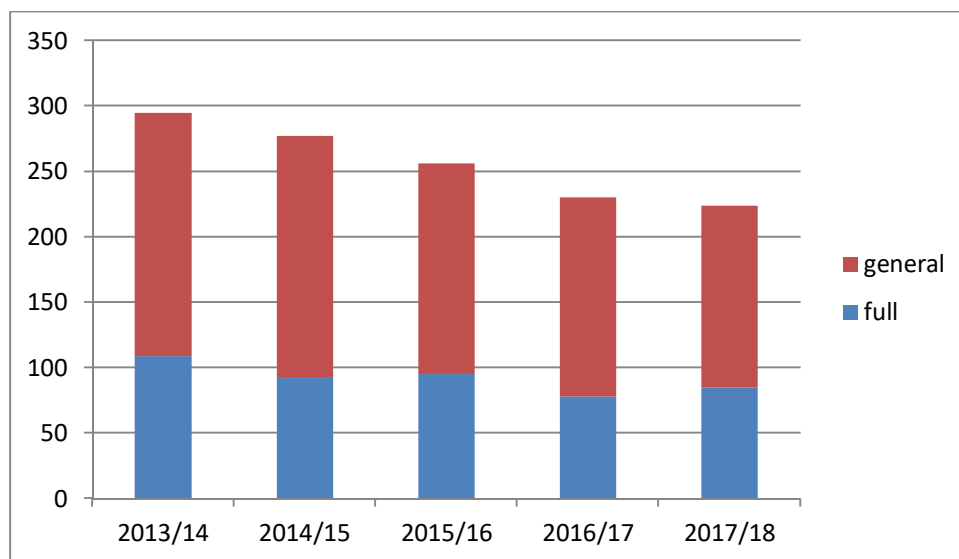
Next year: we hope that next year the season will be a success – as long as audience numbers stay at current levels, there is every reason to feel confident for the future.

Membership

SFS membership for 2017-18 remained at similar levels to the previous year with a total of 224 members: the number of full members rose slightly whilst the number of general members dropped a little. This compares with 230 members in 2016-17 and an average of 256 over the last five years.

51 members (23%) joined the Society for the first time this season. However, the core membership remains very loyal: 111 people (50%) have been members for 5 years or more and 62 people (28%) have been members for 10 years or more.

Membership over the last 5 years:



General Data Protection Regulations

In May 2018, the EU General Data Protection Regulations (GDPR) came into force. In preparation SFS developed a Data Protection Policy and Procedure (available on the website) and contacted all members asking them to give their consent for the Society to keep their contact details and send them information about the films by email and post. Our original data base comprised 369 members. Of these 215 responded and just over 150 were removed from our records. Despite this loss of members from our database the membership numbers so far for the 2018-19 season appear to have held up well.

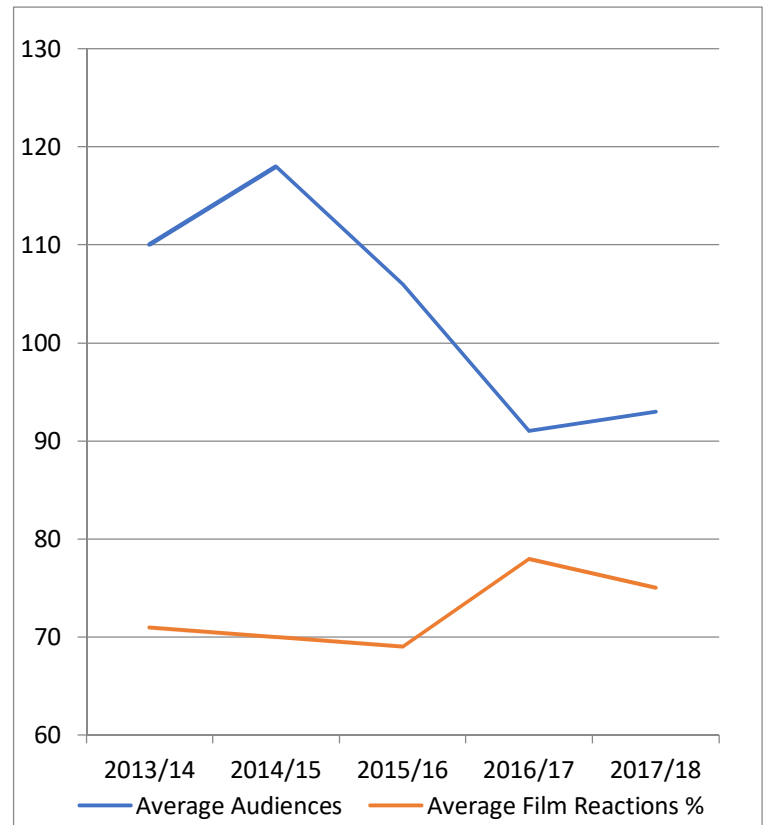
Film Audiences and Reactions

Audience attendance rose slightly this year with an average attendance of 93 people. The best attended film was *The Olive Tree* (118), the first film of the season, and the lowest was the final screening, *Train to Busan* (50).

We showed a total of 15 films in the season: the extra film was *The Castle* shown in place of *The Black Hen* which was subsequently screened a few weeks later.

Audience reactions averaged at 75%, the second highest in the last 5 years. The highest scoring film was *A Man called Ove* with 94%, whilst the lowest rated film was *The Black Hen* with 53%.

Film	Attendance	Score %
The Olive Tree	118	82
Frantz	106	82
Clash	63	68
The Ghost and Mrs Muir	100	80
The Castle	87	72
Neruda	109	63
The Young Offenders	109	76
A Man Called Ove	115	94
The Black Hen	107	53
The Salesman	69	79
Burn Burn Burn	103	82
Julieta	110	81
Tanna	58	83
After the Storm	84	60
Train to Busan	50	70
AVERAGE	93	75



Marketing and Advertising

Very much 'Business as Usual' last season, where we have produced and distributed our traditional material for the SFS; that's the season programme brochure and various types of posters which we put up around libraries and businesses in Swindon. For these, we get help from a friendly freelance designer who we have known for many years and understands what we are after.

We continue to include articles and adverts in the local print media (Swindon Advertiser, The Handy Mag, Swindon Link and Wyvern brochure), and continue to receive a lot of support from The Swindonian team in the on-line space. We ensure the SFS is also mentioned on various other websites (Total Guide to Swindon, Swindon Web, Wyvern Theatre).

We thank the Wyvern and the Central Library as they help us sell advance tickets for the films.

Finally, we take pride in our own swindonfilm.org.uk website which our excellent webmaster Richard Turpin designed and built. This is constantly updated through the season and shows all most up-to-date information about the Society. So, an essential advertising tool to keep the Society going.

Current Season 2018-19

The current 2018-19 season again contains films which are generally lighter and shorter than those shown in some recent seasons and includes another classic film namely, *All Quiet on the Western Front* (1930). Other films depict people caught up in more contemporary conflicts and personal dilemmas.

The committee will be considering issues such as improving our publicity particularly with regard to social media. We have a first-class website and Facebook account and are always seeking to improve our visibility around the town. However, the membership will always be informed of developments and we welcome any comments and suggestions for future screenings.

Meanwhile, thank you for your continued support and enjoy the films!

Swindon Film Society November 2018

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

swindonfilm.org.uk