



SWINDON FILM SOCIETY

... for the best in world cinema

ANNUAL REPORT 2018-19 SEASON

Introduction

Last season's films had consistently good attendances and were well received. Our classic film was *All Quiet on the Western Front* (1930) to commemorate WW1. There was a likelihood of the screen being replaced by a new wider screen in 2019. Once again, we were really pleased with the contribution made by the Wyvern staff and volunteers.

Finance

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

OUTLINE: In the year ending July '19, the society made a profit of £1,552. To put this into perspective, please look at the attached Income & Expenditure Statement, which gives the figures for the past 7 years, starting with the year 2012-13. You can see that our fortunes have been variable and that these past two years show a very welcome upturn compared to the two years immediately before.

INCOME: Total income has increased by £1,000 over the previous year 2017-18. We received £348 more in membership fees, and £655 more in ticket sales. This is due largely to increasing the membership fees and ticket prices for the first time in 7 years, but also because the numbers of members actually increased, as did the number of people attending each film. So, all in all, a very successful year.

SPENDING: Our spending remained the same as the year before. The two biggest costs are hire of the Arts Centre and paying the film licences. Our publicity costs have decreased by almost £150, due to the work put in by our committee member Chantal, and her friend and professional designer Rachel Martin, who invoices us at a pittance for her work each year. We must also thank Ian Robertson, retired accountant, who this year has once more been kind enough to examine our books and sign them off entirely free of charge.

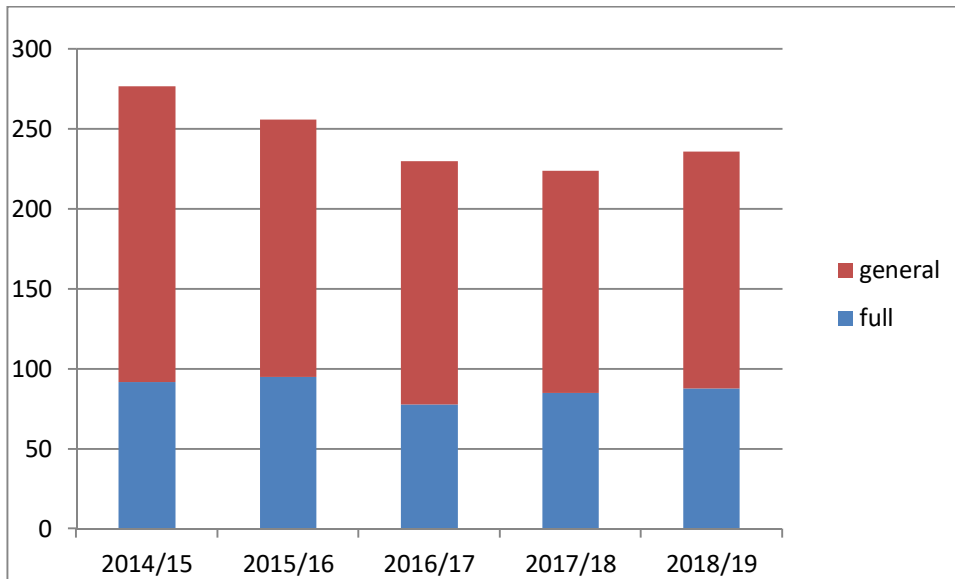
SUMMARY: As the society treasurer, I welcome our current financial stability: it's great to know we can pay our costs without worrying. Long may this continue!

Finally, if the members of the society have any ideas for spending some of the society's funds on projects relating to film and visual arts, we encourage you to bring them forward. However, please remember that your proposal must include a plan for finding all the volunteers needed to carry them out, as the current committee members are fully occupied keeping this show on the road!

Membership

SFS membership for 2018/19 rose slightly from the previous year with an increase in both Full and General Members. The total number of members was 236. This compares with 224 members in 2017-18 and an average of 244 over the last five years. 89 members (38%) joined the Society for the first time this season, this is a significantly higher number of new members than in previous years. However, the core membership continues to be very loyal: 121 people (51%) have been members for 5 years or more and 71 people (30%) have been members for 10 years or more.

Membership over the last 5 years:

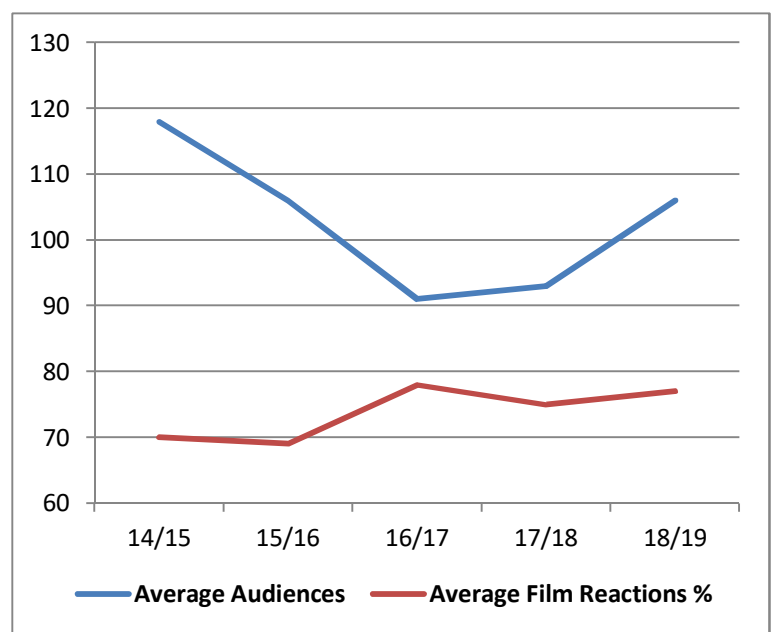


Film Audiences and Reactions

Audience attendances rose this year with an average attendance of 106 people. The best attended film was the French film *The School of Life* with an audience of 131, and the lowest attended was *All Quiet on the Western Front* with an audience of 76.

Audience reactions averaged at 77%, the second highest in the last 5 years. The highest scoring film was *Loving Vincent* with 87%, whilst the lowest rated film was, *I am not a Witch* with 58%.

FILM	ATTENDANCE	%
Loving Vincent	116	87
Dheepan	90	76
Hotel Salvation	122	73
In Between	118	75
All Quiet on the Western Front	76	86
I am not a Witch	97	58
Sanctuary	114	87
Youth	107	78
The Nile Hilton Incident	99	70
The Party	120	81
Mountains may Depart	108	68
The School of Life	131	86
Land of Mine	77	86
Phantom Thread	102	69
AVERAGE	106	77



Marketing and Advertising

As for every season, we are continuing to produce, print and distribute our traditional material for the SFS: season programme, posters, advertisements, synopsis sheets, membership cards, reaction slips, etc. We have been working closely with our regular friendly designer Rachel Martin on all these pieces who has been most helpful and her creative touch is most appreciated.

When possible, we also continue to include articles and adverts in the local print media (The Handy Mag, the Wyvern brochure 3 times/year) and continue to receive a lot of support from The Swindonian team in the online space. Content is also provided to various other websites as much as possible (Total Guide to Swindon, Swindon Web, Wyvern Theatre).

Special thanks to Richard Turpin, our very own webmaster, who continues to create and update our fantastic swindonfilm.org.uk website. You will note that the site gets updated throughout the season, all reactions are shown after each film, and this is where you will find all the most up-to-date information about the Society.

Finally, thank you to the Wyvern Theatre and the Central Library who continue to help with the sale of advance tickets for the individual films.

Current Season 2019-20

We have introduced the new categories of *Season Ticket* and *Pay as You Go Ticket* to replace Full and General Membership respectively. We are still showing generally lighter and shorter films compared to films shown in some previous seasons.

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 be kept informed of developments and we welcome any comments and suggestions for future screenings.

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

Swindon Film Society - November 2019

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

swindonfilm.org.uk