



SWINDON FILM SOCIETY

... for the best in world cinema

ANNUAL REPORT FOR 2022-23 SEASON

Introduction

Last season's films were generally well received with higher attendances. It was very pleasing to welcome more members and we are now very near our pre-Covid attendances. It was exciting to celebrate our 75th anniversary and then end the season with a party! We would like to thank all members and guests who supported us throughout the last season, despite some bad weather at times.

Once again, we would like to thank the Wyvern staff and volunteers for their contribution.

Finance

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

OUTLINE: In the year ending 31st July 2023, the Society made a small profit of £45. The Income & Expenditure Statement, which presents the figures from the year 2017-18, shows that this is the first time we have made a profit since 2019-20. Although we are not back to the levels of the pre-Covid profits, we were able to cover the costs of running the programme in 2022-23. Following the significant loss made in 2021-22, we increased the ticket costs for 2022-23, which compensated for the increased costs of the Arts Centre hire and film screening licences and undoubtedly contributed towards balancing the figures.

INCOME: The total income from 2022-23 of £9,300 is £3,141 more than the income in the previous year and comparable to the level of income in 2019-20. Compared with 2021-22, we received £2,492 more in membership fees and £682 more in ticket sales. We received less interest on our investment account but had modest success with DVD sales and are grateful for the donations that we received in 2022-23.

SPENDING: Our expenditure of £9255 increased by £668 compared to the previous year and was £1,278 higher than in 2019-20. The two biggest costs continue to be the hire of the Arts Centre and paying the film licences, both of which increased in 2022-23. We are grateful to Ian Robertson, retired accountant, who has once again been kind enough to examine our books and sign them off free of charge, also to Richard Turpin for the Website maintenance and Rachel Martin for artwork and design services.

SUMMARY: In 2022-23 we welcomed the return of more significant numbers of audiences to film screenings enabling the Society to cover the cost of running a full

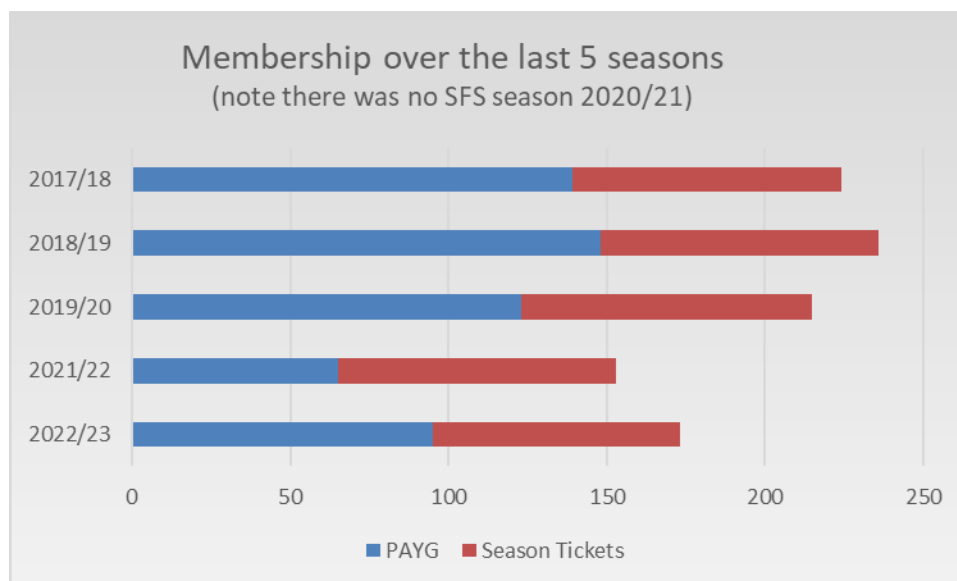
programme. Fortunately, we still have assets amounting to £10,641 and are hopeful that in the longer term, the membership will return fully to pre-Covid levels and continue to grow. Increasing the costs of membership and ticket admissions enabled us to cover our costs. We do not currently plan to increase them again but will have to review this if there are changes in our expenditure.

Membership

SFS membership in the 2022/23 season picked up a little from the previous year when we were just coming out of Covid restrictions, but was still significantly down on pre-pandemic numbers. The total number of members in 2022/23 was 173. This compares with 153 members in 2021/22 and an average of 225 over the three years prior to the pandemic.

Compared to the previous year PAYG members increased by about a third, which was great to see. However, season ticket membership dropped from 88 to 78.

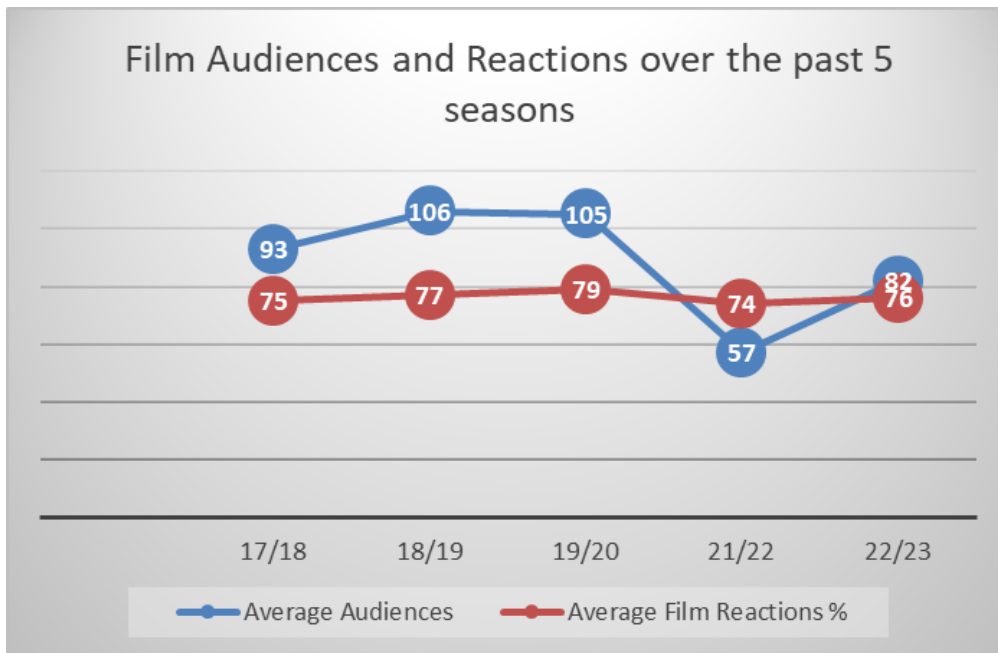
43 members joined the Society for the first time in 2022/23, which was similar to previous years.



Film Audiences and Reactions

Audience attendance picked up significantly in 2022/23: we had an average attendance of 82. This compares to an average of just 57 the previous season. The best attended film was *Parallel Mothers*, 105 people came to this film. *Miracle on 34th Street* had the lowest audience at 67.

Audience reactions averaged at 76%. The top scoring film was *Miracle on 34th Street* with 93%, whilst the lowest rated film was *Martin Eden* scoring just 58%.



Marketing and Advertising

For 2022-23, we continued as much as possible to write, print and distribute our traditional material for the SFS season brochure, posters, advertisements, synopsis sheets, membership cards, reaction slips, etc. Our designer Rachel Martin was on board as always, and she continued to support us with all these items. Rachel was most helpful, and her creative touch is always much appreciated.

When possible, we also continued to include articles and adverts in the local print media such as *The Handy Mag* and the Wyvern brochure. Content was also shared with the Wyvern Theatre's website. We would also like to thank Sue Pycroft for her article which appeared in the Swindon Adver. Special thanks to Richard Turpin, our very own webmaster, who kept our fantastic swindonfilm.org.uk website updated throughout the season, as always.

Current Season 2023-24

The films chosen generally deal with a wide range of modern issues and are not too pessimistic. It is sometimes difficult to find good light-hearted films but we managed to select a few for this season. Meanwhile, we are continuing to maintain our first-class website and seeking to improve our visibility around the town. 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 2023

A member of Cinema for All / British Federation of Film Societies
swindonfilm.org.uk