



SWINDON FILM SOCIETY

... for the best in world cinema

ANNUAL REPORT FOR 2023-24 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. We would like to thank all members and guests who supported us throughout the last season, despite 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 2024, the Society made a profit of £621. The Income & Expenditure Statement (on page 5 of the accounts) presents the figures from the year 2017-18 to enable annual comparisons. 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 2023-24 without increases to the ticket costs.

INCOME: The total income for the period was £9,644, this is £344 more than the income in the previous year. Compared with 2022-23, we received £245 more in membership fees and £211 more in ticket sales. We received a higher rate of interest on our investment account and are grateful for the donations that we received in 2023-24.

Note that the refunded membership fees were to correct fees that had been inadvertently overpaid (we do not usually provide refunds).

SPENDING: Our expenditure of £9,023 decreased slightly by £232 compared to the previous year but remains £1,047 higher than in 2019-20. The two biggest costs continue to be the hire of the Arts Centre and paying the film licences. We have also seen a significant rise in printing costs. The cost of hiring the theatre has remained constant and careful research by Committee members has ensured that the licence fees have been kept at reasonable levels.

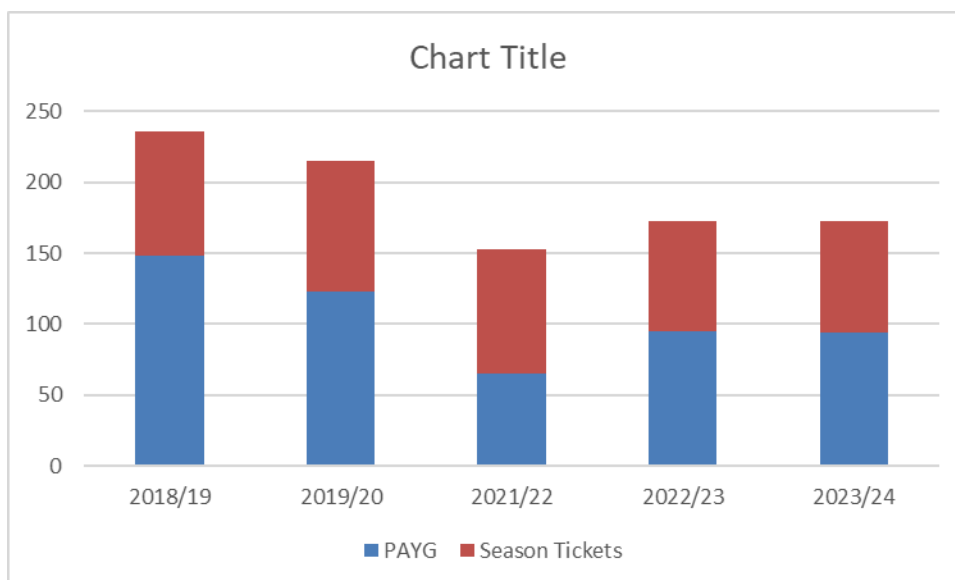
We are grateful to Ian Robertson, retired accountant, who has once again been kind enough to examine our books and sign them off free of charge, also to Richard Turpin for the Website maintenance and Rachel Martin for her artwork and design services.

SUMMARY: In 2023-24 the modest increase in our profits indicates that we are recovering from the pandemic. We are achieving an income comparable to 2019-20 levels but have higher outgoings and remain vulnerable to cost increases. Fortunately, we still have assets amounting to £11,262 and do not plan to increase the ticket prices. We are working hard to ensure that the audience numbers will continue to grow leading to a more comfortable financial position.

Membership

SFS membership in the 2023-24 season remained at a similar level to the previous year. However, membership is still significantly down on pre-pandemic numbers. The total number of members in 2023-24 was 173 (79 season ticket holders and 94 PAYG members) which compares with an average of 226 for the two years prior to 2020.

37 members joined the Society for the first time in 2023-24, which was similar to previous years.



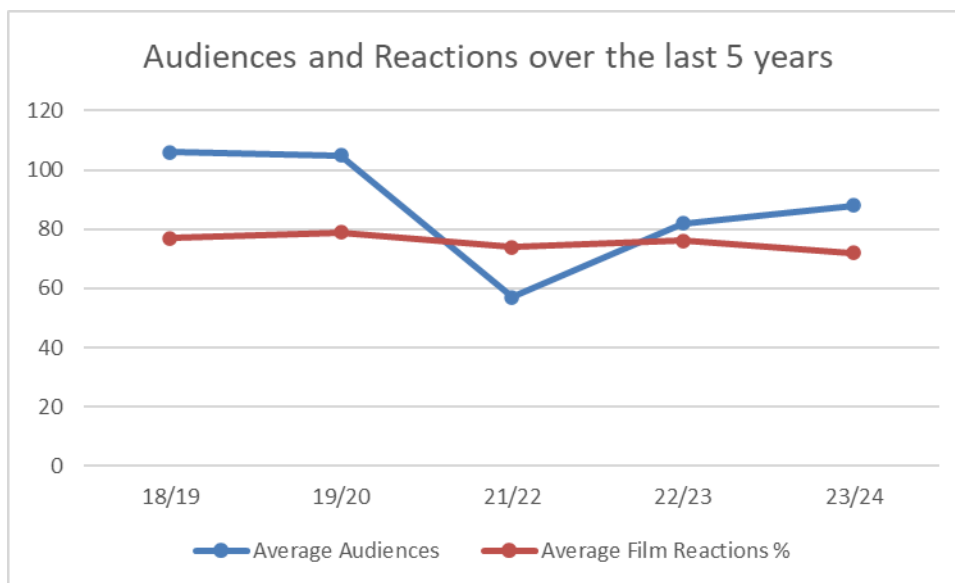
Film Audiences and Reactions

Audience attendance continued on an upwards trajectory this season: we had an average attendance of 88. This compares to an average of 82 last year, but we have still not returned to the larger audiences we had before the pandemic.

The best attended film was the Spanish film *Official Competition*, starring Penelope Cruz, 116 people came to this film. Two films tied for the lowest attendance, *Broker* and *Bergman Island*, both had just 73 in the audience.

Audience reactions averaged at 72%. The top scoring film was *Lunana: the Yak in the Classroom* with 86%, whilst the lowest rated film was *Bergman Island* scoring just 56%.

2023-24 FILMS	ATTENDANCE	REACTION %
Lunana: A Yak in the Classroom	89	86
The Quiet Girl	108	84
Utama	107	67
The Blue Caftan	98	78
Hive	80	76
Official Competition	116	70
Winners	85	62
Joyland	79	69
Bergman Island	73	56
Broker	73	78
One Fine Morning	83	68
Cairo Conspiracy	89	77
The Night of the 12th	81	76
Armageddon Time	77	65
AVERAGE	88	72



Marketing and Advertising

For 2023-24, 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. Special thanks to Richard

Turpin, our very own webmaster, who kept our fantastic swindonfilm.org.uk website updated throughout the season, as always.

Furthermore, as part of BFI's remit to attract new audiences to cinema, Create Studios are now helping us to screen an extra film at Christchurch in November.

Current Season 2024-25

The films chosen generally deal with a wide range of modern issues. It is sometimes difficult to find good light-hearted films but we managed to select a few for the current 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 - October 2024.

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

swindonfilm.org.uk