

HEBDEN ROYD TOWN COUNCIL

Meeting of the PICTURE HOUSE COMMITTEE held 13th JUNE 2022

MINUTES

PRESENT: Councillors: Stow (Chair from minute 43), Courtney, Needham & Stow.

Picture House Manager: Pete Berrisford

HRTC Council Clerk: J Boom

Donna Sidonio (Friends of the Picture House)

MINUTES

43. ELECTION OF CHAIR AND DEPUTY CHAIR OF THE PICTURE HOUSE COMMITTEE 2022/23 .

It was **proposed** by Councillor Needham

Seconded by Councillor Courtney

Unanimously resolved: that the Chair of the Picture House Committee for 2022/23 be Councillor Stow.

DEPUTY CHAIR

It was **proposed** by Councillor Courtney

Seconded by Councillor Needham

Unanimously resolved: that the Deputy Chair of the Picture House Committee for 2022/23 be Councillor Wood.

44. To receive apologies for absence and any substitutions.

Cllrs Hodgins, Hoyle, Guilfoyle and Wood.

45. To receive members` interests relating to agenda items for this meeting.

None were declared at this time.

46. To report on matters arising from the minutes of Advisory meeting held 7th March 2022 not itemised on this agenda.

All items were included on the agenda.

47. FRIENDS OF THE PICTURE HOUSE

Donna Sidonio reported on the recent activities of the Friends of the Picture House.

Making Friends continues to grow in size with two coaches now bringing guests to the Picture House with approximately 120 to 140 guests on each screening at the Picture House. The next visit will also link in with the 'Great Get Together' which is being held in Calder Holmes Park, on the same day following the screening. The Friends advised that they are also distributing household goods amongst those attending the screenings with this being funded by donations and grant awards from a number of different sources. The

meeting was impressed by the scale and the speed by which these activities have started and are taking place.

Cllr Courtney will advise the Friends of a contact at CMBC with a view to use the former Tourist Information Centre at Butlers Wharf following a request from the group.

The Friends confirmed that they intend to hold a Christmas Raffle this year and are currently making plans.

48. MANAGERS REPORT

The Picture House Manager presented his report and highlighted his desire to explore the opportunities for the Picture House to increase the number of screenings/titles that can be shown. He outlined the tougher terms being applied by distributors and their reluctance to deviate from anything other than standard terms. This results in particularly rigid arrangements for week one releases and consequently single screen venues like the Picture House. The Picture House manager highlighted the shortening of the theatrical window as another factor in striving to secure screenings as soon after release as possible.

It was moved by Cllr Stow

Seconded by Cllr Needham and

RESOLVED: that as part of the revision of the business plan, due in late 2022, that these issues, and possible remedies be considered. Initially an objective project outline should be developed, covering aims, governance, partners, options, technical requirements, associated potential costings, the business case and benefits being explored. This group to include Cllrs Stow & Needham along with the Picture House Manager & the Town Clerk.

The meeting considered a review of local cinemas ticketing price structure in comparison to the Picture House. The meeting agreed with the Picture House Managers recommendation that ticket prices at the Picture House remain the same given the current cost of living crisis, high inflation and rising energy costs. The Picture House and the Town Council are eager to support local people and cinema goers and feel that it is not a wise time to increase prices.

49. FINANCIAL REPORT

The Town Clerk presented the final Picture House accounts for 21-22 highlighting a small surplus for the year and the contribution of the Cultural Recovery Fund in achieving this. The meeting thanked Rebekah Fozard and the Town Clerk for the accurate funding applications to the Cultural Recovery Fund which had allowed the Picture House to trade as it had in 2021/22. The Town Clerk thanked the Picture House staff for performing well when trading, this achievement matching the forecasts that had been submitted and funded. The Town Clerk reminded the meeting that this level of trading, at approximately 70% of pre covid-19 levels had formed the basis of the budget

that had been adopted for 2022/23 and had been used to secure revenue support from the Town Council for the same period to the value of up to £70k.

The Town Clerk presented the statement of account for April and the forecast based on that month's trading and took questions.

It was moved by Cllr Stow

Seconded by Cllr Needham and

RESOLVED: that as part of the review of the business plan, due in late 2022, the presentation of financial figures be improved to provide a clearer picture and analysis of trading, profit and loss and comparison against the Picture House budget.

50. MARKETING REPORT

The Picture House manager presented the report prepared by the Picture House Marketing Officer which the meeting appreciated.

The meeting commented on the clear breakdown of information from the Marketing Officer highlighting the wide and varied activities in recent months. In particular they asked the Picture House Manager questions relating to how Fright Night had been received and the clear growth of Young Audiences as part of the BFI initiative through clear appropriate publicity and measured by increased click through rates and the age of those attending screenings.

51. PROJECTOR

It was confirmed that the new laser projector had been installed and was working well. All ancillary services are now connected and also working well. It was confirmed that appropriate publicity is due to be released thanking the Town Council for investing in the long-term future of the Picture House.

The meeting finished at 8.30pm.

HEBDEN ROYD TOWN COUNCIL

Meeting of the PICTURE HOUSE COMMITTEE held 12th SEPTEMBER 2022

MINUTES

PRESENT: Councillors: Wood (Chair from minute 141), Courtney, Guilfoyle & Needham.

Picture House Manager: Pete Berrisford

HRTC Council Clerk: J Boom

Donna Sidonio & Kate Higham (Friends of the Picture House)

MINUTES

The meeting observed a minute's silence remembering Her Majesty Queen Elizabeth II.

141. ELECTION OF CHAIR AND DEPUTY CHAIR OF THIS COMMITTEE 2022/23.

It was **proposed** by Councillor Needham

Seconded by Councillor Courtney

Unanimously resolved: that the Chair of the Picture House Committee for the remainder of 2022/23 be Councillor Wood.

DEPUTY CHAIR

This to be considered at the next meeting.

142. To receive apologies for absence and any substitutions.

Cllrs Fraser & Hodgins.

143. To receive members' interests relating to agenda items for this meeting.

No matters arising were shared.

144. To report on matters arising from the minutes of meeting held 13th June 2022 not itemised on this agenda.

No points were raised.

145. FRIENDS OF THE PICTURE HOUSE

The Friends reported that they had hosted Heritage Open Day with history boards, a model of cinema and poster sale. A respectful event enjoyed by many given the recent death of Her Majesty Queen Elizabeth II

It was confirmed that Film Friends is close to being launched and is currently identifying potential users.

A Christmas Raffle will be held this year, still being mindful of covid in the foyer.

Making Friends has again received more funding from CFFC, the National Lottery, Southall Trust and Wharfedale Foundation. More funding is needed, currently funding lasts until March 2023.

Evening trips are to be the focus for individuals rather than the families that attend on a weekend. This project is making people feel welcome and safe and is increasingly allowing the group of sanctuary seekers to make the decisions themselves. Discussions regarding independent trips to the cinema are ongoing and how it can remain free for Sanctuary seekers.

Making Friends has identified further users for the Saturday screenings .

146.

MANAGERS REPORT & STRATEGIC BUSINESS PLAN

The Manager reported attendance is ahead of the forecast three thousand per month, the kiosk is performing well and newly appointed staff have settled in well.

Covid safety measures continue to be appreciated, contributing to be ahead of forecast.

The Town Clerk explained that as the business plan was soon due for updating a number of measures would be discussed during the meeting with a desire for the points to be agreed for further exploration or action by the Picture House Manager and the Town Clerk.

The following points are in no particular order of importance.

- **Programming Arrangements.**

The Picture House Manager submitted points outlining the case for a change in programming arrangements. The changing quality of the slate, the shortening theatrical window, costs and the need for a swift response make it important to have the best and most responsive arrangements in place.

After discussion

It was moved by Cllr Wood

Seconded by Cllr Needham and

RESOLVED: that the Picture House serves notice on the ICO to cease their service with the responsibility reverting to the Picture House Manager..

- **Review Key Principles.**

The principles were discussed and reviewed.

It was moved by Cllr Courtney

Seconded by Cllr Needham and

RESOLVED: that the following updated principles be adopted

1. The Picture House to remain a public building. Adequate mechanisms to be in place to ensure accountability and democratic control with management policies and systems in place to safeguard its financial viability.
2. The Picture House, like the Town Council, to strive to be a good employer and the rate of pay to be as a minimum that recommended by the Living Wage Foundation.
3. The Picture House to be run in the interest of the whole community and on a not-for-profit basis.
4. The Picture House to be available for a range community events.
5. The Picture House to maintain its current mix of programming, with a warm welcome for all and a distinctive ambience.
6. The Picture House to be strengthened and developed through longer-term

strategic development planning

- Pricing/Ticketing Structure.

The meeting discussed principles and timings and felt that April 2023 would be an appropriate time in which to implement a new scheme for its cinema pricing with a view to adopting an annual increase.

It was moved by Cllr Guilfoyle

Seconded by Cllr Courtney and

RESOLVED: that live streaming events pricing, including National Theatre Live prices be increased as soon as is practicable with the timing being at the discretion of the Picture House Manager.

- Staffing Structure Review.

It was moved by Cllr Needham

Seconded by Cllr Courtney and

RESOLVED: to request the Staffing Committee to undertake a review with the Picture House Committee making recommendations as the suitable time.

- New Income Streams & Operational Arrangements.

A long discussion took place with many suggestions being made. The Picture House Manager presented the need for flexibility to continue to screen popular titles and not to lose potential revenue at the end of a short run at the Picture House. He felt operational costs would not increase significantly after the capital costs of creating a second screen had been met. The business case is key.

It was moved by Cllr Guilfoyle

Seconded by Cllr Courtney and

RESOLVED: that the Picture House Manager and the Business Plan Group develop this suggestion.

- Façade Improvements.

It was moved by Cllr Wood

Seconded by Cllr Needham and

RESOLVED: to identify appropriate professional help to progress this project with the allocated funding available to secure services and advice to aid this. Appropriate industry professional may also be approached to support the work.

It was moved by Cllr Courtney

Seconded by Cllr Needham and

RESOLVED: that the newly appointed chair of the committee, Cllr Wood, join the group developing the business plan.

147.

FINANCIAL REPORT

The meeting received the financial position to the end of August 2022, The meeting was made aware of the upcoming 2023-24 budget setting process and the possible need for revenue support for the Picture House during that period.

The meeting finished at 9.25pm.

HEBDEN ROYD TOWN COUNCIL

Meeting of the PICTURE HOUSE COMMITTEE held 28th NOVEMBER 2022

MINUTES

PRESENT: Councillors: Wood (Chair), Fraser, Guilfoyle, Hoyle, Needham & Stevens.

Picture House Manager: Pete Berrisford

HRTC Council Clerk: J Boom

MINUTES

- 268. To receive apologies for absence and any substitutions.**
Cllrs Hodgins and Courtney with no substitutes.
- 269. To receive members` interests relating to agenda items for this meeting.**
None were made at this time.
- 270. To report on matters arising from the minutes of meeting held 12th September 2022 not itemised on this agenda.**
The meeting received confirmation that notice had been served on the ICO which they had acknowledged.
The next meeting should consider the appointment of a deputy chair for the committee.
- 271. FRIENDS OF THE PICTURE HOUSE**
No report was received from the Friends. If one is received it will be circulated.
- 272. MANAGER REPORT**
The Manager spoke to the submitted report commenting on an improved performance in November within excess of 4500 admissions being expected.

The special screenings in the period were highlighted including Q & A's and Kids Activities all marketed to add value to the screenings.

The Live Arts Screenings continue to be well attended and the new pricing structure has been implemented without issue for screenings from the 1st January 2023.

A discussion took place regarding the success of the Hebden Bridge Film Club.

The Manager commented on the retaining of Covid 19 Social Distancing measures as the new normal.

273.

CUMULATIVE ANALYSIS & PICTURE HOUSE FORCAST

The committee received the figures to the end of October 2022.

The meeting agreed a need for November and December figures to help with any request that may be made to the Town Council for financial support in 2023/24.

The Picture House will have applied salary increases and back pay in November which will affect the position with a tapering off of the profitability of the Picture House as these costs take effect.

The committee requested a report at the next meeting of the impact of social media and the levels of sign up to the platforms used by the Picture House to promote itself.

HEBDEN ROYD TOWN COUNCIL

Meeting of the PICTURE HOUSE COMMITTEE held 6th March 2023

MINUTES

PRESENT: Councillors: Wood (Chair), Boden, Courtney, Fraser & Hoyle.

Picture House Manager: Pete Berrisford.

HRTC Council Clerk: J Boom.

Friends of the Picture House: Maggie Woods.

- 396. To receive apologies for absence and any substitutions.**
Cllrs Hodgins, Guilfoyle & Needham with Cllr Boden acting as a substitute for Cllr Hodgins.
- 397. To receive members` interests relating to agenda items for this meeting.**
None were declared at this time.
- 398. To report on matters arising from the minutes of meeting held 28th November 2023 not itemised on this agenda.**
No matters were raised.
- 399. ELECTION OF DEPUTY CHAIR OF THE PICTURE HOUSE COMMITTEE**
It was moved by Cllr Wood
Seconded by Cllr Hoyle and
RESOLVED: that Cllr Fraser be appointed as Deputy Chair of the Picture House Committee.
- 400. FRIENDS OF THE PICTURE HOUSE**
Maggie Woods from the Friends of the Picture House presented an update on recent activities:
- The 2022 Christmas raffle was a success with in excess of £2000 raised.
 - Work with Refugees and their families continue with a screening of Matilda being popular along with a screening of Avatar for 27 young men refugees being a new initiative. These ‘Making Friends’ screenings remain very popular.
 - The group have started to collaborate with the ‘Hebden Bridge Film Club’ to ensure consistent support for the Picture House.
- 401. MANAGERS REPORT**
The Picture House Manager reported on a strong finish to the end of February with attendance breaking 3500 during the month.
He felt that contributing to this was the HB Film Club have proving popular, Fright Nights screenings being well attended as well as a strong attendance on Valentines Day for a re-issued Roman Holiday.

The Picture House Manager outlined proposals for a rise in ticket prices from the 1st April 2023 which while remaining in line with local competition would allow the cinema room to help the cinema grow. The meeting agreed with keeping concessions similarly priced and arrangements being simplified to provide clarity for customers and staff. Proposals for increases in food and beverage were to be kept line with increased costs from suppliers.

It was moved by Cllr Courtney

Seconded by Cllr Boden and

RESOLVED: to accept the pricing as outlined, applying the increases from 1st April 2023.

The Picture House Manager advised the meeting of changes to social distancing at the Picture House. These included the removal of the sneeze screen, which has been safely stored and the upper balcony being used for distancing if customers wish. The lower auditorium will return to pre-covid arrangements apart from eleven's Screenings where distancing will continue in place.

It was moved by Cllr Courtney

Seconded by Cllr Boden and

RESOLVED: to accept the new arrangements which will be applied as soon as possible

The programming arrangements, in place since 1st January were reviewed and the Picture House Manager outlined the aims and the process for achieving these. The position continues to be monitored and the Picture House Manager given support when needed.

The Town Clerk and the Picture House Manager verbally outlined progress on the Business Plan and the research taking place into a potential second screen. The business plan waits for the year end so as to have a solid data set to start analysis after 3 years of disruption, it has performed beyond expectations in the last 12 months and this has given the Town Council confidence to support the revenue of the Picture House for the next 12 months.

Regarding a proposed second screen meetings have been held, more are planned with industry experts on sound and vision along with communications with designers, architects and engineers. Technical elements have been considered including soundproofing, air supply, seating arrangements, structural integrity of the building, projection and modification of the current equipment.

Aesthetics are a major consideration with a aim that the look of the cinema be retained as well as the feel of the venue.

Funding opportunities have yet to be considered, when costs start to arrive this will lead into that, external funding possibilities will be considered.

Any closure to the cinema when making changes will be minimised.

The first meeting of the new Picture House committee, after the May 2023 are a target to present proposals. It is hoped that the make-up of that committee will again be for the life of the council not for a single council year.

402.

IMPACT OF SOCIAL MEDIA

Presented by the Picture House Manager the report focused on engagement and impression rates being high, achieving a good reach for area and its size of population.

Goals for the coming year were outlined, aiming to personalise and make events and activities special. The Picture House is not a standard venue and not the same as the competition, it is unique and different.

The strong relationship and understanding between the Picture House Manager and Marketing Officer continues to grow.

403.

FINANCIAL REPORT

The Town Clerk outlined the current performance of the Picture House being well beyond expectations. It was acknowledged that retail spend was close to reaching its limit and that could be said of cost management also. Staff costs have been managed with an eye on the pay settlements for 2023/24 soon to be announced

It was moved by Cllr Courtney

Seconded by Cllr Fraser and

RESOLVED: that a formal thanks for the achievements in the last 12 months be recorded.

As this was the last meeting of this committee after four years it was felt that it should be recommended that the arrangement to select a committee for four years must be extended into the next council. The committee had developed knowledge and understanding in that time regarding the activities of the Picture House. The arrangement had helped strategies be developed and the continuity as a result of the arrangement was a valuable part of this.

The meeting finished at 8.25pm