

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.