

HEBDEN ROYD TOWN COUNCIL

Meeting of the PICTURE HOUSE COMMITTEE held 14th February 2024

MINUTES

PRESENT: Councillors: Boden (Chair), Davenport, Hayes, Needham.

Picture House Manager: Pete Berrisford

HRTC Project Manager: Emma Green

Friends of the Picture House: Maggie woods

- 382. To receive apologies for absence and any substitutions.**
Apologies were received from Cllrs Buttrick, Howes, Fraser, Matthias, with Cllr Needham acting as a substitute.
- 383. To receive members` interests relating to agenda items for this meeting.**
No interests were declared at this time
- 384. To report on matters arising from the minutes of meeting held 3rd January 2024 not itemised on this agenda.**
In respect of item 321 – the Cinema vouchers distributed as part of the film friends project have been well received with around half redeemed to date. The feedback is that that families were delighted with the gesture. Some vouchers have been redeemed to see Wonka at Christmas and it is expected more will be redeemed this half term to see Migration. The tickets were not exclusively for families, and have been used by individuals who came together to visit the cinema who may otherwise have felt isolated.
- 385. FRIENDS OF THE PICTURE HOUSE**
An update on activities of the Friends of the Picture House was received.

The Friends had been busy in the run up to Christmas with a short break in January. Their next activity is the, family screening of Migration on 17th February. The Christmas raffle raised £2186.0 after expenses, it wasn't possible to cover every screening by pleased with the total raised, to be used as required. Another 100 vouchers have been bought as part of the Film Friends which have been distributed to food hubs. It will be interesting to see when these re redeemed. Voucher codes can be extended if required. The Friends were also pleased to have kept up to date on the proposals for the second screen.
- 386. MANAGERS REPORT**
The Picture House Manager gave a report on recent actions and activities at the Picture House. To date the box office revenue is up on the same period last

year 6500 by visitors, (£57k net), with retail also up by over 18k net. It was also a record breaking year for vouchers sales at over £4k (gross).

The successful films of the year were highlighted, which included Wonka, Poor Things, and the Boy and the Heron. These films demonstrated the benefits of holdovers should a second screen be developed.

Film club showings have been popular including All About Eve (120) and Cleo 5-7 (45), the film club supports organic growth of the customer base independent of the cinema and with nearly 800 members it is instrumental in breaking down barriers and encouraging people to visit the cinema on their own. It has helped to reignited peoples love for cinema following the pandemic. In addition Fright Nights generally doing well.

Wild Water sold out and there will be an encore showing on 9th March at 4pm, may also add a further date. Louise from the Film Festival did the Q&A and feedback is that it was an excellent evening. It was suggested that it would be worth promoting the encore screening directly to the Heben Royd Swimming Pool and Yorkshire Swim Works.

Metropolis screens on 17th February with a live score rewritten for the modern day. There are already 140 booked and Oppenheimer returns on 21st March on 35mm.

Dementia Friendly screenings will soon be trialled with support from CMBC. There is a small grant of £250, but more important is the provision of training and links to established groups that may use the service. This further enhances the community offer from the cinema.

In respect of the Screen 2 test programme changes, Migration is doing well at an average of 83 per showing the rest of the week to run. In term of the week on week comparison 2024 is showing (part way through the week) 1634 against 777 last year.

Screen advertising was discussed, there are continues issues with Pearl & Dean, notice has been given and they have been asked for a breakdown of the current periods payment which is £2k less than previously. The Picture House Manager is in the process of getting a final offer from Pearl and Dean, and an offer has also been tabled by DCM.

It was moved by Cllr Boden

Seconded by Davenport

RESOLVED: That the PH Manager and Cllrs Butterick and Boden to consider options and make a recommendation to committee via a brief report by email. If no objections then to proceed with the recommendation, if anyone objects then call a meeting to proceed.

387.

FINANCIAL REPORT

The Picture House Cumulative Analysis and Trading Forecast to the end of January 2024 was presented.

It is extremely positive that there is now a profit which can be ploughed back into business to build a better cinema.

Cllr Boden highlighted that the Picture House Manager has done an amazing job, lots of individual changes have made a big difference. The excellent leadership of the staff team has created a positive culture which adds value.

Cllr Boden also gave a review of the budget request and the support that will be given by Hebden Royd Town Council.

It was moved by Cllr Boden

Seconded by Cllr Hayes

RESOLVED: to note the approved budget allocated from HRTC evaluations of Screen Two and funding options.

388.

BUSINESS PLAN

The business plan was discussed, and whilst there is already a good basis, this needs clarity of the vision and to show an understanding of the risks. It would be useful for the business plan to be on the website. Consideration should be given regarding how to communicate the vision; it should be concise and user friendly.

It was moved by Boden

Seconded by Needham

RESOLVED: That Cllrs Buttrick, Boden, Matthias should form a subgroup to work on the business plan. The Deputy Clerk will arrange an appropriate date/time.

389.

SCREEN TWO PROJECT

The project manager presented an overview of the screen two project including survey works undertaken in particular the test cores of the auditorium slab, which shows that the slab is indeed suitable for the construction of the structural supports.

The consultation is progressing well with presentations made to Heptonstall Parish Council, who along with the other hill top parishes are in support of the project.

It was moved by Needham

Seconded by Boden

RESOLVED: that Full Council should consider approaching the parishes with regard to them making a financial contribution to the project as the Picture House is a collective community asset.

A meeting has also been held with the Hebden Bridge Disability Access Forum which highlighted a number of interesting points, a key point being, that we currently have a venue where the product is fully accessible, but to proceed with the plans as outlined would be intentionally creating a venue where the product is not fully accessible. It was discussed that there is often additional funding available to make venues accessible and the Hyde Park Picture House was referred to as an example.

It was moved by Cllr Boden

Seconded by Cllr Needham

RESOLVED: that a full options appraisal of accessibility options should be undertaken and that the draft solution presented by the Project Manager which includes a lift to the second floor should be referred to the quantity surveyor for indicative cost estimates.

The consideration and management of asbestos in the building was also considered. Quotes are currently being obtained for the Refurbishment Survey, however it was discussed that whilst the works are ongoing, that these should incorporate the removal of any asbestos.

The façade of the building was discussed and the need for there to be a harmonious vision which could be communicated to tenants of the building.

It was moved by Cllr Needham

Seconded by Cllr Boden and

RESOLVED: that the project should include a Phase Three, essential to fully complete the overall vision of the project. Phase Three will focus on the façade of the building and should be brought in to consideration as plans progress.