

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.

- 401. To receive apologies for absence and any substitutions.**
Cllrs Hodgins, Guilfoyle & Needham with Cllr Boden acting as a substitute for Cllr Hodgins.
- 402. To receive members` interests relating to agenda items for this meeting.**
None were declared at this time.
- 403. To report on matters arising from the minutes of meeting held 28th November 2023 not itemised on this agenda.**
No matters were raised.
- 404. 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.
- 405. 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.
- 406. 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.

407. 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.

408. FINANCIAL REPORT

The Town Clerk outlined the current performance of the Picture House being well beyond expectations. It was acknowledged that retails 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