

HEBDEN ROYD TOWN COUNCIL

Meeting of the PICTURE HOUSE COMMITTEE Held WEDNESDAY 12 NOVEMBER 2025

MINUTES

PRESENT: Councillors: Butterick (Chair), Fraser, Turner and Young.

ABSENT: Councillors: Harvey, Howes, and Morse.

Also: Friends of the Picture House: M Woods
Picture House Manager: P Berrisford

HRTC Clerk: E Green

319. APOLOGIES FOR ABSENCE

Apologies were received from Cllrs Harvey, Howes, Morse

320. MEMBERS INTERESTS RELATING TO AGENDA ITEMS

There were no members interests reported at this meeting.

321. MINUTES OF THE MEETING HELD 1 OCTOBER 2025

There were no matters arising.

322. FRIENDS OF THE PICTURE HOUSE

It was reported that the Making Friends group enjoyed a visit to the Picture House to watch ParaNorman.

The Friends are currently preparing for the Christmas raffle, which is their biggest fundraiser, this will be launched at the Hebden Bridge Christmas Lights switch on.

There will be a children's party for the Making Friends group in December incorporating a screening at the Picture House.

The Making Friends Kitchen continues to operate fortnightly.

RESOLVED: to note the continued work of the Friends of the Picture House and to thank them for their remarkable efforts.

323. HBPH MANAGERS REPORT

The Picture House Manager presented his report - Key points:

- Increase in admissions year on year
- Continue to show a diverse programme with a range of special screenings including Q&A Dreaming of You by the Coral.
- Half-term saw 445 admissions with ParaNorman and ghostbusters – no children's new release.
- Film quiz stabilised; the team will continue to promote this.
- Diverse range of upcoming screenings and live events with a number of prebooking's for next year.
- Partnership with Craft and Canvas for Little Shop of Horrors

The manager also reported on reported on current website and the complexities it presented whilst booking. It is a potential barrier to entry. Currently the website is operated by two providers with the back end managed by the box office provider Savoy. There is an opportunity to merge the two to ensure a smoother user experience.

RESOLVED: that this matter requires addressing and the PH manager will bring a quote and further information to the next meeting of this committee.

324.

FINANCIAL REPORT & BUDGET SETTING

The committee considered the current financial report and the budget requirements for 2026-27.

a. Ticket pricing

Following consideration and forecast modelling

RESOLVED: That the ticket price will be increased by £1 across the board excluding Children and PPTL tickets. This will be implemented from 1 December, in line with the increase to the National Living Wage. This should be supported by robust comms to be published asap.

b. HRTC Community Contribution

It was discussed that the Committee will be requesting support from the Town Council. This is financial support to ensure that the Picture House can continue to deliver its wide range of community provision align with the priorities of the council, which restrict the commercial and revenue opportunities of the Picture House.

RESOLVED: To request a community contribution of £25,000 in the financial year 2026-27.

c. Marketing

Marketing has been limited to social media/word of mouth in recent years, however, there is a need to push audience growth, in particular considering the Picture House key demographics and new audiences and that this may require a different approach.

RESOLVED: the Marketing Manager will develop a costed marketing strategy for the year 2026-27 for consideration at the next meeting.

d. National Lottery Heritage Fund Development Application.

If the Development Application is successful this will require a match fund of 10% for the Development Phase, (expected £33k) in addition volunteer time can be used as further match funding. The Development Phase will fall over two financial years.

RESOLVED: To split the match funding between two financial years (£16,500) per annum, and that this shall be funded through the existing Earmarked Reserves for the Second Screen Project.

RESOLVED: To approve the budget as amended above, to be reviewed following the confirmation of any community contribution from HRTC.

Thanks were noted to Cllr Tuner who has spent time supporting the Clerk and Picture House Manager to review and refine the budget.

325. HBPH – A HERITAGE FIT FOR THE FUTURE

To receive information in respect of the Development Application for the Picture House project and to decide on actions as appropriate:

a. Application progress to date

The application is progressing, and frequent meetings are being held with the NLHF to ensure that the project continues to align with the funding principles. It is hoped that a draft application will be brought to the next meeting of this committee for review.

b. Community & Stakeholder engagement

The engagement strategy was reviewed and noted. Future engagement sessions include, Disability Access Forum, Project Challenge, Two public drop in events at HBPH (Dates to be confirmed) and engagement at the Christmas Lights Switch On events in Hebden Bridge and Mytholmroyd.

c. Team engagement activities

Two team engagement sessions have been held; these have proven useful in terms of creating a two-way dialogue and have been welcomed by the team.

RESOLVED: To note the information.

326. EXCLUSION OF THE PRESS AND PUBLIC

There was no motion to exclude members of the public and press under the Public Bodies (Admissions to Meetings) Act 1960.