

**PICTURE HOUSE COMMITTEE
held TUESDAY 14 JULY 2026 at
GREENWOOD ROOM, HEBDEN BRIDGE TOWN HALL**

PRESENT

Councillors Butterick, Harvey, Howes, Macdonald, Morse and Turner

Minutes Town Clerk - E Green

ABSENT

Councillors Fraser

MINUTES

26(PH)145	1. APOLOGIES FOR ABSENCE & REASONS Apologies were received from Cllrs Fraser
26(PH)146	2. MEMBERS INTERESTS RELATING TO AGENDA ITEMS There were no members interests reported at this meeting.
26(PH)147	3. MINUTES OF THE MEETING HELD 29 JUNE 2026 RESOLVED:
26(PH)148	4. PRIORITIES FOR THE PICTURE HOUSE COMMITTEE The committee considered the priorities of the Picture House committee and the budget requirements for the 2027-28 budget, and the three-year forecast to 2031. The Picture House Committee have recently received the confirmation of the council being successful with a bid to the NLHF development phase. This will be a core activity of focus over the coming years. The current challenges and possible response were discussed. The main competition, particularly for the family market comes from the Vue in Halifax. The Hebden Bridge Picture House need to play to

	its strengths with a focus on customer experience, and a consistent, well-priced service from the kiosk. There will continue to be a mix of programme, where possible ensuring that new titles are screened in a delivered in a timely manner. The Picture House will also continue to work with the Disability Access Forum and promote its accessible features. The idea of creating loyalty and community pride/ownership of the Picture House was discussed. How do we get people across the community to really engage? RESOLVED: To recommend consideration of the following: • Utilise the Passport to Leisure Scheme as a means of targeting services to people who live in areas of Lower Socio-economic status • Consider a crowd funding application to support the various elements of the project. • Consider a Fundraising venture that promotes people purchasing a something tangible so that they have ownership in the Picture House. • Seek additional funding from HRTC to create a marketing budget, that is able to promote awareness and challenge the competitors. • targeted ticket pricing to attract different target audiences.
26(PH)149	5. EXCLUSION OF THE PRESS AND PUBLIC There was no resolution to exclude members of the public and press under the Public Bodies (Admissions to Meetings) Act 1960 during consideration of items of a confidential nature.

Meeting finished at pm.