

Treasurer's Report

To sum up:

Regular Operations and Sundays - Surplus £3758

Film Festival - Surplus £626

Total Surplus - £4204

We have reversed the decline!

I have also analysed audiences at the films shown. Each film is costed based on ticket income, venue hire and distributor costs. I have not allocated any other costs, so it's not an entirely accurate analysis but will give you an idea of what does and doesn't generate a surplus. The only Sunday film that is in the red is 'Cocote'. Only 54 came to see it (the lowest turn out all year, and lower than any of the previous year.)

For the Film Festival I take the same approach but dividing up the venue hire is a little trickier. For the Alhambra it's a simple division of the hire fee by the number of films shown. For Rheged it's a division of the costs applied by Rheged divided by the films shown. For TBTL I assume that as the capacity of the main theatre is four times that of the studio then 11 films in the main and 4 films in the studio sums to $(4 \times 11) + 4 = 48$ 'points' in total. So, a main film has $4/48$ of the venue hire allocated and the studio $1/48$ of the venue hire. We know that the management moved some films from the studio to the main on Sunday. (I haven't brain power to handle that – the numbers stay as per my calculation!) Seven films are in the red – In Fabric, Maria by Callas, Rafiki, Only You, Relaxer, An Elephant Sitting Still, and Memphis Bell (the Hollywood movie). I make no allocation for lectures etc as it's too complicated. Memphis Bell is an outlier – I think some of the previous lecture audience just sat tight and did not pay extra to watch it.

It is easy to over analyse the data (and I do!) but I think the simple answer to 'How did we make a profit?' is – we put the prices up and a few more people came to both the Sundays and the Festival. Last year Sundays showed 26 films and sold 2658 seats. This year 27 films and sold 2934 seats. The drop off after the festival was also not so dramatic this year. Festival sold 3265 seats this year compared with 2987 last year. (You might have different figures, but I have kept the same rules this year as last). Total seats up from 5645 to 6199, up by 10%. The increase in total ticket sales is £4835 – is approximately the improvement from last year's loss of £1617 to this year's profit of £4204 (i.e. £5821)

Grants certainly helped and our pressure on other costs (e.g. printing) also helped. To note, Travel and Accom is repayments for our members. All Guest costs are wrapped up in 'Guest Fees'. The Sunday guest fees are due to the wine etc at opening and closing screenings.

I processed 157 invoices this season so there is plenty more to analyse if you want to. But the plain truth is that it's all about Bums on Seats.