

RURAL CINEMA

INFORMATION PACK

A Rural Cinema Service

Filmscene provides a comprehensive cinema service for rural venues. Using top quality portable cinema equipment, we provide film screenings in alternative venues, particularly in areas where cinema might not otherwise be available.

We work with promoters based at venues as diverse as village halls, libraries, community centres, schools and colleges – anywhere that is a meeting point for local people and can provide basic facilities.

We provide the opportunity to turn your local venue into a temporary cinema to allow your residents to socialize and enjoy top quality film entertainment in their own neighbourhood.

How it works

As promoter, you need to decide on a date and time for your planned event and establish that your intended venue is available.

Try to ensure dates and times are appropriate for your target audience (for example, if you want to screen a children's film, then weekend, holiday daytimes or early evenings during the week are preferable to a late evening screening).

Check that there are no clashes with other important or popular local events

Booking / Fees

Making a booking with us is straightforward.

Email or telephone us with the main details, including;

- *Date of show
- *Times
- *Intended venue / Postal address
- *Your name and contact phone number / email address
- *Any other relevant information
(e.g. if you intend screening multiple films)

Based on this information, we can confirm our availability and provide you with a price quote.

Once your booking is agreed, we will email or send you a confirmation agreement. This confirms your booking and that, as promoter, you agree to all terms and conditions. If the promoter or contact details for your venue change, please let us know as soon as possible.

Films

You need to decide on a suitable film for your audience.

Experience has taught us that it's advisable in rural venues to select films that appeal primarily to your mature residents.

Broadly speaking, your core audience will almost certainly be the over 40's demographic. The younger (18 – 25) age group usually prefer to travel to the nearest commercial cinema for the latest blockbuster and are difficult to attract to your venue.

By comparison, the majority of your older residents are unlikely to visit the local multiplex and will welcome the opportunity to enjoy entertainment in their own intimate community amongst fellow residents and friends with no travelling, parking or safety issues. For those with limited mobility, a short walk to the local village hall is just right!

We therefore produce a seasonal menu of films to attract this audience (a combination of recent releases, classics and excellent titles that didn't necessarily receive widespread cinema distribution)

With a supporting programme, including cartoons and trailers, your audience experience a real 'night out at the movies'.

The Family Audience

Many communities also target the family audience, with parents welcoming the opportunity to keep the kids entertained.

For example, this could take the form of a family film after school with the adult's film in the evening.

With discounts for multiple screenings, this is highly recommended

To access the current Film menus, please visit the <http://www.filmsceneuk.com/rural-cinema> and click the film menu link.

We also have access to a vast film library so, if you are looking for a specific title that is not on the menu, please contact us to establish availability and we will be happy to book it.

Alternatively, visit the main film library page of the website:

<http://www.filmsceneuk.com/film-library>

The library includes details of popular current and forthcoming releases.

Titles are broadly categorized by genre, complete with brief synopsis, censor certification and running time.

(listings are arranged by age, i.e. latest and forthcoming titles detailed first)

Don't forget to seek feedback from your audience on the film they watched and their ideas and preferences for future films. This will help your subsequent selection process.

Please feel free to consult us for advice, as we are only too happy to help.

Venue requirements

If your venue can seat what you consider a reasonable sized audience for your village or community then it should be suitable as a cinema. You will need to ensure that there is basic power (13amp) available, and parking immediately adjacent to your venue to allow us to unload and reload the equipment.

We will contact you usually a week before the event and confirm film timings and our arrival time. We usually allow 2 hours before doors open to set the cinema up and help with arranging your chairs out and assist in anyway possible to ensure the event runs smoothly and successfully.

In the lighter months (April – September) it is the responsibility of the venue to ensure it can be made dark enough for evening film shows. (i.e. blacking out windows where necessary)

When the doors open, usually 30 minutes before the film is due to start, the venue can begin to sell refreshments. An intermission during the show is popular for toilet breaks and refreshment sales.

Your venue should have its own Public Liability Insurance and meet the relevant Health and Safety requirements.

Be clear how many people you are permitted to have in your venue to comply with fire regulations, and make sure that your ticket sales do not exceed this number.

Equipment and technical support

We provide all cinema equipment and technical support and set up and dismantle our equipment.

We use top quality digital projection, which is silent and produces a crystal clear image on to 15' screens, which can be adjusted according to the ceiling

height of the venue. The actual picture size is dictated by the size of your hall.

Our two-channel stereophonic sound system provides excellent reproduction. Obviously the acoustics in venues can vary in standard but the sound is usually as good as it can conceivably be and not too loud!

Some venues prefer the option of subtitles as audiences find it enhances their viewing experience. (compensating for issues of age related hearing impairment, poor venue acoustics, mumbled modern film dialogue etc)

Our Staff are on hand to assist you throughout the whole screening. The equipment is always manned from start to finish to monitor sound levels and ensure everything runs smoothly.

If you have plans for complimentary activities during your event – e.g. food, an interval, a raffle – please let us know in advance so we can be prepared and plan timings accordingly.

Preparing your venue

You should have enough volunteers / staff to run your box office (collecting money for tickets on the door), serve food and drink if appropriate, ensure the health and safety of your audience and run any emergency errands. Staff or volunteers should turn up in good time on the night of the screening. Please arrange for someone to let us in on arrival and decide who will stay on to lock up, and agree in advance who is helping to clear up the venue after the event.

Please make sure that the space is as clear as possible, so that there is room to bring in the equipment.

For a cinema screening, a “theatre style” layout (i.e. in rows facing the screen) is the most appropriate for your seating arrangements. Please leave plenty of space between the rows of seats so that people can get in and out easily. You should also leave a wide central “aisle”. Rows can be curved if that helps with sightlines.

Bear in mind that some audience members may have limited mobility. If your venue has wheelchair access, you might wish to leave a space at the end of one of the rows near the entrance for wheelchair users.

Organise a table, chair and cash box (with a ‘float’) near the venue entrance with a volunteer to take money and check tickets on the door.

It’s useful to have pre-booked tickets ready for collection in individual envelopes, clearly labelled with the name and the total money owed.

Please ensure that your venue is kept as quiet as possible during the screening so that the audience can have the most enjoyable experience possible! Distracting noise from whistling tea urns or a tap dancing class in the next room will mean a dissatisfied audience. It sounds obvious, but your audience are how you make your money, so make the experience as

comfortable and enjoyable as possible and they are more likely to come back to your next screening and create future income for your venue.

You should encourage your audience to bring a cushion with them to make the seating arrangements as comfortable as possible.

An interval during the performance (usually about 15-20 minutes) is recommended as it allows you to sell refreshments, organize raffles, make announcements while allowing your audience a toilet break.

Before the screening starts, remind audience members to switch off their mobile phones

Ticket Pricing

In conjunction with the sale of refreshments, the basic requirement when pricing your tickets is to cover your costs.

The higher you set your ticket prices, the higher your profit is likely to be. However, you should set ticket prices appropriate to your particular audience. We usually recommend a minimum ticket price of £5.00

You may want to consider offering concessionary tickets. This means offering a reduced ticket price to people who may be on a lower income, such as:

- Young people under 16
- Students in full-time education
- Senior citizens
- People receiving state benefits (e.g. unemployed or incapacity benefit)

Offering concessionary tickets is a way of ensuring that as many people as possible have access to your event and helps to promote equal opportunities.

Some venues decide to keep things simple and just offer adult and child rates. However, if the film that you are screening is targeted at a family audience, you might want to consider offering a special price for a “family” ticket.

If you are screening 2 films on the day, you could offer a reduced ticket price for those attending both screenings.

It is usual to provide complimentary tickets to staff and volunteers that have helped you set up and run your event.

Marketing / Selling

As the promoter, it's important that you sell tickets and advertise your film

event as effectively as possible. Obviously the more tickets and refreshments sold allow you to cover your costs and make a surplus to finance further screenings and/or alternative local spending within your community.

Visit the rural cinema page: <http://www.filmsceneuk.com/rural-cinema>

There, you can download the *Marketing Pack* for detailed information.

Licensing

Your venue needs to have a Community Premises Licence with the box for "Film and Video" endorsed. If in doubt, check with your local council Licensing Officer about this.

For short notice or one-off events, you can apply to your council for a *Temporary Events notice*. Again you can get up-to-date advice on this from the Licensing Officer at your borough or district council.

Filmscene organizes the necessary film licencing for your screening

Audience feedback

It is important to find out what your audience thought about the event as the feedback will help you to plan your future screenings.

You could provide your audience with a simple questionnaire that includes their input on

- *Preferred days and times for future events
- *Favourite types of films (e.g. comedy, thrillers)
- *Modern or Classic Films
- *General suggestions

It's best to do this as people arrive or during an interval. You should also have a pile of pens somewhere handy (e.g. in the bar or near the door) so that people can fill in the forms easily.

Try to collect as many completed forms as you can before the end of the event.

Not everyone will complete one but the more information that can be gathered, the more helpful it will be in organizing successful future events.

Contact

Pete Heathcote

Filmsceneuk

Tel: 0115 921 2445

Mobile: 07787 125049

Email: peter@filmsceneuk.com