



Rusthall Community Cinema

Trustees' Annual Report to 31st May 2017

Charity registration No. 1171282

Principle office: 21 Manor Road, Rusthall, Tunbridge Wells, TN4 8UD

Trustees: Charlie Brown, Eugene Gardner¹, Mrs Karen Gardner, Kevin Mullery, Mrs Judith Offord¹, Ms Jessica Pointon

Governing Document: Constitution dated 22nd January 2017

Organisational Structure: Charitable Incorporated Organization

Purpose and Activities

Our purpose is to promote principally cinematic facilities for the occupants of Rusthall and immediate surrounds in the interests of social welfare and with the object of improving the condition of life.

We all suggest the films we would like to see then vote to select those that get screened. A short film (perhaps of educational or cultural significance) is screened before the main feature, then we hold a discussion group for all to exchange views and learn about the films. Free transport is available for the infirm and we charge the bare minimum to enable as many as possible to join us.

The Trustees believe that they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission as required by section 4 of the Charities Act 2006.

Financial Review

The position of the charity is as described in the attached Income and Expenditure Account. No specific reserve policy is in place although the Trustees intend to maintain a sum to cushion against poorly attended events and provide for purchase and maintenance of equipment.

¹ Nominated by the Trustees of Sunnyside Hall

Comment on the Year

This report covers the first year of operation and so one of much change as we learnt from experiences. We settled into a three weekly cycle screening on Friday or Saturday evenings in the ratio of those only able to attend one of those times. Choice of films remains a matter of public suggestion and vote covering a six monthly season. We aim to enhance feature films with a programme of shorts and other entertainment related to the theme of the evening. Where local charities with a connection to the theme exist they are invited to join us: this year alcohol/drug dependence and autism were well supported themes, and we offer a platform for local musicians and film makers to gain exposure.

We have a strong volunteer base although several (admittedly non-critical) tasks remain vacant. Where possible, volunteers are encouraged to do different jobs, partly to maintain interest and possibly stimulate innovation and partly to cover the absence of key staff - something that sometimes happens at very short notice. Our most significant vulnerability is to failure to continue operating should a few key staff become unavailable.

Thanks to generous donations we have our own sound equipment mainly housed permanently in Sunnyside Hall and have been borrowing a projector. Our next goal is to purchase our own projector; at the time of writing our funds are almost at the point where this can happen. We have received a grant from Onestop Stores that enabled us to buy 50 padded chairs and these are housed at, and on permanent loan to, Sunnyside Hall. An induction loop to help hearing impaired audiences has been bought on a 50/50 share basis with the Trustees of Sunnyside Hall.

We have attracted sufficient advertising to cover the cost of a brochure listing forthcoming films but so far sponsorship – both per film and seasonal – eludes us. There is scope for video advertising but despite having the basic equipment available no one with sufficient time and imagination has come forward to make use of it.

Membership stands at 50 currently having just reduced the subscription fee from £36 with £2 admission per film to £40 annually with free admission. Walk in visitor ticket prices were lowered from £7 to £5 to possibly attract more audience from those in hardened circumstances and better meet our charitable objectives.

After protracted discussions with the Charity Commission we became registered late in the year and this has given a significant financial boost, although it came just two weeks after closure of a BFI equipment grant we were hoping to benefit from.