



**FORDINBRIDGE REGAL CINEMA CLUB (FRCC)
ANNUAL GENERAL MEETING
MEETING MINUTES**

24TH APRIL 2018 7PM @ THE REGAL CINEMA

Attendees: Club Chairman - Brian Currie (BC), Club Secretary - Emma Goddard (EG), Club Treasurer - Caroline Saltrick (CS), Barry Robbins (BR), Sue Ruth, Brigit Mulrooney. Other members as per appendix 1.

1. Welcome from Chairman

Very brief, he said he was very pleased to have achieved a dream and thanked staff, volunteers and members. BR apologised to anyone who had been to the Town Hall thinking the meeting was being held there. Due to initial responses we thought we would need the extra space in the Town Hall but the venue was changed once we had a better idea of exact numbers attending and this was communicated in a members' newsletter.

2. Apologies: Sue Sims, Sarah Hasted, Sara Winterridge

3. Report from Chairman

BC handed over to BR and EG. EG said that Brian's objectives for the club are to rate attendance and admissions above profit. He'd rather see the cinema full, than have more expensive ticket prices. The club needs to be able to break even, and build up reserves for replacement technology/equipment, but audience figures are more important to him than sales revenue. He'd like the cinema to be a community asset that is used and attended by as many people in the community as possible.

4. Report from Secretary

EG Thanked BR and Sue Ruth for their commitment and excellent work.

EG gave some headline **membership figures**. Original goal pre-opening was for 250 members. There are currently 549 members (as at April 2018).

Total Corporate: 3

Total Platinum: 29

Total Single Gold: 216

Total Joint Gold: 126

Total Silver: 171

Total Student: 4

We sold 25 gift memberships for Christmas presents in 2017.

Cinema can probably handle up to 800 members. Could lead to over-demand for LIVE events but it would be nice to get a full house for x2 screenings of most films.

There will be no further membership income from Platinum members.

Giving memberships as raffle prizes to local charities are a good way of promoting the club and increasing ticket sales, members can contact EG if they have any requests.

Private hire events serve as good marketing for the cinema and often lead to new membership sign-ups.

Expected drop-out of non-renewals for 2018 (those who haven't used it enough or at all, those who will pay extra for day membership tickets)

Audience Figures

20 films at 100% occupancy

First 6 months average: 44% occupancy

Target for 2018 is 80% average occupancy (changed some programming policy/procedure)

Ticket sales affected by number of screenings and ticket prices (LIVE events popular and high value)

Total admits (to date): 2,980

Gross box office (to date): £22,935.10

Audience Development

To ensure we meet the objects of the club "to exhibit a diverse range of films that will appeal to a wide range of the community" we need to develop links within the community and encourage underrepresented demographics from the area to start visiting The Regal.

In particular we want to build links with local schools & colleges, have teen film nights, increase education via film, introduce monthly dementia screenings, mid week Silver Screenings, more 'art-house' films, documentaries (starting with Secret Spitfires and Tawai: A Voice of from the Forest), films with Q&A (starting with Secret Spitfires and Woodlanders with Ashley Rowe).

We can't regularly put on more unusual films if they consistently underperform at the box office.

Improvements in last 12 months that you've hopefully noticed...

Online membership sign-up and payment

New basket on website for multiple ticket purchases

Interiors in foyer, bar, office – new pictures, posters etc. from Brian Currie

Cinema open every day (Barry, Sue and Bridget working onsite)

LIVE screenings: ROH, NT, RSC (other West End productions TBC)

Restructure to Saturday Family Screenings – change of pricing, time and film selections, this has led to much better occupancy.

Introduction of monthly nights: Wild West, Foreign.

Private Hire Events: 11 events held August 2017 – April 2018. Target: x2 per month

5. Report from Treasurer

EG distributed hard copies of the 2017 accounts.

CS noted that although this is a not-for-profit organisation the first year of accounts are very healthy. This is mainly thanks to Brian and the support from Corintech. In the future we will need to pay other expenses, including wages/salaries, rent for the property and utilities.

It should be noted that there will be no more membership income from Platinum members. As a club we need to make membership attractive so that members do renew their memberships.

Member Judith Chapman asked if we would take further Platinum memberships. EG stated that these were set up as 'Founding Platinum Members' that were only available up until end of December 2017. EG thought that it would take some of the prestige away from these founding members if we changed the policy.

6. Report from committee member Barry Robbins – cinema operations

Volunteers

Roles are: Bar, Technical, Welcome/Tickets and Duty Managers. There is usually good coverage but occasional gaps. Training records have been introduced. There are 48 listed volunteers. They range from some who are very active to some who are dormant. We ideally need another 10 active volunteers.

Technology

We receive support from RIB Audio/Visual in Bournemouth. We've had various upgrades since opening: live screening, satellite installed, film server installed. There is a proposed upgrade to the signage/adverts/trailers system. There have been serious issues with the projector. These are still on-going. If necessary we will source a new projector with a proven track record.

BR thanked everyone for their supportive comments ref the planning application for the satellite dish. There are (to date) 44 public comments of support, no comments against.

Bar

This is a great feature of the Regal and one that customers/members of the audience frequently comment on. Top products are: Gin & tonic, Boondoggle and Prosecco – especially at Live events. There are regular requests for different drinks but we only have limited chilled space behind the bar. The coffee machine is slow and can cause 'bottlenecks' during Live screening intervals or private hires. We will acquire some cafetieres for use on busy occasions.

A couple of members said it was nice to have White Russians served at the screening of The Big Lebowski. It would be nice to have a special drink, associated with certain films, at screenings, it doesn't have to be an alcoholic drink.

Website

Recent improvements include a new ticket basket to make it easier to purchase tickets to multiple screenings in a single transaction and the new email login.

We have occasional issues with our Payment Partner but they are always resolved quickly.

We've received some feedback that the "website is clunky and a barrier to buying tickets" but we

are limited to the changes we can make due to the ticketing platform we use.
Feedback about the customer experience is welcomed.
There are still improvements we would like to make.

Film Selection Process

There is a film selection committee with 7 members. They meet every 2/3 months to create a Long List. The Long List is then converted into an email survey which is sent to a Focus Group. The Focus Group is 37 FRCC Members from a wide range of demographics. Any member wishing to join this focus group is welcome, so please ask us if you'd like to join. Feedback/results from the Focus Group informs us i) if we should schedule the film at all, ii) the appropriate number of screenings. If you can't get tickets for a film because it's sold out, email us as we may be able to put on another screening if there is enough demand.

Regrettably, we have cancelled some screenings if there are less than 6 tickets sold. This is mainly due to the cost of the licence we have to pay if the screening goes ahead. We are able to contact the ticket purchasers but we will also, from now on, inform the Bookshop, put a message on the website and put a sign on the door for people who may be turning up on the night.

A member asked the cost of a film screening licence. EG said the licence is usually approx £100, but can be more expensive, depending on the distributor. The BluRay usually costs less than £20.

Safeguarding Policy

We are currently drafting a Safeguarding Policy (with input from several FRCC members).
We have introduced 'Safeguarding Awareness' training for all volunteers.
We have published some Safeguarding 'Golden Rules' for the volunteers.

Private Hire Events

These have proved very popular for birthday parties, family gatherings, anniversary parties and private screenings of particular films including a documentary.

They are a good source of income.

They generate new members as guests have often not been to the cinema before and then join in the days/weeks following the event.

Local businesses have benefited by providing catering.

With Private Hire, Live Screenings, monthly series and weekend public screenings, The Regal is becoming very busy!

A member asked the cost of a private hire. BR said the usual cost is £250 but members are only charged £200.

Staff

Bridget Mulrooney joined 23/04/2018 and will support Barry, Sue and Emma with cinema operations. She will share on site cover with Barry where no Volunteer Duty Managers are scheduled to cover and support the increasing number of Private Hire.

Thanks

BR thanked all volunteers and Duty Managers, without them we simply couldn't operate.
Thanks to David at Fordingbridge Bookshop. Selling tickets here is great for people/members who

don't use the internet.

Thanks to the FRCC Committee and Brian Currie.

Thanks to Corintech and our other Corporate Sponsors – Feltham & Feltham and New Life Church.

Thanks to Sue Ruth who has helped significantly, with book-keeping in particular.

Thanks to RIB A/V.

Thanks to Kim and Scott at KFDesign for our graphics and website support.

Thanks to ALL our members.

7. Motions to be put to the AGM

Changes to the Constitution

EG put forward the following changes:

Section 2. Membership

To add a sentence to the Platinum membership:

This category was only available up until December 31st 2017. No new applications can be accepted.

To add Day Membership:

(vii) Day Membership – this is a temporary membership that is incorporated into the ticket price for a screening. Entitles the ticket holder to attend a specified film screening on the Club premises.

To add some flexibility:

The committee reserves the right to introduce other categories of membership as required.

To make the following change to 2.2:

Tickets are only available to FRCC members and temporary day members. Tickets are available via the Regal website, the cinema and our authorised partners in Fordingbridge. Group bookings can be arranged to include temporary membership. Tickets to 'Community Screenings' are available to anyone.

To make the following change to 2.11:

All members and their guests are requested to refrain from smoking on the Club, and neighbouring, premises. This includes the cinema courtyard.

The Proposer was Melvyn Beynon, who stated we should define 'Community Screening'. The Seconder was Adrian Nurse. The motion was carried by the majority required.

Continuation of Two Tier Ticketing

EG said she would like to continue this ticketing system. It encourages people who haven't become full members to visit the cinema. They may then become members, but if they don't we receive the income from the higher ticket prices. Members benefit as their ticket prices have decreased slightly.

A member asked about marketing at Sandy Balls. EG said she was in touch with Sandy Balls but the family screenings are on Saturdays, which is the busiest day for the resort and when most tourists are busy travelling, and that the resort wasn't very keen on a relationship as they show films outdoors in the Summer. EG said she would ideally like The Regal to feature within part of their Welcome Pack for guests but she will approach them again in the Autumn once their outdoor screenings have stopped.

The Proposer was Anna Doran. The Seconder was Chris Humphries. The motion was carried by the majority required.

7. AOB raised by Members

Catharine Avery-Jones asked about live screenings. If they are so popular, and if they are now also available to Day Members, should full Members get priority? EG said yes they should, and they already do because we notify members first about all new screenings. Full Members get priority booking.

One member asked if there is a conflict with Moviola. EG said she had been in touch with Moviola before the cinema opened, and at that time they saw no conflict, mainly due to our auditorium only seating 30. She has been in touch since but hasn't managed to speak to the right person. She doesn't think they are concerned about The Regal taking away business from them as they would have probably been in touch with us if this was the case. We do occasionally have new releases screened on dates very near each other, or sometimes on the same date. This has not affected sales at The Regal as it's usually for a popular new film.

Thanks from members to Brian Currie, and the dedicated team.

Colin Burt asked about the bar margins and asked if the prices could be less. EG noted that the margins are higher on food and drink as the margins in other areas of the business are slender. She also said prices were still competitive. BC noted that prices at The Regal are much cheaper than the different pubs he owns/manages. He also noted that we should aim to build up reserves of £20k so that we have enough cash to buy new equipment (e.g. a projector if it fails), so keeping these margins would be sensible. There were several comments from other members that the bar prices were reasonable and that we should keep them as they are for the moment.

Phillipa Duckworth asked to be reminded of the membership categories. BR ran through the different memberships.

8. Conclusion of Business

BR concluded the meeting. BR thanked everybody for their attendance and invited them to join the committee for drinks in the bar.

Appendix 1**FRCC MEMBERS IN ATTENDANCE**

Member	Attendance
Brian Currie	Yes
Caroline Saltrick	Yes
Emma Goddard	Yes
Barry Robbins	Yes
Sue Ruth	Yes
Bridget Mulrooney	Yes
Beth Halski	Yes
Murray Phillips	Yes
Sue Phillips	Yes
Angie Humphries	Yes
Chris Humphries	Yes
Anna Doran	Yes
Phillipa Duckworth	Yes
Jill Coke	Yes
Adrian Nurse	Yes
David Wray	Yes
Catherine Avery-Jones	Yes
Judith Chapman	Yes
Melvyn Beynon	Yes
Colin Burt	Yes
Keith Hopkins	Yes
Brenda Hopkins	Yes
Michael Foster-Williams	Yes
Mary Bailey	Yes
Janet Bennett	Yes
Christine Cuthbertson	Yes
Anthony Ecroyd	Yes
Kim Formhalls	Yes
Katie Gregory	Yes
Sarah Hasted	Apologies sent
Sara Winterridge	Apologies sent
Sue Sims	Apologies sent