

# PRESENTATION

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A CINEMA IN WIVENHOE?

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## THE VISION

Reel Appeal aims to set up an independent cinema as a:

- local community asset
- place for the enjoyment and promotion of film and other arts in the Wivenhoe area
- quality environment (comfortable seats, good sound)



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## WHY A CINEMA?

Why would people come when they can stay home and watch DVD's cheaper?

- more fun, atmosphere, cinema experience
- night out for family or whole group
- see films not available on DVD
- related events, theme nights, festivals, fancy dress for special films



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## STRUCTURE

### How will it work?

- social enterprise, community interest or non-profit company
- capital support from donations, trusts
- self-generated income from fundraising events, gigs, use of property as venue, membership/ticket sales
- popular support: volunteer input is crucial



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## DEVELOPMENT

### 1 buy

buy the building and attract support

### 2 renovate

renovate building as community venue,  
show films along with other income  
generating activities

### 3 develop

develop as fully equipped independent  
cinema... programme to start with two nights  
per week and rise to four plus a matinee



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## PROGRAMME & AUDIENCE

Different films for different folks - must address requirements of all sections of the community, mix of:

- blockbusters,
- films by young and local film-makers
- UK films and documentaries
- foreign language films and restored classics
- children's films
- meet with the Nottage Film Club to exchange information and ensure no clash of films, dates or seasons



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## FINANCE

### Assets and commitments:

- business case (compiled by an experienced accountant) has been viewed free of charge by outside consultants
- £75k to buy building plus extras (legal fees, publicity for fund raising etc.)
- we have £14k already
- we must pay £7.5k deposit (non returnable) to secure best deal on property
- cost to renovate building as viable community space estimated at £100k



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## FINANCE

The building itself is an asset which has a value. Before being launched as a cinema it can be used for income generating activities:

- showing films
- plays and small scale performances
- lectures, presentations, seminars
- poetry readings, storytelling
- education workshops etc



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## FINANCE

### What happens to donation money?

- money is banked by WFT Reel Appeal
- WFT is registered charitable company
- pay deposit on building, to buy within the year
- money spent on three main phases:  
buy, renovate, develop...

### And if plan does not succeed?

- donations refundable up to point of purchase
- thereafter building owned as community asset



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## PLANNING

### Planning permission, accessibility, 'green' credentials and safety

- already held positive talks with local authority planning department
- already have free services of an architect
- Health and Safety is of prime importance right from the start
- final design of building will incorporate energy saving/efficiency features
- accessibility is a priority



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## ENVIRONMENT

What about people who live nearby? What about access?

- respect fact that cinema is in residential area
- noise and road use: need to consult residents
- normally aim for 10pm finish:
  - no late night noise
  - time to catch trains and buses
- cars use station carpark (free in evenings)
- encourage use of public transport
- ensure venue is wheelchair accessible (entrance, circulation, toilets, seating)



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## COMMUNITY

Cinema project is for the benefit of the whole community:

- attract people to the Town Centre
- extra business for local pubs and restaurants
- matinee performances attract Saturday trade for local shops
- safe social evening out for young people, teenagers and for parents with children
- accessible local cinema for older people

Many local people have already offered money, time and effort...



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WHAT  
WOULD  
YOU LIKE  
TO SEE ?



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