

Date: 16th May 2025 To: All VHMC Committee Members From: Parish Clerk

Report to Council: **Requirement for Deposit to Commence Film Screenings at Stanton under Bardon Village Hall**

This report outlines the need for an initial deposit to be paid to **Filmbankmedia** in order to begin screening films at Stanton under Bardon Village Hall as part of the Stanton Cinema Club project.

**Background**
To legally screen films to the public, a licence must be obtained from an authorised distributor. Filmbankmedia was selected because it provides the broadest and most accessible licensing solution for public film screenings in community venues. It offers the **Single Title Screening Licence (STSL)** model, which allows the Committee to book individual films on a pay-per-use basis, making it highly flexible and cost-efficient for occasional or pilot events. Filmbankmedia also represents **major film studios** including Warner Bros., Sony, Universal, and StudioCanal — ensuring access to **popular mainstream films**, recent releases, and family-friendly titles likely to draw community interest. The simplicity of their online booking system, combined with their reputation in the community cinema sector, makes them the most practical and reliable option for our needs.

**Deposit Requirement**
Filmbankmedia requires a refundable deposit to open an account for new customers. This deposit acts as security for bookings and enables access to their film catalogue and booking platform. To confirm – it is not a fee, and the amount will be returned upon account closure, provided the account is in good standing.

**Example Screening Costs**

Filmbankmedia operates on a **Single Title Screening Licence (STSL)** model for community screenings, allowing films to be hired individually without a long-term contract.

* **Standard Licence Fee**:
	+ £83 + VAT (total £99.60) *or* 35% of box office income — whichever is greater.
	+ Example:
		- If we sell 30 tickets at £4 each = £120 gross income.
		- 35% of £120 = £42 → Filmbank would charge £99.60 (the minimum flat fee).
		- If we sold 80 tickets at £5 = £400 gross income. 35% of £400 = £140, so the higher fee would apply.

**Ticket Sales & Break-Even Analysis**

Assuming **£5 per ticket**, and using the **£99.60 minimum fee**, we’d need to sell:

* **20 tickets** to cover the licence cost alone (20 x £5 = £100).

Other expenses to consider:

* Refreshments and extras (optional): £30–£50 per event – Glynis from the Community Café is happy to help
* Marketing/printing materials: £10–£20 per event – Glynis has put the Council in contact with a printer in Braunstone who can print A5 leaflets very cheaply

**Target Audience:**

To comfortably cover costs and build a sustainable model, we should aim to sell **30–40 tickets per screening**, which would generate £150–£200 in gross income, leaving room for modest reinvestment for future films.

**Unique Selling Points of a Community Cinema**

The obvious treat to delivering a community cinema is the competition with home streaming and therefore the *experience* is just as important as the film. Ideas to make screenings feel special include:

* **Ice Cream Interludes** – traditional cinema-style interval with locally sourced or vintage-style refreshments.
* **Comfy Seating Options** – bean bags, rugs, or themed décor for family screenings or relaxed film nights.
* **Competitions & Quizzes** – film-related competitions such as golden tickets / design a poster / costume contests / bring your teddy or raffle prizes to engage the audience.

**Recommendation**

It is recommended that the Committee approves payment of the required deposit to Filmbankmedia to enable the creation of a new community cinema programme under the Stanton Cinema Club. The flexibility of per-film licensing with us having complete control of what and where, combined with the potential to create memorable and community-centred experiences, makes this a low-risk, high-impact initiative for the VH.