

HOW TO START A FILM CLUB

Do you want to see quality films of your choice on the big screen? Are you miles away from the nearest cinema? Do you wish to screen anything from Hollywood classics to the latest blockbuster films on DVD?

Your solution could be to form your own Film Club with Filmbankmedia!

- Easy account set up on the new Filmbankmedia website
- Screen movies from the leading Hollywood, Bollywood and Independent film studios and distributors
- Access Filmbankmedia's extensive film catalogue and make your booking online
- Show films just 8-12 weeks after release in UK cinemas, prior to DVD retail or rental release
- Utilise Filmbankmedia's distribution service, providing your choice of film on DVD or Blu-Ray
- Use your own DVD copy of your booked film, if this is more convenient
- Submit Box Office Returns and make payments online

WHERE DO I START?

Form a small group as a 'working committee' to discuss ideas - some level of formal structure to any Film Club is required due to commercial considerations in the hiring and screening of films.

Find a group of like-minded enthusiasts willing to act as a team in order to form the 'committee'. As a minimum you will need the following:

- **Chairperson:** runs the meeting and keeps the committee focused.
- **Secretary:** day to day administrative duties as well as the organisation of meetings, agendas, and minutes etc.
- **Treasurer:** monitors income and expenditure and helps to obtain grants.
- **Publicity Officer:** handles all marketing and press.
- **Other roles:** Projectionist and Front of house manager.

This structure is recognised by the BFI as well as film distributors.

DECIDE WHAT KIND OF FILM SCREENINGS YOU WISH TO HOLD

You will need to determine how you will screen films:

COMMERCIAL FILM SCREENINGS	Commercial Screenings allow you to: <ul style="list-style-type: none"> • Charge a ticket price • Advertise to the general public
NON-COMMERCIAL FILM SCREENINGS	Non-Commercial Screenings allow you to: <ul style="list-style-type: none"> • Provide the screening free of charge to your audience • Advertise to a members only group • Advertise on password restricted websites only
NON-COMMERCIAL FILM SCREENINGS WITH ADVERTISING	Non-Commercial Screenings with Advertising allow you to: <ul style="list-style-type: none"> • Provide the screening free of charge to your audience • Publicly advertise your screening (ie across social or local media sources)

DECIDE WHICH TYPE OF FILMS YOU WISH TO SCREEN AND HOW OFTEN

Your film programme will be determined by what you and your committee want to show, what your audience wants to see and what is available. The new Filmbankmedia website features an extensive, easy to use film catalogue of more than 15,000 films with content dating back to the 1920s and spanning all genres and audiences.

INVESTIGATE START UP AND EQUIPMENT COSTS

The cost of setting up your Film Club is dependent upon the venue in which you plan to screen your films.

- Film Copyright Licensing and Account Set Up:
 - To screen films from studios and distributors represented non-theatrically by Filmbankmedia, you will need to create a Single Title Screening Licence account. This will require a deposit which is fully refundable on closure of your account.
 - You will also need to factor in the costs of your licence fee, which start at £83 per screening for up to 200 people or 35% of your box office takings, whichever is the greater
- Venue
 - Some Film Clubs utilise existing cinemas as their venue, so you will need to consider any venue hire costs
 - If you are choosing to run your own venue, you will probably start with rented or borrowed equipment
 - If you plan to acquire your own equipment, there are many organisations and schemes that can guide and assist you. Funding schemes vary throughout the UK however Cinema For All (a national support and development organisation for community-led cinema) and your local authority may be able to provide assistance.
- Advertising
 - Dependent upon the type of screening and licensing you hold, you may wish to consider managing a budget for advertising your event.
- Other things to consider
 - Projection equipment, hire or purchase
 - Projectionists
 - Prospective insurance costs
 - Membership to Cinema For All
 - Grants or Donations
 - Membership Fees
 - Sources of income such as:
 - a. Membership Fees
 - b. Refreshment sales
 - c. Additional ticket income
 - d. Event Sponsorship (requires approval)
 - Marketing materials (ie brochures or flyers)

LEGAL IMPLICATIONS

It is a requirement to obtain the necessary copyright licences prior to opening the doors of your Film Club. Ask yourself the following questions:

- Does your venue have all the relevant licences?
- Are there any restrictions under the fire and building regulations?
- Do you need Public Liability Insurance?
- Does any of your electrical equipment require a PAT certificate?

- Have you thought about age limitations?

Members of a 'Closed Film Club' (ie members only) should be limited to persons over 16 years of age. An 'Open Film Club' must abide by the age restrictions imposed by the BBFC (British Board of Film Classification) or local authority film certificate.

CHOOSING A VENUE

A good venue should have the following:

- A means of projecting film
- A good all-year round black-out
- Enough comfortable seats or a supply of seat cushions and adequate heating
- Adhere to legal requirements (disabled access, toilets, fire exits, be licensed etc)
- Convenient car parking
- A bar and/or kitchen

If you choose a cinema or arts centre which is fully equipped for cinema projection, most of the above will be taken care of. However, many film clubs choose to run their own venue meaning more freedom of operation and lower costs as well as being more local community based.

If you choose to manage your own venue you will need to consider the following:

- Providing your own projection equipment including sound and screen
- Setting up and dismantling your own equipment
- Organising your own film booking, box office and publicity

FINALISE PROGRAMME AND TICKET PRICE

Your programme will be determined by what you and your committee would like to show, what your audience wants to see and whether it is available. Every film society has different programming aims - you may decide to have a season dedicated to a certain theme or have films from all over the world.

When determining your ticket price, ask yourself:

- Is your ticket price set at the right level for your target audience?
- How does your ticket price compare to local cinema ticket prices?
- Does the ticket price allow you to cover the cost of the outgoings for your screening event?

PUBLICITY AND MARKETING

Every Film Club needs an audience and if your films are not publicised, few people will come and see them. Consider the following ideas:

- Brochures: produce a brochure for distribution to your members and local community including in key venues such as libraries, theatres, arts centres and concert halls. Always make sure your committee members have brochures and membership forms with them.
- Posters: attractive, informative posters can be placed in local venues to drive awareness of your screening.
- Advertising and Editorial coverage: Speak with local newspapers or radio stations to get the message out there.
- Social Media: Utilise Facebook, Twitter and other social media sites to build a membership and share information on future screenings
- Email Newsletters: Inform your members of screenings and themed film seasons and encourage

them to share information with friends and family.

- 3rd party collaboration: Partner with local companies or services in order to inform your local community of both your activities, ie through a joint direct mail campaign.
- Word of Mouth: The most powerful and inexpensive form of promotion - tell your friends and family about your club as well as those you work with. The more people know, the more they will tell others!

If you are using film imagery on your promotional materials, you must ensure that you adhere to any copyright requirements and use images which have been legitimately sourced. Please refer to websites such as www.image.net and www.picselect.com for approved publicity images, videos and marketing materials.

USEFUL CONTACTS	
British Film Institute (BFI) 21 Stephen Street, London W1T 1LN T: +44 (0)20 7255 1444 bfi.org.uk	Cinema For All Unit 315, The Workstation, 15 Paternoster Row, Sheffield, S1 2BX T: +44 (0)114 221 0314 cinemaforall.org.uk
Independent Cinema Office 3rd Floor, Kenilworth House, 79-80 Margaret Street, London, W1W 8TA T: +44 (0)20 7636 7120 independentcinemaoffice.org.uk	British Board of Film Classification (BBFC) General questions to the BBFC should be directed to Switchboard T: +44 (0)20 7440 1570 bbfc.co.uk

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