

**Committee:** Community and Housing

**Agenda Item**

**Date:** 17 March 2010

**12**

**Title:** Saffron Screen Funding

**Author:** Diane Burridge, Director of Operations,  
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Item for decision

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## Summary

1. Saffron Screen has a well publicised campaign to attract funding to enable them to purchase digital cinema projection equipment. They have approached multiple businesses including this council. It is proposed that the council allocates funds to support them in this aim to have the equipment operational by January 2011.

## Recommendations

2. That £3,000 is allocated to support Saffron Screen in its "Going Digital" campaign in accordance with their corporate opportunities campaign.

## Background Papers

3. The following papers were referred to by the author in the preparation of this report and are attached.

## Impact

- 4.

Communication/Consultation	Saffron Screen would be advised of the Committees decision. There are beneficial opportunities available for corporate sponsors
Community Safety	None
Equalities	None
Finance	This can be funded from the under spent Museum budget for 209/10.
Health and Safety	None
Human Rights	None
Legal implications	None

Sustainability	None
Ward-specific impacts	Users of Saffron Screen come from multiple wards.
Workforce/Workplace	None

### Situation

5. Saffron Screen has a well publicised campaign to attract funding to enable them to purchase and maintain digital projection equipment. They have approached multiple businesses including this council.
6. Saffron Screen was launched in 2006 and is a volunteer run, registered charity, providing an independent, public cinema facility in Saffron Walden. It attracts a range of age groups to its showings of films and its customers travel from many areas in Uttlesford. Day to day running costs are funded by ticket sales.
7. The digital equipment will not only bring some efficiencies but also enable streaming of live events from around the world by its 5th birthday in May 2011.
8. The options set out for sponsorship also include some benefits to the sponsor such as advertising the companies logo at the cinema; website links; vouchers and use of cinema for private screening. Some thought would need to be applied as to how the council would deal with some of the benefits but ideas could be put forward so that no personal benefit was given e.g. vouchers could be donated to other fundraising activity such as Chairman's Raffle, a private screening could be utilised as a training event.

### Risk Analysis

15. There are no risks associated with this report.



PRESS RELEASE

19 February 2010

Saffron Screen is Going Digital. On Friday, 19 February, your not-for-profit independent cinema launched a campaign to raise £60,000 for new digital projection equipment. This equipment is necessary to ensure the future of Saffron Screen and will also provide great benefit to the cinematic experience of Saffron Walden and the surrounding area.

Currently, Saffron Screen shows films via a 35mm projector. In this digital age, movie distributors are 'going' digital with the result being that access to 35mm films will become increasingly more difficult. Saffron Screen needs to upgrade its projection equipment to guarantee its long-term future.

A digital projector not only ensures that Saffron Screen will continue to bring the community the films they want, but also allows films to be screened in pristine condition and closer to their release date.

Finally, and most excitingly, digital equipment means that Saffron Screen will be able to stream live cultural and sports events into the cinema; events like opera from the Met, ballet from Covent Garden, theatre from the National Theatre, international sporting events, music concerts, comedy and speaker series, plus more. Your community cinema will showcase the best events from around the world.

Funding is being sought from three sources: local businesses, donations from the public, and grants. Corporate sponsorship packages, seat sponsorships, the annual Friends' Scheme and donation forms are available with varying levels of benefits such as free ticket vouchers, corporate logos on screen, free hot drinks and window stickers. Anyone wishing to support this campaign should visit the cinema, go to our website: [www.saffronscreen.com](http://www.saffronscreen.com) or email: [info@saffronscreen.com](mailto:info@saffronscreen.com) to receive further information.

Chair of Saffron Screen, Rebecca del Tufo, explained, 'We are excited about our Going Digital campaign. Saffron Screen launched on the back of incredible local support less than four years ago and has delivered regular entertainment and educational events with great success. Digital equipment is the next important

[www.saffronscreen.com](http://www.saffronscreen.com)

Your not-for-profit independent cinema

Saffron Screen is the trading name of Saffron Walden Community Cinema Limited, a Company Limited by Guarantee, registered in England No. 5626997. Registered Office: 3 London Road, Saffron Walden, Essex CB11 4ED  
Registered charity no 1113259 VAT registration no 878 9218 58

phase in our strategy and we are delighted to welcome everyone to join us at the cinema.

I am also delighted to announce that we already have sponsorship from Saffron Insurance, Adams Harrison Solicitors, and Saffron Building Society. Their top level support is greatly appreciated and put us on our way to meeting the target of £60,000.

Finally, we would not have been able to launch this campaign without the volunteered services of The Design Mill and Pugmen-Mikrofilm Ltd. The Walden Local has also been a vital partner since the beginning. I would like to thank all these companies for their involvement in our community cinema.'

'Going Digital' is a capital investment campaign and all funds received through this campaign will go toward the purchase and maintenance of digital projection equipment. Day-to-day running costs of the cinema are covered by ticket sales.

Saffron Screen launched in May 2006 as a registered charity and solely through volunteer efforts. Over 100 volunteers and 18 part-time staff now ensure the operations of the cinema; from programming, HR/accounting and web development to ticket sales, Front-of-House and ushering. This professional cinema boasts a full size screen, cinema seating, Dolby digital surround sound, refreshments and free parking.

To date, Saffron Screen has shown 570 films over 1,300 screenings to a total audience attendance of 112,000 (31,000 people each year). Saffron Screen shows recent blockbusters and award winning films, as well as foreign language, independent and children's films.

The Going Digital fundraising campaign will continue throughout 2010 in the hopes that the digital equipment will be fully operational by Jan 2011. Streaming live events should then be possible by May 2011, which coincides with Saffron Screen's 5<sup>th</sup> Birthday.

- ends -

*Press photos available by email*

*For further information please contact:  
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07787 105 435*

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## CORPORATE OPPORTUNITIES



Saffron Screen aims to raise £60,000 to ensure the long-term future of our community cinema. Your continued support is greatly appreciated. Please support our Going Digital campaign by investing in these opportunities:

### SPONSORSHIP

#### £500 – One Year

20 vouchers for staff/clients  
2 tickets to Official Digital Launch  
Logo and link on website and at cinema  
Saffron Screen Supporter logo for CSR  
Invitation to special events  
Programmes delivered  
Quarterly updates

#### £1500 – One Year

Logo on screen before every film  
50 vouchers for staff/clients  
4 tickets to Official Digital Launch  
Named in all 'Digital' press releases  
Logo and link on website and at cinema  
Saffron Screen Supporter logo for CSR  
Invitation to special events  
Programmes delivered  
Quarterly updates

#### £3000 - Two Years

Use of cinema for private screening  
Sampling/coupon distribution at cinema  
Logo on screen before every film  
100 vouchers for staff/clients  
6 tickets to Official Digital Launch  
Named in all 'Digital' press releases  
Logo and link on website and at cinema  
Saffron Screen Supporter logo for CSR  
Invitation to special events  
Programmes delivered  
Quarterly updates

\*£1500 and £3000 levels guarantee  
sector exclusivity of logo on screen

### ADVERTISING – One Year

**£750** Programme 23,000 print run every 2 months, distributed to members  
and through Walden Local, 1/8 A5 size advert  
**£500** Back of tickets 30,000 printed (one year's worth), good opportunity for coupons  
**£250** Weekly poster On A3 poster at Waitrose, Lord Butler Centre & SWCHS every week  
**£250** Film notes 80 copies distributed for every Monday night film  
**£100** Link on website Logo on our website and link to your page

### SEAT SPONSORSHIP - £100

Name will be displayed at cinema and on [www.saffronscreen.com](http://www.saffronscreen.com) and you will receive a Supporting Saffron Screen window sticker

### WINDOW STICKER - £50

Receive a Supporting Saffron Screen window sticker to display

Please e-mail [amanda@saffronscreen.com](mailto:amanda@saffronscreen.com) to discuss any of the above options.

[www.saffronscreen.com](http://www.saffronscreen.com)

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