



Grow Your Own Cinema is delivered in partnership with Cinema For All and Voluntary Arts Scotland and funded through Creative Scotland's Screen Skills Fund.



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**CINEMA
FOR ALL**



Voluntary Arts Scotland
Ealain Saor-thoileach an Alba

Grow Your Own Cinema was delivered in partnership with Cinema For All and Voluntary Arts Scotland and funded through Creative Scotland's Screen Skills Fund.

The Grow Your Own Cinema project worked with 20 voluntary arts groups across Scotland during 2016, delivered by Project Officer Morvern Cunningham, who supported groups in hosting initial film screenings in their local communities.

The resources which came out of the project are now available for everyone to use – we hope you find it useful!



What sort of films do you want to screen?

You could choose any of the following, or a combination:

- Current mainstream films
- Blockbusters
- Classic films
- Family films
- Arthouse films
- Archive films specific to your local area
- Themed screenings with special events



Assigning roles within your group

Many hands make light work, so make sure you have lots of help!

Roles to think about:

- Event Organiser
- Projectionist
- Usher
- Box office
- Promoter/marketing
- Film programming
- General volunteers/extra pairs of hands



What licences do I need?

Film licence – the cost for this can vary depending on the distributor who owns the rights to the film, the average cost of a Single Title Film Licence is around £100 per licence, per screening, per film.

Cinema licence – this is required in Scotland if you are screening more than six films per year. However, community cinemas can apply for a cinema licence exemption certificate directly from the Scottish Government (see template letter in the 'How to set up a community cinema - Licences' section).

Alcohol licence – voluntary groups can apply to their local council for a maximum of 12 occasional alcohol licences per year, costing an average £10 per application. This type of licence needs to be applied for a minimum of 6-8 weeks in advance of your event.



Where to obtain film licences:

- **British Board of Film Classification** – find out who owns the rights to a film from their website: www.bbfc.co.uk
- **Cinema For All** – have 800+ films in their database, £85 per screening, no VAT (requires membership).
- **Filmbank** – huge catalogue of films, average cost £83+ VAT per screening, plus £150 deposit.
- **MPLC** – the Motion Picture Licensing Company has a large selection of films but no online catalogue.
- **BFI Distribution** – lots of older titles, average cost for screening licence £80+ VAT.
- **ICO/Second Run** – small bank of more obscure titles.
- **Dogwoof/Pecadillo Pictures** – a great selection of documentary and LGBT titles.
- **Park Circus** – large selection of classic movies. Average cost per screening licence £100+ VAT.
- **National Library of Scotland Moving Image Archive (formerly the Scottish Screen Archive)** – a great source of archive films with online search function.

Thinking about ticketing

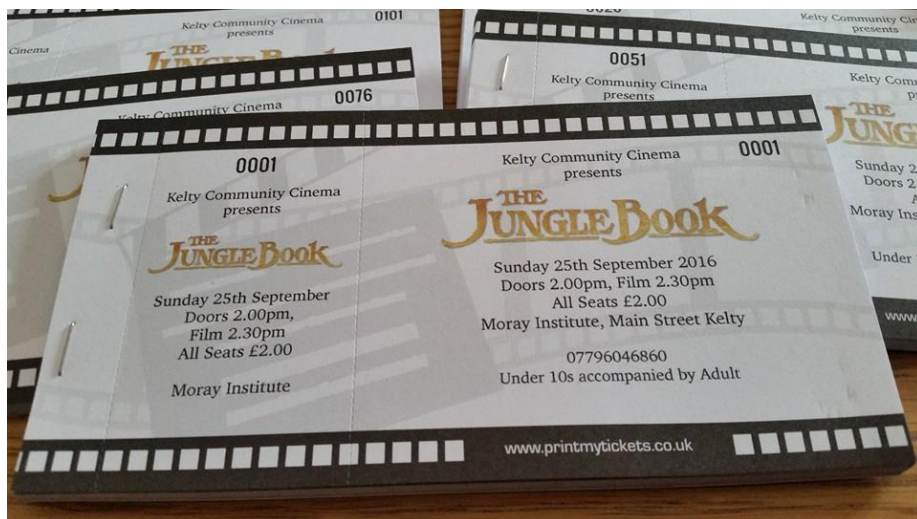
It's a good idea to sell tickets for your event in advance, as this will give you an idea of numbers before the event starts, and a bit of money in the bank!

Some online ticketing websites include:

- WeGotTickets
- Brown Paper Tickets
- Eventbrite



These ticketing websites are free for event organisers to use, though they do pass on an average of 10% booking fee to the customer, which pays for the service. Bear this in mind when pricing your screening event (e.g. a £5 ticket will cost your audience members £5.50 each to purchase).



When providing tickets on the door, you could offer audience members:

- Physical tickets, which are nicer
- Hand stamps, which are cheaper and reusable

Final tips to consider when planning your community cinema event:



- Venue and equipment – do you have access to both/either? If not, what are the options available to you locally? Use your contacts to source the basics.
- Licences – who owns the rights to the film you want to screen? Are they willing to licence the film to you? Make sure you arrange your film licence before you start marketing the event!
- Event marketing – is there anyone in your group who is good with Photoshop or InDesign? Anyone who is particularly good with social media or website software? Find someone who can design your posters and take care of your social media.
- The screening – do you want to do anything special on top of the film screening, e.g. special food or dress code? Even just providing popcorn is a nice touch for audiences.
- Documentation – is there someone you know that can take photos of the event? These can be used to promote future screenings, particularly on social media.
- Feedback and evaluation – do you want to ask your audience anything about the screening they attended? Do you want to find out more about them and what they would like to see in future?
It's always nice to hear people's positive comments!

Event Checklist:

Make sure you have ticked off all the following:

- ⬡ Assigned specific roles to everyone in the group.
- ⬡ Sorted out your venue, and equipment, in advance.
- ⬡ Arranged all necessary screening licences prior to the event.
- ⬡ Sourced a copy of the film for the screening.
- ⬡ Effectively marketed the screening to your audience, both online and with posters.
- ⬡ Printed out your online advance sales list.
- ⬡ Prepared your tickets and cash float (with change) ready for doors opening time.
- ⬡ Dressed the space to make it warm, welcoming and accessible for your audience when they arrive.
- ⬡ Arranged someone to come along and take photos of the event.
- ⬡ Printed out feedback forms so you can evaluate how the event went.

Good luck with your screening!

