

# SWINDON FILM

*... for the best in world cinema*



## ANNUAL REPORT FOR 2024-25 SEASON

### Introduction

Last season's films were well received with good attendances. We were pleased to welcome everyone and would like to thank all members and guests who supported us throughout the season. We look forward to the new season and more good films.

Once again, we would like to thank the staff and volunteers for their contribution.

### Finance

*These notes should be read in conjunction with the annual financial accounts which have been audited.*

**OUTLINE:** In the year ending 31<sup>st</sup> July 2025, Swindon Film made a loss of £2. The Income & Expenditure Statement (on page 5 of the accounts) presents the figures from the year 2018-19 to enable annual comparisons. Although small, this loss is a considerable change from the profit of £621 in the previous year.

**INCOME:** The total income for the period was £9,232, which is £412 less than the income in the previous year. Compared with 2023-24, we received £479 less in membership fees and £123 less in ticket sales. We received a similar rate of interest on our investment account and are grateful for the donations received in 2023-24.

Note that the refunded membership fees were to correct fees that had been inadvertently overpaid (we do not usually provide refunds).

**SPENDING:** Our expenditure of £9,234 was £211 more than the previous year. The two biggest costs continue to be the hire of the Arts Centre and paying the film licences. The cost of hiring the theatre has remained constant and despite careful research by Committee members, the licence fees have increased by £65. We have seen a rise in the Website related costs but other expenditure has remained fairly constant.

We are grateful to Ian Robertson, retired accountant, who has once again been kind enough to examine our books and sign them off free of charge, also to Richard Turpin for the Website maintenance and Rachel Martin for her artwork and design services.

**SUMMARY:** Reduced income from membership fees and admissions were key factors leading to an overall loss in 2024-25. Although the loss was relatively small, the difficult decision was taken to increase the Full season ticket membership by £10 to £80 for 2025-26. It is hoped that this measure will enable the income to cover the expenditure next season. In addition, we are working hard to promote Swindon Film and ensure that the audience numbers will continue to grow leading to a more comfortable financial position. Fortunately, we still have assets amounting to £11,260.

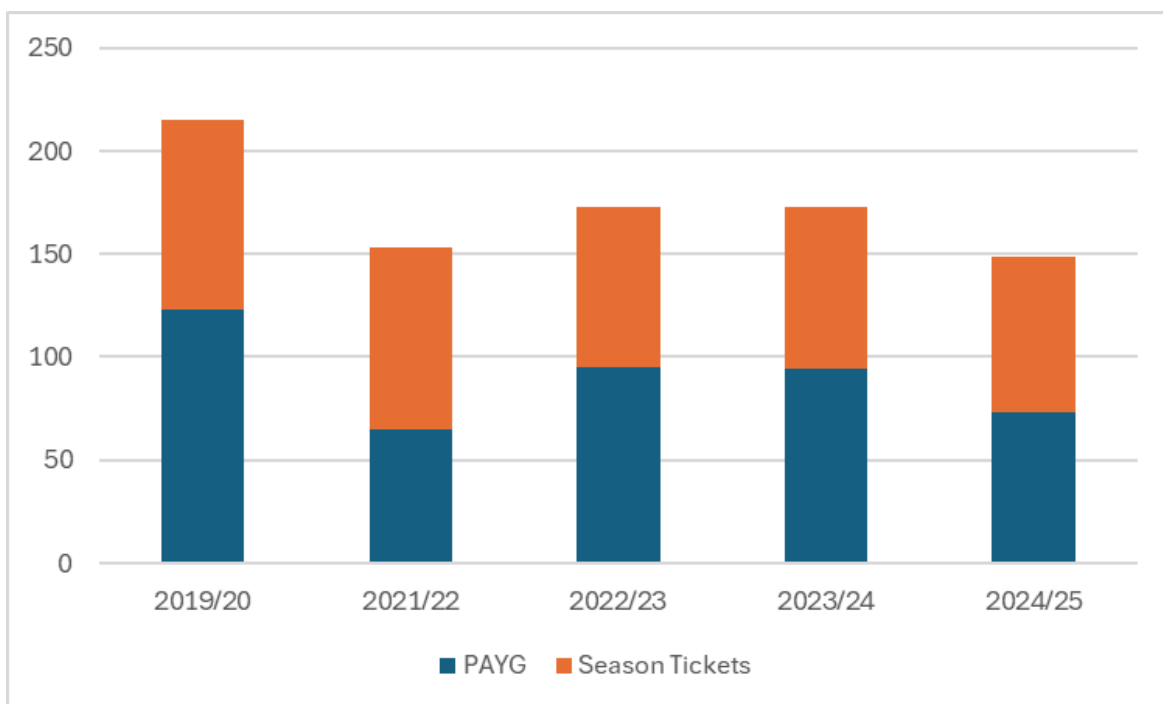
## Membership

SFS membership in the 2024/25 season fell back from the previous year. The total number of members this year was 149, this compares to an average of 173 for the last two years.

While Season Ticket membership remained broadly the same, there was a large drop in PAYG membership which totalled just 73 this year, compared with 94 the year before. The number of guests attending, on the other hand, continues to rise. On average 7 guests attended each film.

27 members joined the Society for the first time in 2024/25, which was a little down on previous years.

Membership numbers over the last 5 years were:



## Film Audiences and Reactions

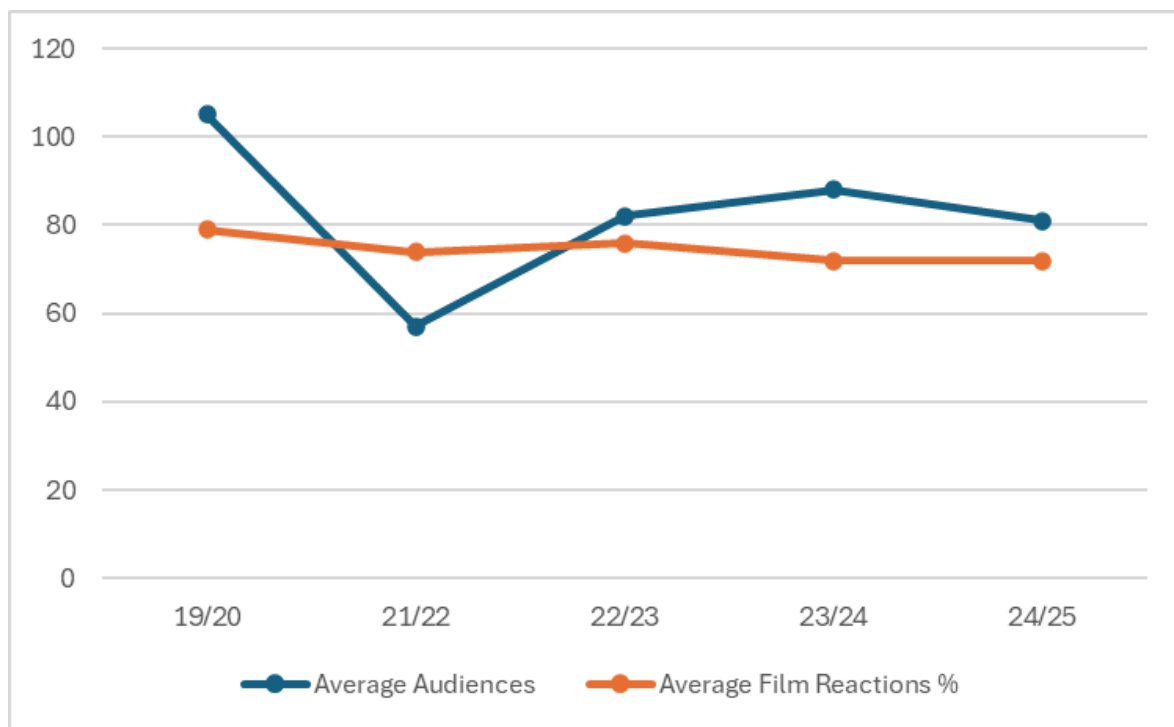
Audience numbers have remained pretty stable over the last three years. This year's average attendance was 82.

The best attended film was the Finnish film, *Fallen Leaves*: 109 people came to this film. Three movies tied for the lowest attendance: *Hit the Road*, *Past Lives* and *Radical* - each had just 60 people in the audience.

Our films have remained popular with audience reactions averaging at 72%. The top film was the French culinary romance *The Taste of Things* with 93%, whilst the lowest rated film was *Full Time* scoring 67%.

2024/25 FILMS	ATTENDANCE	REACTION %
The Old Oak	90	84
Nostalgia	75	69
Fallen Leaves	109	73
Full Time	89	67
The Zone of Interest	76	73
Happy as Lazzaro	75	68
Hit the Road	60	85
Past Lives	60	86
Io Capitano	89	74
Fremont	79	73
1976	82	73
Typist Artist Pirate King	82	68
The Taste of Things	91	93
Radical	60	85
<b>AVERAGE</b>	<b>81</b>	<b>72</b>

Audience numbers and scores over the last 5 years were:



## Marketing and Advertising

For 2024-25, we continued as much as possible to write, print and distribute our traditional material for the SFS season brochure, posters, advertisements, synopsis sheets, membership cards, reaction slips, etc.

Our designer Rachel Martin was on board as always, and she continued to support us with all these items. Rachel was most helpful, and her creative touch is always much appreciated.

When possible, we also continued to include articles and adverts in the local print media such as *The Handy Mag* and the Wyvern brochure. Our current marketing was largely designed by Sue Pycroft who has been a good asset to us.

Special thanks to Richard Turpin, our very own Webmaster, who kept our fantastic [swindonfilm.org.uk](http://swindonfilm.org.uk) Website updated throughout the season, as always.

## Current Season 2025-26

The films chosen generally deal with a wide range of modern issues. It is sometimes difficult to find good light-hearted films but we managed to select a few for the current season. Meanwhile, we are continuing to maintain our first-class Website and seeking to improve our visibility around the town. The membership will be kept informed of developments and we welcome any comments and suggestions for future screenings.

Meanwhile, thank you for your continued support and enjoy all the films!

## **Swindon Film - October 2025.**

A member of Cinema for All / British Federation of Film Societies.

[swindonfilm.org.uk](http://swindonfilm.org.uk)