



# Cornwall's Rural Multiplex

## **Toolkit for Film Club promoters 2022**

C Fylm, Krowji, West Park, Redruth TR15 3GE

Email: [imogen@creativekernow.org.uk](mailto:imogen@creativekernow.org.uk)

[www.cfylm.co.uk](http://www.cfylm.co.uk)

C Fylm is part of Creative Kernow Ltd, Charity No. 292138, Company No. 01727731

### **C Fylm is Cornwall's film club network.**

We support community venues to screen a season of films for their local audience. We offer people across Cornwall the chance to watch great films in their own community, in the company of friends and family, at an affordable price.

If you are passionate about cinema and want to set up a film club, all you need is a space to screen the films, energetic volunteer support (friends and family will do) and some bright ideas for programming and bringing in audiences. C Fylm will be by your side at every step.

When audiences come to any C Fylm screening, they become a member not only of their own film club, but of the whole network of 34 film clubs. Before Covid we were hosting over 365 screenings a year, so there are plenty of events to choose from! It costs £6 to join C Fylm for 12 months, and that money keeps the C Fylm project running, and goes back into helping the communities that we work with. After a member joins, you can decide what price to set your 'member subscription' to attend your screenings, and this money is kept by you to run the film club.

### **C Fylm will support you by:**

- Providing equipment and training for your first screening if you need it, and offering discounted hire on equipment for future screenings
- Helping you to manage audience membership and providing membership cards.

- Offering online ticketing options for advance bookings, with no extra fees
- Buying film discs and distributing them to you by post
- Supporting with marketing, including posters, email newsletters and social media
- Giving programming advice and access to special programmes
- Giving advice on how to set up and run your events
- Booking and subsidising the cost of film licences
- Hosting regular catch-ups where you can connect with other film club organisers in the C Fylm network to share ideas, ask questions, and stay up to date

**In return, you must:**

- Make sure that everyone who attends a screening becomes a C Fylm member, and give them a membership card with a unique membership number
- Send C Fylm a box office return form, with full membership payment, no more than 7 days after your screening
- Keep careful records of your membership, making sure to follow GDPR
- Book films in good time (at least 4 weeks before the screening), and get confirmation from C Fylm before advertising the screening
- Make sure to use the C Fylm logo on all marketing, including posters that you make yourself
- Tell us if you need to cancel or postpone a screening before publicising to your audience
- If you are hiring our kit, look after it as if it was your own.
- If there are any issues with the kit or discs, you must report to them to C Fylm as soon as possible.

We encourage film club organisers to add value to screenings by screening short films and offering themed evenings such as food and music.

The C Fylm programme is run in partnership with [Carn to Cove](#). We are based at Krowji in Redruth, and are a part of [Creative Kernow](#).

## **CONTENTS**

**3** Licences

**4** Financial Information

**6** Programming

**8** Marketing

**9** Technical Information

**10** Venue facilities

**11** C Fylm across Cornwall

**12** Online resources

# How to set up a film club

## WHAT LICENCES DO I NEED?

Any screening of a film to a group of people requires licensing, whether they are a paying audience or not. It's a popular misconception that it is perfectly legal to screen films to a non-paying audience and this is simply not the case. There are clear legal channels for screening any film outside the home.

There are two areas of licensing to consider:

**Film copyright licensing** – the licence to screen the particular film title(s) you wish to show, required for all screenings outside the home. C Fylm will make provide the film copyright licences for your film club screenings, usually using our MPLC licence.

**Premises licensing** – the licence for the activity of screening a film to the public, required ONLY if you aim to generate a profit from tickets being sold

The two permissions (licensing the films and the Licensing Act 2003) are completely separate and the possession of one licence does not provide exemption from any requirements of the other.

If you are charging for tickets but only to cover your costs, and assuming your screening is to be held between 8.00am and 11.00pm, your venue does not need a premises licence. The Licensing Act 2003 defines screenings of this type as not-for-profit.

If you are screening to generate a profit, you need to check your chosen venue has a premises licence in place. Please note that this extends even to screenings where you are selling tickets to raise funds for charity.

### **My screening will require premises licensing. How should I proceed?**

In the first instance, check with your venue if they have an existing premises licence in place. Many public-facing venues do; if it's a venue typically used for other types of entertainment (e.g. a theatre, community centre, concert hall or gallery) it almost certainly will.

If you're unsure, it's best to contact the licensing officer at your local authority for advice.

To find out more about the types of premises licence you can acquire to cover your venue to screen a film, visit

<https://www.independentcinemaoffice.org.uk/advice-support/what-licences-do-i-need/premises-licensing/>



## **FINANCIAL INFORMATION**

The C Fylm membership fee is set at £6 per adult and £3 for 12-15 year olds, and that money goes to C Fylm to help pay for licensing and the running costs of the scheme.

A membership runs for 12 months, and after this time audiences will need to renew their membership.

C Fylm will take the membership fees for any new or renewing members, and you will keep any money you make from refreshments and raffles, or member subscriptions (box office income).

Existing members who attend subsequent screenings will pay a subscription fee of £3 or £4 per person, which you keep to help sustain your club.

Independent film clubs normally have to pay an individual license fee of around £100 per screening, directly to the film distribution company. This is not a sustainable fee for some film clubs who only have 30-40 members – this is why C Fylm was set up to work collectively across Cornwall – to help people living in smaller, rural communities see movies locally, at an affordable price.

### **What are my costs for each screening?**

After the initial screening when you just pay us the membership income, your on-going costs are as follows:

As a C Fylm Film Club you only pay £25 + membership fees per screening for films that are covered by our MPLC licence. This includes a copy of the DVD/Bluray from the C Fylm library, a poster designed specifically for you, marketing, technical, and programming support.

All you will have to do is let us know what films you would like to show and we will tell you if they are covered by our licence. If they are not covered, we can usually still get a licence, but costs will be between £50-£100 instead of the usual £25.

If you want to hire projection equipment there is an additional cost of £25 each time (C Fylm clubs get a 50% discount as this is normally £50 for external bookings). You will have to collect the equipment from Krowji in Redruth, so make sure you allow in your budgets for petrol.

You must also pay us the membership income from any new or renewing members who join.

If you are hiring your hall then you will have to cover this fee, and any additional overheads — for the first screening, when most or all of your audience will likely

be new members, this will have to come out of your income from refreshments/raffles etc.

If you do not have your own projectionist (see later) then we can probably help with finding someone to come and do it for you—the cost for hiring one from C Fylm is £50 plus mileage.

### **How do I pay C Fylm?**

Clubs can pay the screening fee and memberships by cash, cheque or online bank transfer. The payment information is included on every box office return form.

### **How much will my audience pay?**

There is an annual audience membership fee of £6 (which goes to C Fylm) and this includes seeing the first film for free. After that, your audience members pay a 'subscription fee' to see each film - it is up to you how much you charge on the door (we suggest £4), and your film club will keep this income, as well as any money you make from refreshments or by doing a raffle etc.

The membership fee must be collected each year and paid to C Fylm to sustain the scheme. Each member will fill out a form (to be retained by C Fylm) and be given a numbered membership card.

### **Can we use online ticketing?**

C Fylm uses Ticketsource as our central box office, and it is a fantastic way to get audiences signed up as members, or booked into screenings in advance.

Ticketsource is easy to use, and gives you a good idea of how many people to expect so you can plan your screening. There is no extra cost for using Ticketsource, and C Fylm will help set up your events and manage your bookings.

## **FILM PROGRAMMING**

Most of our films are shown under an MPLC licence, which covers a wide range of titles. Films which are not covered by the MPLC can usually be licenced by arrangement, though we may ask for a higher fee compared to the usual £25.

### **What films can I show under the licence?**

C Fylm will give you programming advice which includes a list of films that are available under our MPLC licence (ie for £25). You can also do your own research and ask us about films you would like to show. To request a film, email [imogen@creativekernow.org.uk](mailto:imogen@creativekernow.org.uk) and we will check the licencing situation.

### **But how do I know what to show and when?**

We will try to help you as much as we can! We will offer a film menu including titles which are popular with other film clubs, films that offered to us specially by distributors/local filmmakers, and films that are topical or trendy. We encourage you to think outside of the box and be brave with your programming choices! Think about the types of films that would be best suited to your audience and what you might like to show...

Consider your audience demographic: Are your audience members likely to be older or younger people? Do they have any particular interests? Are their families likely to come? Are you near a cinema/other film club that might be showing the same films as you?

Could you do some research by asking local people what sort of films people might want to see, or the sorts of events they would be interested in?

Most film clubs hold monthly screenings and we suggest that you book the next 3-4 films in advance so you can plan your screenings in good time, let your audience know about them, and keep abreast of upcoming releases. This also allows a level of flexibility so you can adapt to your audience.

Will you screen all year round, or have some breaks? You could have an autumn season of Sept, Oct & Nov and then a Christmas special for example, and start again in the spring. Some of our film clubs take a break in the summer (sometimes to enjoy some holiday, and sometimes because blacking out the venue isn't easy in the lighter evenings).

### **How do I get the films?**

We will send the films with a box office return form out to you by post about a week before your screening. If you need membership forms and cards we can



send these too. The package will include return postage for you to send the film and paperwork back (a maximum of 7 days after your event).

### **How do I keep my audience interested in attending?**

For a lot of people, film club is as much about the social experience as it is about watching a film! Most of our films are available on DVD/Blu-ray, so think about how you can make your film club screening more attractive than watching at home.

Some things to consider are:

- What is the lighting like as people arrive/sit down? If possible, use directional/up-lit lighting and turn off harsh overheads to make a more welcoming atmosphere.
- Can you play music to create ambience? You could play music that is related to the film to set the scene, or some famous movie soundtracks. Make sure that your venue has a licence to play music.
- Will you have an interval? This is also a good opportunity to sell refreshments, and for your audience to chat about the film and have a comfort break.
- Could you play a short film before the film? We have a library of shorts and can help you find more if you need them!
- Is there a themed food evening that you could plan around your film? For example, some of our clubs have hosted curry nights with Indian films, Italian buffets with Cinema Paradiso, and pasties with Cornish films.
- Can you think of other wraparound activity to make a night of your film screening? Think singalong musical screenings, or local speakers to introduce to the film and host a discussion.
- Introduce the film - say why you have chosen it, tell your audience a bit about it, warm them up to it – but don't give away the ending! We will give you a script if you are nervous about public speaking.

Once you have built up a good reputation you will not need to worry too much about continuing promotion- assuming you are showing good films, word of mouth will usually ensure that your audience figures remain constant!

### **What time should I start my screening?**

Most film clubs tend to start at 7:30pm and often have a break for refreshments after around an hour.

## MARKETING

### How do I promote my screenings?

#### The best ways to get the word out are as follows:

- Word of mouth! Tell everyone in the village about the film club, and invite them to join
- Put posters up in your village (we will provide a poster for you to print)
- Local door drops with flyers
- Hook up with another community group
- Inform your parish council about C Fylm to spread the word. They may also be able to assist with costs.

There are some marketing restrictions which come with the MPLC umbrella screening licence—notably that your audience have to be ‘members’ (so they pay the one off £6 annual membership fee NOT a ticket price) and that you cannot advertise the film ‘to the public’, e.g you cannot have posters plastered across Facebook advertising your screenings to ‘non-members’. You are free to advertise your screenings ‘locally’, within your parish/ community, and we will send information about screenings to our C Fylm newsletter (by far the best way to let people know about screenings). We send a monthly newsletter to the entire membership, and a reminder email to specific clubs in the week of their screening.

If we have bought an individual licence for your screening, the restrictions are lifted, so we can be more flexible.

You can share ‘non-specific’ news of a film club event more widely, but you must not mention any specific titles, actors, directors, or identifying information about the film.

### Who else will help you with running the film club?

Running the club is not that time consuming and you can easily do it whilst working a full time job, but in order to make the actual film screening itself run smoothly we think you need a minimum of two people. If you are part of a larger committee then you probably will not have any choice in the matter but if you can avoid it, don’t have too many people involved in programming as it can make decisions harder! If you are having more people to help, try to delegate tasks such as collecting the equipment, setting up and overseeing the sound and projections, selling tickets, making and selling refreshments, deciding on the film programming, marketing the events etc - so that it is clear who is responsible for what.

We are always on the end of the phone or email for advice and support, so feel free to get in touch.

## **TECHNICAL REQUIREMENTS**

### **What screening equipment are you using?**

If you are hiring the C Fylm equipment the charge to C Fylm clubs is only £25 (normally it is £50 for external bookings). For this fee, you will be given:

- A projector
- A projector stand
- A pop-up screen
- Two PA speakers and leads
- a PA amplifier
- a Blu-ray/DVD player with remote control
- All necessary connecting leads and gaffer tape.

The equipment is stored at our office in Krowji, Redruth TR15 3GE. We are open Monday-Friday, 9am-5pm. Equipment can be collected during these times by arrangement, and must be returned the following working day. You will need to sign a contract of hire with C Fylm for hire of the equipment.

### **Who will do your projections?**

Whatever equipment you are using you will have to familiarise yourself with it or get hold of your own projectionist. If you are using the C Fylm kit, we will train you to use the kit and will be there on your first night to help you learn how to use it. If you're using your own/your venue's kit, you could make friends with your local camera or music club, or find someone technical to give you a hand.

Otherwise you can use a C Fylm projectionist depending on availability – the charge is £50 plus petrol.

### **How do you get the best sound and picture from the equipment?**

- Make sure you have plenty of space at the front (3 metres if possible) before the first row of seats start.
- Try to stagger the seating if you can so someone's head is not directly in front of someone else.
- Try to put the projector either in between the rows of seats or as high up as you can so you are projecting over people's heads - check that your head is not blocking the picture by sitting in all the seats before the screening!

- Put the speakers up reasonably high – if your audience member can see the speakers they are more likely to be able to hear them too.

### **Setting up the equipment**

Remember health and safety:

- Don't block fire exits
- Use gaffer tape to cover the leads on the floor
- Make sure nothing is wobbly or going to fall over – make sure the speaker stands are secure, or put tables for the speakers in front of the screen for example so it can't be knocked over.
- Two fit people required to put up the screen—it's big and heavy!

### **Returning the equipment**

If you have used the C Fylm equipment please make certain that all the leads are packed in their relevant bags and RETURNED. Missing items can ruin a screening for the next hirer. If there are any faults, accidents or problems with the equipment please inform the C Fylm office as soon as possible.

### **Insurance**

We have public liability insurance and damage to or caused by the equipment is covered under our policy. The village hall will have public liability insurance to cover their facilities. If you are a constituted group of the village hall, you should be covered by the hall public liability insurance, but if you are an individual you may not be, and may need to take out your own cover. It is your responsibility to check this.

## **VENUE FACILITIES**

**How many people does your potential venue hold?** Remember that you will have to take into account the equipment: the stand or table for the DVD projector projection equipment the size of the screen – if you are hiring the C Fylm equipment the first line of chairs will need to be set about 3 metres away. So work out how many chairs you can fit in around the equipment.

**Check that there are regular slots available for your booking** – try to stick to around the same time of the month e.g the third Thursday of the month.

**Does your venue have black out curtains or blinds?** If not you will need to consider how to block out the sun - not so important in the winter months but if your screening starts at 7.30pm in the summer it does not get dark until very late.

**Is your venue licensed to show films?** (This is your responsibility to check)

**Or to sell alcohol?** This might give you further opportunities to make money!

**What are the chairs and tables like at the venue?** Are the chairs comfortable enough to sit still on for two hours to watch a film? Are the tables sturdy enough to hold up the screening equipment?

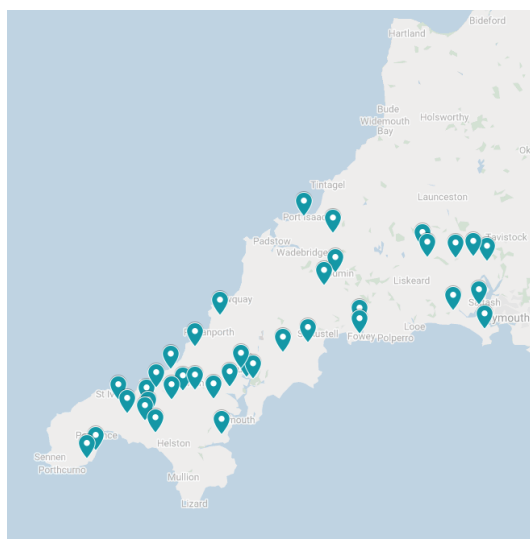
**Do I need to collect any other information on my club?**

We will give you a box office return form for each screening, where you will need to record:

- Audience numbers (including tallies for new members, returning members, and any volunteers who are watching the film)
- Feedback to us from the event (eg. How did it go? What was the audience response to the film? Did you get enough support from C Fylm?)

You can either fill in the box office return form when you return kit to us, send it back in the post with the film, or send us a copy by email.

## C Fylm across Cornwall



There are C Fylm clubs all over Cornwall, take a look at our website to find out more about our active clubs:

<https://cfylm.co.uk/our-film-clubs/>

## Online Resources:

[www.cfylm.co.uk/about/c-fylm-toolkit](http://www.cfylm.co.uk/about/c-fylm-toolkit)

Find downloadable box office return forms, membership forms, and our current film library.

You can also subscribe to our [C Fylm Promoters Newsletter](#) for updates on programming, opportunities, training, fundraising and more.

[www.cinemaforall.org.uk](http://www.cinemaforall.org.uk)

The national support and development organisation for community-led cinema: community cinemas, film clubs and societies.

[www.independentcinemaoffice.org.uk](http://www.independentcinemaoffice.org.uk)

The UK's national body in support of independent cinemas, film festivals and exhibitors of all forms.

[www.filmbankmedia.co.uk](http://www.filmbankmedia.co.uk)

Filmbankmedia represents prominent Hollywood and independent studios and distributors from around the world.

[www.watershed.co.uk/filmhub](http://www.watershed.co.uk/filmhub)

Supporting film culture & talent in the South West, working towards a thriving and inclusive film sector, enabling more people to show, watch and make films where they are.