

Knowstone Parish Film Nights

The Knowstone Parish Film Nights have continued to be a popular community event during 2016/17. They now are attended by some regular film-goers, not just from Knowstone Parish, but also from surrounding villages and South Molton, who look forward to these evenings of “meal plus film” at a very reasonable price.

I have tried to maintain low costs for this event, and the cost of the film ticket has remained at **£4.00** for the third year running, with the “meal deal” (2-course meal at The Masons Arms plus film ticket) increasing by just a pound to **£16.00** last autumn. (I will add that The Masons Arms gives a small percentage of that £1 increase back as a contribution to the Village Hall.)

The costs of a Single Showing Licence, required for each film, and hire of DVD have remained the same, and with VAT added, the minimum cost of running each Film Night is £116.40. We are fortunate in that Knowstone Parish Hall has audio and DVD equipment, so no further hire costs are incurred.

I have continued to make a profit with these events, although the total profits made since last year’s report are reduced. From the five films shown since autumn 2016, total revenue given to the Parish Hall Committee has amounted to **£366.25**.

It must be acknowledged that this is an expensive event to run, so it is even more pleasing that not one film shown since restarting this event in March 2015 has made a loss, and total funds raised for the Village Hall, since that time, have totalled **£1,000.85**.

While generally pleased with the continued success of Film Nights, I have reviewed the situation of decreasing attendance over the past 6 months and concluded the following:-

- ❖ There is growing competition as more and more towns and villages start their own film events, accompanied with the problem of showing the same film or competing with a more popular film.
- ❖ Although still a popular event, many people may be feeling “film fatigue” – a matter of “less is better” -- as this year I arranged four consecutive film events for the first four months of the year.
- ❖ There is a definite correlation between the popularity of Knowstone Film Events and the special “meal deal” offered – this makes our Film Events different than others. More people than not prefer the ‘whole package’ of meal plus film and at the April Film Night, when only a minimum number of sittings were available at The Masons Arms, attendance was greatly reduced.

Taking these factors into account, I will be arranging a maximum only of 3-4 films per year in future (between October and April).

I would like to extend thanks and appreciation to Mark and Sarah at The Masons Arms for continuing their support of the “meal deal” arrangement, and to Beaford Arts for their provision of posters and flyers – free of charge!

I also thank all those who have attended our Film Events and hope you will continue to do so in future.

Michele Browse