

CINEMA FOR ALL STARTER PACK SCOTTISH EDITION 2014

The logo for Cinema For All, with 'CINEMA' in a large, bold, black font and 'FOR ALL' in a smaller, bold, black font below it.

CINEMA FOR SCOTLAND

Scotland has had a vibrant and important community cinema movement since the early days of cinema, with over 100 volunteer groups now screening films in locations all over the country. This is due in part to the rich history of film culture and community spirit in Scotland, but also reflects the need for film screenings in rural and isolated areas. This Scottish edition of the **Cinema For All Starter Pack** recognises and celebrates the diversity of film exhibition that exists in Scotland, whilst focusing on the specific legislation, licences and legal issues relevant to Scotland.



CONTENTS

1. **STARTING A COMMUNITY CINEMA** - all the basics on how to start showing films in the community, with a particular focus on Scottish legal requirements and venue licensing.
2. **FOCUS ON SCOTLAND** - 3 case studies exploring 3 different types of community exhibitors operating in different ways throughout Scotland.
3. **EQUIPMENT AND VENUE CONSIDERATIONS** - we take a look at what your equipment needs might be and what could work best for you. You'll also find recommendations from Cinema For All members and top tips from Cinema For All Scotland on making any venue cinematic.

The Cinema For All Starter Pack – Scottish Edition is supported by [Film Hub Scotland](#), part of the **BFI Film Audience Network** and we thank them for their support. Read more about Film Hub Scotland later on in this document.

WHAT IS CINEMA FOR ALL?

[Cinema For All](#) (formerly known as the British Federation of Film Societies) is the national support and development organisation for community cinema and film societies in the UK. We exist to support all forms of volunteer-led cinema – providing help both as you start up and in long term as you maintain your activities and become sustainable. We offer a range of member services and resources, in addition to offering much of our advice and support free of charge. To find out more about our wide range of helpful member benefits, go to: <http://cinemaforall.org.uk/membership/>

Cinema For All is at the heart of UK community exhibition, meaning that we can help you share your experiences, bring you together with others in the same situation and with the same goals, and maintain a network of support that strengthens communities all around the country.

Our national office is based in Sheffield, but a dedicated team of volunteers, Cinema For All Scotland, are able to deliver advice, support and occasional preview screenings, much closer to home. You can read more about Cinema For All Scotland later on in this document.

We recommend you start your journey by visiting our website and browsing our many online resources, case studies and recommendations: <http://cinemaforall.org.uk/advice/>. As you go through the information, make notes of anything you're unsure about or would like further information on, then give us a call on 0114 2210314 or email info@cinemaforall.org.uk for more bespoke advice and support.

STARTING A COMMUNITY CINEMA IN SCOTLAND

WHY COMMUNITY CINEMA?

- **COMMUNITY:** Scottish exhibitors were historically among the first to embrace the term '**community cinema**' to describe volunteer-led screenings. These organisations play an important role in their communities by bringing people together socially and recreationally. They offer excellent places to meet new people and learn about new things.
- **CULTURE:** Community cinemas offer the possibility of bringing world cinema, classics and new releases to audiences. As well as engaging with local filmmaking and Scottish heritage they also engage with audience choice by offering the opportunity for the audience to have a say in what is shown.
- **AVAILABILITY:** Some community cinemas operate in cities and towns, where many types of films are readily available, whilst others operate in rural areas. 42 % of community exhibitors in the UK operate in rural areas, compared to only 3% of commercial screens. In these areas of the country, going to a volunteer-led cinema is the only way to see film with an audience.

'A significant number of our members live alone and have said they love going to see films but would not go to the cinema alone. At Colinsburgh however they are guaranteed to meet friends.'

Peter Marshall, Colinsburgh Community Cinema

LEGAL ISSUES

When starting to screen films publicly, there are a number of licences that you'll need to have in place:

CINEMAS LICENCE: Scottish exhibitors will need to take into consideration the Cinemas Act 1985 (which no longer applies in England and Wales). Under this act any venue showing films will need to apply for an annual Cinemas Licence, which you can obtain from your local council. The act originates from the Cinematograph Act 1909, which was put in place to ensure fire safety in venues when showing films due to the inflammable nature of celluloid. The current Cinemas Act 1985 has developed over the years to target issues of censorship and certification. It can be read in full here:

<http://www.legislation.gov.uk/ukpga/1985/13>.

Scotland is home to the incomparable Screen Machine – Britain's only mobile cinema – which serves the Highlands and Islands. The Screen Machine is a state of the art digital cinema inside a 35 tonne articulated lorry. It tours more than 30 communities in the Highlands and Western Islands offering people the chance to see current cinema releases together as a community.

The price and conditions of this licence vary depending on your local council. There are a few exemptions, including running as a not-for-profit group, as long as your organisation is judged to be 'giving films to the public'. You may also be exempt if you show less than 6 films throughout the year. We recommend speaking to your local licencing officer in all cases.

PREMISES LICENCE: Many community venues will already have a Premises Licence (sometimes known as an Entertainment Licence). If not, you may apply for one from your local council. In many cases a premises licence may be free for not-for-profit organisations, however it is still vital that you have one in place. Applications will need to include: a detailed plan of the premises, a planning certificate, building standards

certificate, and, if food is to be sold, a food hygiene certificate and an operating plan. The fees are dependent on the rateable value of the premises. Failure to have a Premises Licence can result in prosecution.

FILM LICENCES: No matter what kind of film screening organisation you plan to run, if you are going to show a film to an audience you must have a licence from the distributor who owns the rights to show the film. In practice this means hiring a copy of the film from the distributor, or their agent, on terms that include payment for the licence. Films can be hired this way on DCP (digital cinema), DVD, Blu-ray and occasionally on 35mm film. Downloads may be available in the near future.

In general, community cinemas have the choice of two ways of screening films:

- a **non-commercial single title licence** allows *members of the screening organisation only* to attend the film screening. Usually this licence does not allow tickets to be paid for in advance or on the door, or permit any advertising of the film screening outside of the membership scheme.

OR

- a **commercial single title licence** allows members *and* the general public to attend the film screening. Payment can either be taken in advance of the screening or on the door. This licence allows you to freely advertise films screened under it.

Non-commercial licences may be funded by audience member subscriptions collected at the start of each season or year. Films are hired on a flat rate basis (around £85-£120), and less paperwork is involved as there is no need to file box office returns.

Commercial licences are paid for by a percentage (usually 35%) of the total ticket income OR a minimum amount - the 'minimum guarantee' (ranging from £85-£120 for DVD hire) - whichever is the greater. The amount paid is dependent on the size of the audience. After a screening using this licence type you will be required to complete a 'return' to the distributor that reports how many people attended and ticket income generated.

Cinema For All strongly recommends that you book and confirm your films from the rights-holders before you begin to publicise them. This will require a bit of preparation, but is much preferable to being stuck without a film at the last minute due to lack of availability. Remember, not all films will be available and sometimes you'll need to do some research to track down the films you wish to screen. For more information on sourcing films and how to contact rightholders, go to:

[http://cinemaforall.org.uk/advice/programming/.](http://cinemaforall.org.uk/advice/programming/)

PERFORMING RIGHTS LICENCE: Does your venue have a performing rights licence to cover music? A PRS licence is needed when showing films to cover the copyright of the soundtrack of the film (this is in addition to the film licence). In Scotland, advice and information is available from the MCPS Scotland Office. Contact Duncan McCrone duncan.mccrone@prsformusic.com, 0141 333 1158, 3 St George's Studios, 93-97 St George's Road, Glasgow, G3 6JA.

FUNDRAISING

In the initial stages of setting up your community cinema, your biggest expense will certainly be your equipment. To find out more about what sort of equipment you'll need, as well as some top tips, take a look at the equipment document in this starter pack. To begin with, it is a good idea to look into borrowing equipment – either from an existing nearby group, a helpful local business, or by contacting Cinema For All Scotland (see below). However, if you are planning on screening on a fairly regular basis it is important to make fundraising an early priority, so that you can buy your own equipment, or hire better quality kit. Fundraising will also help to cover upcoming marketing and publicity costs, and you may also wish to raise funds towards projects aimed at specific groups within your community, or to put on special events or festivals.

FUNDING OPTIONS:

1. Check whether the [BFI](#) or [Film Hub Scotland](#) are operating any funding schemes that you may be able to apply to. See below for more information on Film Hub Scotland. Organisations that have been running for 6 months may be eligible for the upcoming [BFI Neighbourhood Cinema Equipment Fund](#).
2. Look into [Creative Scotland's](#) funding for public engagement and arts.
3. Make an application to [the Big Lottery Fund](#), or [Awards for All Scotland](#).
4. Speak to your local council to find whether there are any local/civic funds to which you can apply.
5. Keep your eye out for the re-opening of The Scottish Government's [People and Communities Fund](#), which aims to help develop local communities and improve standards of living. Community Cinemas that have expressly set up with social regeneration aims are advised to consider this fund.
6. Look to local businesses for sponsorship – could you run an advert before your film screenings, or run some promotions via social media?

Shortly after receiving a commendation in the Best New Film Society category at the 2011 Film Society of the Year Awards, Moorflix Community Cinema in Moorfoot received funding from several different avenues. These included Awards For All Scotland, the Royal Bank of Scotland, the Scottish Community Foundation and their local community council. This funding allowed them not only to purchase their own equipment, but also an extra back up set which they used to extend the breadth of their activities across the community.

PREPARATION AND PLANNING: When making a funding application, preparation is key. Putting together a business plan, or having a constitution can make a big difference in terms of which funds you can apply for. If you don't have a constitution, [contact Cinema For All](#) and we will send you a suggested template. Be sure to collect evidence of all your activities - survey your potential audience, take pictures of your screenings, put together budgets, collate audience testimonials and audience reaction scores. A little work here will go a long way.

PROGRAMMING

There are several different ways of approaching programming, and each community cinema will have their own way of working. Generally, final decisions are often made by a small committee but there are ways of taking a more collaborative approach with your audience, such as taking film suggestions, or allowing your audience to take a vote on certain selections. Read more about [Programming and Audience Development](#).

In order to be fully equipped to programme a whole diverse season there are several resources in Scotland that you, your committee and your audience can use in order to broaden and develop your programme.

FESTIVALS: There are many exciting and innovative film festivals that screen films throughout Scotland. Attending a festival is a fantastic experience for a programmer, though cost and location may sometimes make this difficult. Alternatively, many festivals have extensive websites which can help you to see what has been programmed – a very useful resource. Some may even allow you to request a paper catalogue, which may include filmmaker contact details and other useful information.

- [Edinburgh International Film Festival \(EIFF\)](#) is an internationally renowned film festival known for its strong programme and exclusive previews, including *Little Miss Sunshine* in 2006 and *35 Shots of Rum* in 2009. 2014's festival included a variety of different strands delving into various areas of world cinema alongside strands of experimental film.
- [Glasgow Film Festival](#) hosts several UK premieres and takes place at Glasgow Film Theatre. In a similar style to EIFF, the festival programmes via strands, which in 2014 included FrightFest, Eurovisions and Great Scots. Glasgow Film Festival also co-curates the [Youth Film Festival](#) which is programmed by 15-17 year olds.
- Other film festivals in Scotland include [Cromarty Film Festival](#), the artist's film festival [Alchemy Film and Moving Image Festival](#), the [Hippodrome Festival of Silent Cinema](#) and the [Africa in Motion Film Festival](#).

SHORT FILMS: Showing short films before a feature can add context and diversity to your programme. Again, festival websites and brochures are a helpful resource, but many community cinemas are increasingly sourcing short films through Vimeo and social media, which allows you to approach filmmakers directly. Cinema For All also offers a selection of award-winning shorts. For more information go to: <http://cinemaforall.org.uk/advice/programming/short-films/>

Heartland Film Society in Aberfeldy supports the Palme Dewar short film competition as part of the Aberfeldy Film Festival. The competition has been running since 2008 and is a platform for local Scottish filmmakers.

ARCHIVES: Archive material can be a great addition to your programme, adding a sense of local interest and community. It also offers a great way of introducing film education into your programming.

- [The Scottish Screen Archive](#) is Scotland's collection of over 100 years of recorded film history. The archive was recently used to make [A Century in Film: From Scotland with Love](#), by Virginia Heath (recently shown on the BBC). To enquire about the use of archive collections contact ssaenquiries@nls.uk or phone 0845 366 4600.
- In 2013 a brand new [BFI Mediatheque was launched in Glasgow](#) at the Bridgeton Library. The Mediatheque is a free resource allowing visitors to view a selection of films from the BFI National Archive. The Mediatheque houses material ranging from archive footage of Scottish streets, to political television drama and big screen classics such as Ealing comedy *Whisky Galore!*, *The Wicker Man* and Danny Boyle's first film *Shallow Grave*.

CINEMA FOR ALL BOOKING SCHEME: The Cinema For All Booking Scheme is a film distribution and licence service designed specifically for the needs of film societies and community cinemas. Our catalogue of over 850 titles from more than 40 distributors, producers and filmmakers is made

up of an eclectic mix of world cinema, classic films, independent and crossover titles spanning from the beginning of cinema right up to the latest releases.

Available to Cinema For All Members and Associates, the Booking Scheme offers the cheapest film licences around, at just £85 per screening, with no VAT or postal charges. Our full catalogue of films can be found at: <http://cinemaforall.org.uk/booking-scheme/>.

MORE SUPPORT

FILM HUB SCOTLAND: Part of the BFI's Film Audience Network, Film Hub Scotland is one of nine Hubs set up across the UK to extend film choice, increase and broaden film audiences, and enhance opportunities for audiences to engage with and learn about film. It is free to join and hub members are provided with a range of funding opportunities, screening programmes, training and networking events and audience research, thereby helping Scotland's exhibitors reach as many new and existing audiences as possible. Find out more about how to become a member here:

www.filmhubscotland.com

CINEMA FOR ALL SCOTLAND: Cinema For All Scotland is run by a team of volunteers who either run, or have in the past ran their own community cinema. They are able to provide on the ground advice and support and can give recommendations based on their many collective years of experience. They may, in some limited cases, be able to offer equipment loans, but this is based on availability and location.

REGIONAL SCREEN SCOTLAND: Regional Screen Scotland is the national agency for the development of cinema infrastructure across Scotland - in particular under-provided areas. It operates at various levels providing information, advice and assistance; it is responsive and can refer clients to specialist sources of advice; it collects and provides information and statistics and it advocates at all levels about cinema provision and areas of need. Get in touch with them at <http://www.regionalscreenscotland.org/>

GOOD LUCK!

Starting your own community cinema or film society can be an exciting and rewarding experience. We wish you the best of luck - with the right preparation and support you are sure to join the many others who have set up and sustained a successful community cinema in Scotland and the rest of the UK. Please read through our other start up documents and resources at www.cinemaforall.org.uk and remember that Cinema For All is here to support you all the way through your life as a film society or community cinema, so don't hesitate to get in touch by phone: 0114 2210314 or by email: info@cinemaforall.org.uk

SCI-FI IN GLASGOW! Filmed in Glasgow, *Deathwatch* (1981) takes place in a near future society where dramatic improvements in medicine have cured nearly all fatal diseases. The rarity of terminal illness makes Katherine's diagnosis with a fatal disease a subject of mass interest. A TV exec, who argues that her death is in 'the national interest', convinces a cameraman (Harvey Keitel) to undergo a procedure to insert cameras in his eyes so that he can film Katherine without her knowledge. *Deathwatch* is available from the Cinema For All Booking Scheme and was programmed as part of the BFI Sci-Fi season.