

## TENTERDEN TOWN COUNCIL – EXTERNAL COMMITTEE

### CINEMA FOCUS GROUP

#### MINUTES OF A MEETING ON 22<sup>ND</sup> FEBRUARY 2018

**Present:** Cllr. Sue Ferguson (Chair), Cllr. Justin Nelson, Claire Gilbert (Deputy Town Clerk), Tom Evans, Chris Head, Elaine Mahoney, Carol Parkin, Fran Sharp, Bob Somerscales, Gill Topley, Seren Welch, Vicky Morgan and Paul Hale.

1. **Apologies for Absence.** Cllr. Mike Carter, Nic Phillips, Lindsay Phillips, Reverend Lindsay Hammond and Kimberley Trow.
2. **Minutes** of the meeting held on 16<sup>th</sup> November 2017 were agreed.
3. **Matters Arising.** None.

#### 4. **Discussion and Recommendations on the Pre-Feasibility Study (Stage 1).**

- 4.1 Sue Ferguson reported on the positive information gauged from the pre-feasibility study. The Group reviewed Ron Inglis' responses to the list of questions sent to him and Sue felt Seren Welch's question regarding drive-time distance was a good point. Tom Evans commented that if the data went beyond the 15 minutes it could weaken the case and the advice of the expert should be taken into account. Seren advised that Hawkhurst Kino was a 30-minute catchment and thought it better to have more information than less. It was evident that the 15-minute data was only just enough. Seren also advised that the data collected could potentially be used for other projects in the Town.

It was agreed that Claire Gilbert would contact Ron Inglis to request the additional data to cover up to 25-minutes' drive time.

- 4.2 Bob Somerscales enquired as to what percentage goes back to the film companies for blockbusters. Seren advised that the closer to the release date the film is shown, the higher the percentage, which could be anything up to 85%. Showings three weeks after the release date would generate 80% back to the cinema provider. Fran Sharp noted that the pre-feasibility study mentioned paying for membership, however Seren commented that it hadn't worked very well for Kino.

#### 5. **Presentation/Analysis of Chris Head's Funding/Sustainability Figures.**

- 5.1 Chris Head presented his preliminary investigations and estimates. The Group discussed various options for funding, including the possibility of a 2.5% loan from the Public Works Loan Board if the Council had an interest in the build. Chris advised that if a Community Interest Company was set up there could be stakeholders including the Council. Tom Evans commented that funding could be sort elsewhere and the Focus Group should recommend that the Council invested. Sue Ferguson reported that

there were various ways of crowdfunding and Seren Welch advised that this would normally be for the latter stages of the process; TENT1 funds could be used for the initial investment.

- 5.2 Sue asked the Group if an application should be submitted for the Community Chest Fund, of which the closing date was 31<sup>st</sup> March 2018, but the Group felt that it was too early to consider this.

## **6. Next Stage – Possibly Moving to Stage 2**

- 6.1 Sue Ferguson reported that she would like to move to Stage 2 with Burrell Foley Fischer Architects. The Group were in agreement.
- 6.2 Justin Nelson advised that if the Group presented just the Pre-Feasibility Study, it would not be enough to convince the Council of its viability. Several members of the Group felt the Study was not conclusive. It was agreed that further information would be included in a report to the Council: the 25 minute drive-time figures; Chris Head's figures; and the economic value of a cinema (i.e. employment). The Report would be circulated to the Council on 27<sup>th</sup> March 2018 for discussion at the External Committee meeting on Tuesday, 3<sup>rd</sup> April 2018. Tom Evans and Chris Head agreed to draft the Report and circulate to members for comment. Sue Ferguson would assist with presentation design.
- 6.3 Reference was made to several documents that had previously been circulated to the Group, i.e. Rye Kino and the Stefanie Fisher proposal. It was agreed that Claire Gilbert would re-circulate to members.
- 6.4 Seren Welch advised that the Group needed to look at what effect a cinema would be on the early evening economy (EEC). It was suggested that the figures could be obtained from Rye via Kino to show how it bolstered the EEC for them. Seren suggested that it might be beneficial for coffee shops, for instance, to stay open later and also there could be the option of 'cinema suppers' which would mean partnership with local businesses.
- 6.5 Seren agreed to try and meet with Curzon Cinema to see if they would release information on an economic model for forecasting.
- 6.6 Paul Hale asked whether teenagers and younger children have been considered. Seren suggested putting out a communication to all Homewood School students with several questions around usage, what they would like to see, etc. Seren agreed to compile a list of questions and liaise with Homewood School.
- 6.7 Tom Evans enquired about the renaming of the Group, which had been discussed and agreed at the November meeting, to 'The Cinema and Culture Hub Focus Group'. Justin Nelson advised that the Group would need to propose the renaming to the Council.
- 6.8 Ideas were discussed on how a cinema cafe could be used to exhibit local art and crafts.

**7. Local Publicity/Public Meeting.**

- 7.1 Sue Ferguson reported that Mike Carter would like to hold a public meeting to gauge interest in a cinema. The Group felt the site appraisal (Stage 2) needed to take place first, then go to public consultation.
- 7.2 Sue Ferguson suggested to the Group using Facebook, Twitter and Instagram to promote the cinema. There would need to be at least two Admins, one of which would be Sue, and Carol Parkin agreed to be the second. The Group felt that it would be useful after Stage 2 had taken place and a site for the cinema was suggested.

**8. Any Other Business.** None.

- 9. Date of Next Meeting.** External Committee meeting on Tuesday, 3<sup>rd</sup> April 2018 – as many members of the Focus Group as possible are requested to attend to show support.