

Marlborough Downs Movies (MDM) - update

Marlborough Downs Movies – 2010 season (*7 children's/family films shown at St John's Theatre on the Hill, Marlborough*)

Précis of audience data:

- **Audience numbers** at MDM screenings have averaged over 50 heads per event across the year's 7 films, and though we believe there's now a regular core of supporters, the audience figures have been very variable.
- MDM has been successful in achieving its "**focus on family-oriented films and targeting the youth audience**". The total audience has been 57% 'youth' (33% primary-aged, 24% secondary-aged), with just over a quarter of the audience being accompanying adults – bringing on average 2 or 3 children - and the balance unaccompanied adults.
- Audience research indicates that MDM's objective to **cater for the wider community** has also been well met, with just half the audience coming from Marlborough town, another 10% from the immediate vicinity, and over a third from outlying towns and villages in the region – including Swindon and Chippenham – making a considerable catchment area.
- **Marketing** through school routes, including St John's website, is most frequently cited (by almost half respondents) as their source of awareness of MDM, then Friends&Family for 25%, and posters, press and word-of-mouth each cited by about one-in-ten. MDM needs to divert more effort and funds into marketing events, but this is extremely difficult with little leeway in the operating budget.

Financial Summary:

- During 2010 just over half MDM's **income** came from grant support, another 10% from donations and contributions, and the balance from box office receipts. Adults may not be MDM's prime target, but every full-price ticket really helps.
- Auditorium hire charges made up two-thirds of MDM's **outgoings** in the 2010 season, with the remaining third mostly comprising licence fees and film titles, and a very small proportion for ticket printing. The MDM enterprise revolves around an over-stretched core team of volunteers, and no marketing overheads or personal inputs of time and resources have been separately costed or charged.
- By the year-end MDM had not managed to fully achieve a solid level of **commercial sustainability**, having a small operating reserve but insufficient to embark on the 2011 season with confidence. However, the strong possibility of new commercial terms for auditorium hire at St John's, along with additional financial assistance from Kennet Valley Arts Trust, secured in early 2011, and the potential for using alternative venues, have made the outlook more optimistic, and an 11-film programme running from early Feb. to July is now planned.

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Marlborough Downs Movies