



An analysis of Thame outdoor Cinema looking at successes, feedback and improvements.

THAME OUTDOOR CINEMA 2018

16/01/2019

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Thame Outdoor Cinema 2018 Report

INTRODUCTION

Our objective is to create a welcoming and captivating cinema experience for three consecutive days, showing three timeless classics chosen to appeal to children, teenagers and adults of all backgrounds with a wide range of interests. We plan to bring the community together with quality food, drinks and entertainment as well as supporting local businesses.

Our aim was to further enhance cultural life of the town as well as reinforcing the town's reputation as a vibrant, diverse and enthusiastic community.

EVENT OUTLINE

What was the event?

The Outdoor Cinema was held in Elms Park, Thame, OX9 3HB. On the 17th, 18th, and 19th of August 2019. A 32ft screen was inflated in the park with films starting at 8.30pm and finishing before 11pm. The films shown were; Slumdog Millionaire, Back to the Future, and Grease.

A total of 1000 visitors visited the park over the 3 evenings. Families, couples, grandparents and groups of friends attended the event and shared the experience of watching a timeless classic in the outdoors.

Hot food, drinks and snacks were served throughout the event provided by local businesses. Offerings included burgers, nachos, chips, wine, beer, ice-cream, and sweets.

The park was closed from its south entrance at 6.30 pm and only ticket holders were allowed to access the park between the hours of 6.30pm and 11pm.

Bathroom facilities were provided to those attending the event as well as Lights and signs around the park for guidance.

All Staff members of the event were clearly visible in reflective jackets.

RESIDENTS

Residents in the vicinity of the park were provided with a letter explaining the event and what the order of the events would be. The letter also contained the event organisers personal contact details in case contact needed to be made and questions answered. Notices on both the northern and southern entrances to the park were erected 2 weeks prior to the event to inform local residents and walkers that the park would be closed between the hours of 1830 and 2300 for the event on the 17th, 18th, and 19th of August. Only one complaint was received.

LITTER

Prior to the event the site was visited to note the condition of the site and documented with photographs. Following each screening the event area was cleansed to match the level of cleanliness of the area before the event. During the event, litter facilities were provided, and ticket holders encouraged to use them and take any rubbish they may have home with them.

RISK MANAGEMENT

A full risk management and safety plan was submitted and approved by the council prior to the event. The plan was updated and available throughout the event with all staff members being made aware of its location.

LICENSES & INSURANCES

All necessary licenses and insurances were purchased or granted prior to the event. These include a TEN License approved by SODC, and full event liability insurance to the value of £10 million. The event organisers followed TTC advice on the correct licenses and insurance.

SECURITY

Security was led by an SIA approved individual acquired through local security firm Montgomery Security and Protection services. All members of the security team were briefed on security and safety procedures. During the times the event was open to ticket holders there was a total of 4 members of the security team on site. Overnight and through the day there was 2 members of the security team on site to keep all equipment under surveillance. Members of the security team were identifiable by their hi-vis jackets. Duties of the security team include; searching where necessary at the entrance, ticket checking, wrist band checking, rapid response, crowd monitoring, emergency evacuation, directing the public, and monitoring of fire equipment.

NOISE

Volume level of the speakers playing the film audio will be limited to 80 db. The speakers will be located at the furthest most point from residential properties. Only one noise complaint received and steps have been outlined on how to reduce noise disturbance in future events.

SUCCESS

Below is a list of aspects we thought were a success as organisers:

- Film Timings: The films started just as the night began to darken and finished just before the noise deadline of 2300.
- Quality of food outlets: Whilst variety and speed of service could be improved upon, we felt the quality of the food and drink as well as quality of service was outstanding.
- Live Music: Music before the film really helped to create a relaxing atmosphere before the films.
- Entrance experience: The red carpet and light up sign created a unique event entrance experience that was much enjoyed by attendees.

- Attendee safety: The presence of security and warm LED lights allowed attendees to feel safe and become immersed in the films.
- Screen size and quality: The size and quality gave the event grandeur and was a unique sight in the park.

IMPROVEMENTS

Understanding that this was our first event of this kind and that there were improvements we could make, we emailed everyone who purchased tickets to the event and invited their feedback and suggestions following the event. Below are the recommended improvements following this feedback and analysis process:

- Attendees to provide their own picnic at the event if they want to. It is important to note that this picnic does not include alcohol specifically that sold in glass vessels to avoid injury and adhere to alcohol age limits.
- In light of the singular complaint received from a neighbor of the park the speakers will be rotated slightly to further inward to direct sound towards the local primary school which will be closed during the event.
- Increase the number of bins and put lights around them so they are easier to identify in the dark.
- Putting lights in the bathroom facilities would make them easier to use during the event.
- The event would be held over 2 days instead of 3 to minimize disturbance to local residents.

FEEDBACK

Below is some feedback and reviews we received from attendees following the event.

- "The evening was great. We would definitely come again next year! Thanks for putting on this event. Well done to all those involved."
- "We had a great evening and our granddaughter loved it and we will 100% be back again next year."
- "We had a great eve! Would like more food choices or be able to bring a picnic."
- "We had a great time seeing back to the future. Our suggestions for next year would be dirty dancing or ghost busters. Thanks again. And hope to see you next year."
- "Had a fab night well worth going and will defo go again. Only bug was could have more food outlets but still 10/10"
- "Had a fantastic evening the event was well organized apart from a little deflate issue but that just added to the events lovely relaxed atmosphere. Here's hoping it's on again next year well done all."

CHARITABLE ASPECT

The cinema supported local charities in both monetary donation and donations in kind. Charities supported include Red Kite Family centre (£200 raised) and Lord Williams's Young Careers (60 tickets Value: £900).

These charities were chosen as we wanted to offer an evening of escape and retreat for young people who don't often get a chance to relax due to their responsibilities as young careers. We felt that this would hold more "value" than the money we would have been able to raise.

Furthermore, we also supported small businesses by offering free advertising to 12 local start-up businesses to help with their exposure and awareness. 20 businesses received £100 worth of free advertisement (Value: £2000). Businesses included decorators, gardeners, hairdressers, natural beauty products, and fitness camps.

FINANCES

The event generated a gross revenue of around £14,000.

The biggest costs to the event was the screen hire (£6000) and the licensing for the films which cost 40% of ticket revenue (£5000). Other costs include security, insurance, Equipment and staff.

The event was seed funded with £1500 of the organizers. Once all costs were paid the Event Account had a final balance of £2000. This money is to be used as seed funding for a future Outdoor Cinema event to be held in Thame. It is important to note that unlike many other events held in Thame, the outdoor Cinema was seed funded by organisers and they did not request seed funding from the council.

SUMMARY

Overall the event was a success as we delivered on our objective to create a welcoming and captivating cinema experience for three consecutive days. A wide range of demographics attended, and we were able to support a total of 34 businesses and charities based in or near Thame. The positive reviews show that attendees thoroughly enjoyed the outdoor film experience and it added to the varied cultural offerings of the town.

Following the feedback received there are some clear areas that can be improved on to increase the quality of the experience. These are achievable changes and will be executed in the next cinema event.

The event made a small “profit” of £500 and as stated above this will be put towards the funding of a future Cinema event.

The organisers of Thame Outdoor Cinema will not be requesting the use of Elms Park for a cinema event in 2019. August 2020 is the proposed next planned date for another Cinema event, subject to the Town Council approval at this time.

Organisers Tilly Rand-Bell and Harry King would like to thank everyone at Thame Town Council for their support and belief that we would be able to execute the event. Without your help the event would not have been such a success.

Harry King

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