

RURAL REELS

England & Wales · Charity number 1165731

Details

Status Registered

Legal form CIO

Registered 2016-02-24

Register [View on the Charity Commission register](#)

Contact

Address 1 Mount Pleasant Barn
Mount Pleasant
Pershore
Worcestershire
WR10 1PR

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Activities

Objects: TO PROMOTE FOR THE BENEFIT OF THE INHABITANTS OF WORCESTERSHIRE, PARTICULARLY RURAL AND/OR ISOLATED AREAS, THE PROVISION OF COMMUNITY CINEMA FACILITIES FOR RECREATION OR LEISURE TIME OCCUPATION OF INDIVIDUALS WHO HAVE NEED OF SUCH FACILITIES BY REASON OF THEIR YOUTH, AGE, INFIRMITY OR DISABLEMENT, FINANCIAL HARDSHIP OR SOCIAL AND ECONOMIC CIRCUMSTANCES OR FOR THE PUBLIC AT LARGE IN THE INTERESTS OF SOCIAL WELFARE AND WITH THE OBJECT OF IMPROVING THE CONDITION OF LIFE OF THE SAID INHABITANTS.

Activities: Rural Reels is a partnership of village halls in Worcestershire with the common aim of bringing big screen films to rural communities.

Classification

- **How:** Provides Services
- **What:** Recreation
- **Who:** The General Public/mankind

Geography

- Worcestershire

Finances

| Period end | Income | Expenditure | Assets | Employees | |
|------------|--------|-------------|--------|-----------|---|
| 2025-08-01 | | £345 | £814 | - | - |
| 2024-08-01 | | £509 | £183 | - | - |
| 2023-08-01 | | £0 | £163 | - | - |
| 2022-08-01 | | £61 | £153 | - | - |
| 2021-08-01 | | £462 | £119 | - | - |

Trustees

| Name | Role | Appointed |
|-----------------------------|-------|------------|
| SHEENA FRANCES WALSH | Chair | 2018-09-26 |
| Amanda Jane Henry | | 2018-09-26 |
| JOHN BENNETT | | 2018-09-26 |
| Kenneth Mark James Lister | | 2021-10-11 |

RURAL REELS

England & Wales - Charity number 1165731

Accounts

The Annual Report of the Trustees of Rural Reels for the period

August 2024 – August 2025

Introduction

Rural Reels is a Partnership of village halls in Worcestershire who have the common aim of bringing cinema to our local communities.

Overview

Rural Reels partners organise film showings to bring people together in their community. The film evenings are social events where people can enjoy seeing a film on the big screen in a warm and friendly environment. Ticket prices are modest, the average being just £5.00. Most venues have an intermission during the film allowing film goers time to socialise over reasonably priced refreshments.

Expenditure

Income is raised through a small levy charge based on audience numbers at each performance. This is in addition to the cost of the film licensing fee each hall pays through our support partner Arts Alive.

This year these funds have been used to pay for the insurance for our mobile film kit, new banners for partners and to provide a grant of £500 towards a new projector as part of an upgrade of equipment.

Activities

During last year we held 107 showings of 60 different films with a total audience across our venues of just over 3000. A wide variety of films have been shown including foreign language (Driving Madeleine), drama (Conclave) and children's (Paddington). One of our partners took part in the Borderlines Film Festival which runs across Herefordshire, Worcestershire, Shropshire and the Welsh Marches and also showed National Theatre screenings.

Overall audience numbers have been down this year but our venues continue to provide a valuable social service for our rural communities.

In order to keep costs down and be more environmentally friendly we set up a WhatsApp group for members to quickly check whether other partners have film disc that they can share. We are also continuing to increase the number of films we show via distributor download rather than disc.

The future

Two new halls have joined our partnership this year bringing our total to eighteen venues. Both used our mobile equipment during trials to judge whether showing films would be viable and one has now, with the help of grants, installed a full cinema system in their hall.

We are always looking at ways to increase our profile in order to reach a wider audience and will be launching our new website in the next few weeks.

Sheena Walsh
Chair Rural Reels

Rural Reels
Charity Number 1165731
Accounts for year ending 1 August 2025

Income

Expenditure

Bank Balance brought forward

4081.66

Voluntary Income

Grants

General Fundraising/Levy

Donations

345

Investment Income

Charitable Activities

General upkeep and running costs

30

Donations

Banners

49.98

Insurance

163.69

New Equipment

500

Equipment Repairs

Present

42

Zoom meetings

28.84

Governance Costs

Accountancy

Debtors

Trade

Creditors

Trade

814.51

Cash at Bank and in hand

Petty cash

0

Bank

| |
|---------|
| 3612.15 |
|---------|

RURAL REELS

England & Wales - Charity number 1165731

Accounts

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August 2023 – August 2024

Introduction

Rural Reels is a Partnership of village halls in Worcestershire with the common aim of bringing big screen film showings to local communities.

Overview

Rural Reels partners organise film showings to bring people together in their community. The film evenings are social events where people can enjoy seeing a film on the big screen in a warm and friendly environment. Ticket prices are very modest, the average being £5.00. Most venues have an intermission during the film allowing film goers time to socialise over reasonably priced refreshments.

Expenditure

Income is raised through a small levy charge based on audience numbers at each performance. This is in addition to the cost of the film licensing fee each hall pays through our support partner Arts Alive.

This year these funds have been used to pay the cost of insuring our mobile film equipment and to hold some of our meetings over Zoom.

Activities

On 6th September 2023 we celebrate the tenth anniversary of the formation of Rural Reels with all our venues showing 'The Fablemans' and a specially produced short film tracing the history of the charity over the past ten years. The film contained a special message from Oscar winner, Norman Wanstall, who came to our launch party back in 2013. Amazingly during this ten-year period, we have shown 937 films to nearly 37,000 people!

On the 13th October 2023 Ombersley Memorial Village Hall hosted our AGM with the remainder of our meetings being held over Zoom to reduce members travel costs.

From 1st July 2023 to 30th June 2024, we held 113 showings across 13 venues with a total audience of approximately 3500. 58 different films were shown.

In some halls audience numbers remain low but they continue to provide a valuable social service for our rural communities. Halls host a wide range of activities including children's films, afternoon matinees, charity events, film supper evenings and National Theatre Live screenings.

The future

Some distributors are converting their catalogue of films to download rather than using discs and a few of our hall now use this service provided by Arts Alive.

We have had enquiries from a number of halls during the year and currently two new venues, Mamble and Eckington, are in the process of joining our organisation.

Sheena Walsh
Chair Rural Reels

Rural Reels
Charity Number 1165731
Accounts for year ending 1 August 2024

Income

Expenditure

Bank Balance brought forward

3755.38

Voluntary Income

Grants

Geeneral Fundraising/Levy

Donations

509

Investment Income

Charitable Activities

General upkeep and running costs

Donations

Banners

Insurance

155.06

New Equipment

Equipment Repairs

Present

Zoom meetings

27.66

Governance Costs

Accountancy

Debtors

Trade

Creditors

Trade

Cash at Bank and in hand

Petty cash

Bank

0

| |
|---------|
| 4081.66 |
|---------|

RURAL REELS

England & Wales - Charity number 1165731

Accounts

The Annual Report of the Trustees of Rural Reels for the period August 2022 - August 2023

Introduction

Rural Reels is a Partnership of village halls in Worcestershire with the common aim of bringing big screen film showings to local communities.

Overview

Rural Reels partners organise film showings to bring people together in their community. The film evenings are social events where people can enjoy seeing a film on the big screen in a warm and friendly environment. Ticket prices are very modest, the average being £5.00. Most venues have an intermission during the film allowing film goers time to socialise over reasonably priced refreshments.

Expenditure

Income is raised through a small levy charge based on audience numbers at each performance. This is in addition to the cost of the film licensing fee each hall pays through our support partner Arts Alive.

This year these funds have been used to pay for the insurance for our mobile film equipment and for the cost of holding meetings using Zoom.

Activities

Our AGM was held on the 6 October 2022 and we agreed to make some minor changes to our Partnership Agreement. These included the decision to simplify the collection of the levy payments from Partners to once a year.

During the twelve months from September 2022 to August 2023 our sixteen partners showed a total of 132 films to a total audience of 4,332. The most popular films this year were Downton - a New Era, Belfast, Top Gun Maverick, Elvis and Fishermans Friends - One and All.

For many halls audiences have still not returned to pre-covid levels but they continue to provide a valuable social service for our rural communities. In order to attract different audiences' halls have shown children's films, held afternoon matinees, hosted charity events, organised film supper evenings and shown National Theatre Live screenings.

The future

With the on-going demise of Blu-ray and DVD discs we have been investigating the possibility of streaming or downloading films in the future. One of our venues took part in a pilot scheme and successfully showed a download of the 'Elvis' film.

On 6th September 2023 we will be celebrating the tenth anniversary of the formation of Rural Reels with all venues showing 'The Fablemans' film and a

specially produced short film tracing the history of the charity over the past ten years.

Sheena Walsh

Chair

Rural Reels

Rural Reels
Charity Number 1165731
Accounts for year ending 1 August 2023

Income

Bank Balance brought forward

3917.89

Voluntary Income

Grants

General Fundraising/Levy

Donations

Investment Income

Charitable Activities

General upkeep and running costs

Donations

Banners

Insurance

New Equipment

Equipment Repairs

Present

Zoom meetings

Governance Costs

Accountancy

Debtors

Trade

Creditors

Trade

Cash at Bank and in hand

Petty cash

Bank

0

3755.38

Notes: There is no income showing for this financial year as we have moved to 12 monthly levy charges. The levy for yea

Expenditure

141.53

20.98

r ended 31st July was raised in August 2023 and will show in next year's accounts.

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Accounts

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August 2021 – August 2022

Introduction

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Overview

Rural Reels partners organise film showings to bring people together in their community. The film evenings are social events where people can enjoy seeing a film on the big screen in a warm and friendly environment. Ticket prices are very modest, the average being £5.00. Most venues have an intermission during the film allowing film goers time to socialise over reasonably priced refreshments.

The partnership raises funds through a levy system in order to purchase, install and maintain projection and sound equipment, and provide each venue with a promotional banner. The members of the group also support each other by sharing suggestions for films and exchange discs in order to reduce their overall costs.

Activities

Having had to close our venues during the pandemic we slowly welcomed our audiences back in September 2021. Numbers were understandably low to begin with but have steadily increased.

In March five venues quickly responded to the events in Ukraine and raised over £2.5K in support of the DEC Fund.

Expenditure

Income is raised through a small levy charge based on audience numbers. This is an additional cost on top of the film licensing fee. Financial activity has again been limited with minor expenditure for repairs to the mobile equipment and new and replacement banners.

The future

With the on-going demise of Blu-ray and DVD discs we have been investigating the possibility of streaming films in the future. It is hoped that in conjunction with our support partner we will take part in a pilot scheme later in the year.

We have welcomed two new partners to the group and are supporting a venue in Herefordshire with the loan of film equipment.

Our AGM will be held on 6 October 2022.

Sheena Walsh

Chair and Trustee Rural Reels

Rural Reels
Charity Number 1165731
Accounts for year ending 1 August 2022

Income

Expenditure

Bank Balance brought forward

4424.37

Voluntary Income

Grants

Geeneral Fundraising/Levy

Donations

61

Investment Income

Charitable Activities

General upkeep and running costs

Donations

Banners

39.5

Insurance

138

New Equipment

9.99

Equipment Repairs

227.4

Present

152.59

Governance Costs

Accountancy

Debtors

Trade

Creditors

Trade

Cash at Bank and in hand

Petty cash

Bank

| |
|---------|
| 3917.89 |
|---------|

RURAL REELS

England & Wales - Charity number 1165731

Accounts

The Annual Report of the Trustees of Rural Reels for the period August 2020 - August 2021

Introduction

Rural Reels is a Partnership of village halls in Worcestershire with the common aim of bringing big screen films to local communities.

Overview

Rural Reels raises funds, or supports its partners to raise money for themselves in order to purchase, install and maintain projection and sound equipment for each venue.

The members of the group support each other by exchanging ideas on film showings, publicity, marketing and fundraising.

Activities

Having had to close in March 2020 due to the pandemic two venues managed to show a small number of films in September and October when the first lockdown lifted. Turn out for these films was understandably low but audiences were appreciative of the efforts made by the venues to ensure that they were Covid secure. Sadly, due to the second lockdown at the start of 2021 all venues closed again.

Historically our venues close during the summer months, but one venue did open and showed two films when restrictions eased again in the summer of 2021.

Expenditure

Income is raised through a levy charge on our members. This is based on the audience numbers at each venue so that most halls contribute something during the year. The levy payments would normally raise around £600 per year. However, it was agreed in August 2021 that the levy would be suspended until December to help venues recover from the period of closure during Covid restrictions.

Due to venues being closed for the majority of the year there has been very little financial activity. The only expenditure has been payment of the insurance premium for the mobile film equipment.

Activity

Another venue, Callow End Village Hall, is interested in becoming a partner but this will not take place until they are able to open fully. This will bring the total number of venues in the partnership to sixteen spread across the county of Worcestershire.

The Rural Reels AGM will be held in October 2021

Sheena Walsh

Chair and Trustee Rural Reels

Rural Reels
Financial Report for AGM
October 2021

1. General Overview

Annual Accounts have been submitted to the Charity Commission for the year ending 1st August 2020.

The financial Activity was very limited in that period due to the Covid-19 pandemic and the fact that very few films were shown by members and therefore levy income was extremely small.

The balance in the Rural Reels account as at 1st August 2020 was £4082.79.

2. Accounting year 2020-2021

Financial Activity for the year ending 31st July 2021 was similarly limited. Levy payments of £162 were received together with a grant of £300. The only outgoing was the payment of Insurance for equipment of £119.42.

The current balance in the Rural Reels account is therefore £4424.37.

The annual Account will be reported to the Charity Commission in due course.

3. Current Financial Year

A decision was made at the meeting on 19th August 2021 that no levies would be charged on members for films shown up until 31st December 2021 to allow them to recover following the long period without any income and the uncertainty surrounding the return to showing films.

There has been no financial activity on the account so far this financial year.

11th October 2021

Mark Lister

Treasurer