

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