



EAST LANE  
THEATRE

# **East Lane Theatre Club CIO Annual Report**

**For the Year ending 31<sup>st</sup> May 2023**

## **Background:**

East Lane Dramatic Society was established in 1936, performing in a local school and church hall. They leased some land and a tennis pavilion from Brent Council and developed their own premises to include a 75-seat theatre in 1989. Further developments provided new toilet facilities, costume and set storage. In due course, East Lane Dramatic Society became East Lane Theatre Club.

East Lane Theatre Club (ELTC) became a Charity in April 2019 and has continued to provide open membership to the people of Brent and surrounding areas to stimulate an interest in the theatre and to encourage and instruct members in all facets of dramatic art with a view to presenting productions to the public, or audiences restricted to Club members.

## **Trustees elected at ELTC AGM Sep 2022**

Daniel Popkin, Jennifer Loomes-Vrdoljak, Desmond Gaynor, Linda Hampson, Angela Dimitriadis.

## **Officers:**

<b>Chairman:</b>	Daniel Popkin
<b>Secretary:</b>	Desmond Gaynor
<b>Treasurer:</b>	Jenny Loomes

**Productions:** 4

**Performances:** 23

**Seat Prices:** £15

**Membership fees:** £30

**Bar:** Club Premises Licence

**Charity Reg.No.:** 1183134

## **Summary of the year From 31<sup>st</sup> May 2022 to 31<sup>st</sup> May 2023**

We are delighted that we have managed a full year's use of the theatre with no Covid related issues, and have also had a first, another theatre group using our facilities. This does not mean we are not still having issues: licencing as usual is causing us problems, the local council- is being incredibly slow and difficult over our lease renewal, and there is a need to increase our audience.

The financial year started with a production of

**Small Mercies** written by Melville Lovatt (June 2022) , which was- the third and final show of our play season. We also welcomed back a past member to the cast. This was a world premiere of this version of the play and was well received by those who attended. Unfortunately, attendance was down to only 59%.



We started our 22/23 season planning to do a Victorian Melodrama and ended up performing **Neighbourhood Watch** by Alan Ayckbourn (Dec 2022). The play selection was beset by problems, predominantly the time taken to get permission to perform the play.

We were delighted to have two new faces on stage. Overall, we sold 79% of the seats, and received good feedback from the audience



The second play of the season was a Harold Pinter double bill, consisting of **THE DUMB WAITER & THE LOVER** (Feb 2023). Considering Pinter is perhaps an acquired taste, the 5 night run sold very well indeed at 95% occupancy. Again, we were delighted to have four new faces on our stage.



“Travelling” actors, actors with no affinity to any one Club, are very common these days, and although often essential to being able to mount a production, do very little to actually help with the day to day running of the Club. Striking a balance between what we would consider “proper” members, versus “travelling” members is very difficult, and this is not just an ELTC issue.



Our fourth production, with a large cast of 12, was **THE ACCUSED** by Jeffery Archer ( May 2023). Again, we had a new face on stage and, as the audience got to decide the verdict, when the time came there was a lot of discussion and spirited views. (Guilty 2 performances not guilty 5 performances) The audience attendance was disappointing at only 74%.

When comparing our previous productions, it is unfortunately obvious that we do not get the audience numbers for home grown playwrights, not that this will stop us trying to put on as varied seasons as possible and continuing to support homegrown talent.

Over the last few years, even before Covid hit, we were seeing a decline in audience numbers, and although one of our aims is to build the numbers back up again, it seems we cannot fill two Saturday nights, so we have decided to try a different schedule for next season. There will be six performances per production with two matinees.

Considering the period we have been through, we have had a successful season, but this next year is going to be equally challenging: not only are costs rising at a faster pace than we have seen for many years, we need to increase our audience base and our membership.

We are continuing exploring using the theatre more, as increased use should increase the revenue, but the downside is we will need more volunteers to run the theatre, and our current way of working makes it difficult to find suitable slots.

Finally, our lease for the land and one of the buildings is up for renewal and, so far, the council have not offered us an acceptable renewal. Our previous lease was for 30 years, and the renewal has been offered for 5 years, with the option to cancel every year. This would give the Club no security for any future. I am hopeful that we will get to a better place, but progress is slow.

## **Conclusion**

Having due regard to the Commission's public benefit guidance, the trustees are confident that East Lane Theatre Club is being managed efficiently and we have managed to return to a profitable status this year.

Daniel Popkin

Chairman

East Lane Theatre Club

Vale Farm Sports Complex

Middx

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eastlanetheatre@gmail.co.uk



PROFIT & LOSS INCOME 31.05.2023 for audit							Income	
							2023	2022
Bank interest							98	3
			Small Mercies	Neighbour hood Watch	Pinters	The Accused		
		Income	3914	5243	5113	5765		
		Expenditure	4182	4813	4859	6122		
Profit on shows			-268	430	254	-357	59	533
Rent charged against performances 22 @ £500 per night					11000			6000
balancing rent 6 nights @£500 per night					3000		14000	
	Bar	2022		Cafe	2022			
Income	3300	2355		1255	405			
Expenditure	972	1045		339	403			
Profit	2328	1310		916	2		3244	1312
Membership							1319	1140
Donations							1667	298
Grants (LB Brent re-start grant - Covid)								8000
Socials								65
Workshops							30	
Hill Players deposit							250	
<b>Total income</b>							20667	17351
<b>Total expenditure</b>							18821	14112
<b>Profit/loss for year</b>							1846	3239

PROFIT & LOSS EXENDITURE 31.05.2023 for audit					
		2023	2022		
Post stationery & Scen setter		257	414		
Rent ins elec phone BB water Music					
licence Brent licence		9930	6690		
sundries		288	118		
cleaning		94	81		
maintenance		2249	780		
Advert to amend premises licence		478			
Charitable Donations & subs		167	105		
Barnet festival written off last year		0	80		
socials		58			
bank charges		243	114		
Advertising			59		
Covid			2466		
<b>Total expenditure</b>		13764	10907		
<b>Depreciation</b>					
Original building & Sid Lee	3585		1667		
Contents	352		311		
stage lighting	313		348		
fixtures and fittings	807		879		
total depreciation		5057	3205		
<b>Total outgoings</b>		18821	14112		

BALANCE SHEET 31.05.2023 for audit					
<b>CURRENT ASSETS</b>			<b>2023</b>	<b>2022</b>	
Cash at Bank	HSBC Current Account	21759		22251	
	HSBC Money Manager	21195		21097	
	Unity Trust Custom Account (current)	6623		8555	
cash in hand		175		175	
<b>Total cash assets</b>			<b>49752</b>	<b>52078</b>	
bar stock			<b>551</b>	<b>578</b>	
Prepayments					
	Little Theatre Guild	26		18	
	buildings and contents June-Sept 2023	862		813	
	1st Night ins June, July, Aug, Sept 2023	114		114	
	Rent June - Sept 2022	0		600	
	Total prepayments		<b>1002</b>	<b>1545</b>	
Debtors (People who owe us money)					
	bar takings for The Accused	609			
	cafe takings for The Accused	404			
	membership paid after 31 May	60		0	
	The Accused takings	2241			
	Donations via ticket source	23			
	Total debtors		<b>3337</b>	<b>0</b>	
Expenditure on future shows and functions					
	What the Butler Saw scripts	115		115	
	Murder Mystery scripts and licence	150		150	
	Small Mercies	0		432	
	Plays and Prosecco	376			
	Gaslight	612			
	Total future expenditure		<b>1253</b>	<b>697</b>	
<b>Total Cash, prepaid, debtors &amp; future expenditure</b>			<b>55895</b>	<b>54898</b>	
Payments received in advance					
	Small Mercies tickets & reh fees		0	1535	
<b>Total cash etc. less payments received in advance</b>			<b>55895</b>	<b>53363</b>	
<b>FIXED ASSETS</b>					
<b>Original building &amp; Sid Lee &amp; New Patio &amp; New stage entrance</b>					
Balance B/F 31.05.22		17923			
Additions		1497			
		19420			
less depreciation at 20% 31.05.23		3585	15835	17923	
<b>Contents</b>					
Balance B/F 31.05.22		3518			
new additions		2406			
		5924			
less depreciation at 10% 31.05.23		352	5572	3518	
<b>Stage Lighting</b>					
Balance B/F 31.05.22		3128			
Additions		1155			
		4283			
less depreciation at 10% 31.05.23		313	3970	3128	
<b>Fixtures &amp; Fittings</b>					
Balance B/F 31.05.22		5379			
new additions		206			
		5585			
less depreciation at 15% 31.05.23		807	4778	5379	
<b>Total fixed Assets</b>			<b>30155</b>	<b>29948</b>	
<b>TOTAL ASSETS at 31.05.23</b>			<b>86050</b>	<b>83311</b>	
<b>Creditors (we owe these people money)</b>					
	Brent premises licence Jan-May 2023	75		75	
	Bar bills for The Accused	312			
	Cafe bills for The Accused	12			
	Brent Rent 1.4.23 - 31.5.23	300			
	The Accused set & programmes	137			
	Square fees	18			
	Maintenance	70			
	Plusnet	26			
	Lebara	5			
	New contents	13			
<b>Total creditors</b>			<b>968</b>	<b>75</b>	
<b>Assets less creditors</b>			<b>85082</b>	<b>83236</b>	
Capital Account 31.05.22			<b>83236</b>	<b>79997</b>	
<b>Assets less last year's capital account</b>			<b>1846</b>	<b>3239</b>	
Profit/loss on profit and loss account		1846			
Profit/loss on balance sheet		1846			
difference		0			