

KFC AGM 2018 CHAIR'S REPORT

Starting with the good news: our call to 'bring a friend' seems to have had some effect last year as our average audience figure went up from just less than 100 to just over 101; so one extra person each week – well done! Please try to keep that going this year. During the year the membership also went up from 209 to 219– again good news.

That said, the committee year was dominated by our diminishing reserves which, as the treasurer's report today will show, has fallen by almost £9,000 in six years. We spent much time trying to find ways to save money – succeeding by changing our website provider, getting cheaper printing for the brochure and sending fewer people to film previews. More importantly, I think, we have also been trying to bring in more money. This has been less successful; we invested in a marketing consultant who did come up with many ideas, some of which we are trying to do. For instance, we are trying to involve other local groups, to do more on social media and local websites. Obviously lack of funds is an on-going problem for the club as the reserves will eventually run out unless we resolve it, which would endanger the very existence of the Festival, if not the club.

The other main issue this year was data protection. You will all have got bored by the emails arriving, ironically asking for permission to send you emails and store your data. We did lose a number of people from email lists who never replied, but overall the effort was successful and paved the way to us moving our weekly emails to the Mailchimp system – giving us much more attractive emails now and hopefully attracting still more people to come to the films.

Lastly, we spent much time discussing – even arguing – over ways to celebrate the club's twentieth year, which has now begun. The winning argument was that the club relies on showing brand new films not seen before, so any attempt to show old films seemed self defeating. What we have is a new logo – finally joining the club and festival together – and, hopefully, we will be

giving you, the members, a greater say in our programme in future; watch this space.

I hope this doesn't all sound too negative; yes we need more income, but the club and festival continue to flourish beyond that. Our 'KFC on the Road' has been so successful that it has almost done itself out of existence(!) Mungrisdale are now running their own shows, with much of their own equipment whilst Wigton are now simply borrowing the screen from time to time, doing the rest for themselves; it feels good to me - like we have helped set up two local film clubs!

I would like to finish with a real thank you to the committee; over the years it has been an essential part of the club, obviously, but I do feel the present committee is the best it has been for some time, both in commitment and ideas and certainly in effort. I'll not mention any names - my thanks go to all of them. With their hard work, the work of other volunteers, and your continued support week after week, let's hope our twentieth year is both successful and fun...and the first year of the next twenty years of this great club!