

**To all members of the Arts, Culture and Events Committee**

Notice is hereby given that a meeting of the Arts, Culture and Events Committee to be held on **THURSDAY 3<sup>rd</sup> July 2025 at 19.30 at the School Green Centre.**



Bruce Winton  
Chief Executive and Clerk to the Parish Council  
26<sup>th</sup> June 2025

Members: Cllrs Jahromi, James, Jones, Matic (Chair), Montgomery, Peer and Tatla

**Agenda**

- 1. Election of Chair of the Arts, Culture and Events Committee**
  - 1.1 To **RECEIVE** and **CONSIDER** nominations for the election of Chair of the Committee for 2025/26
  - 1.2 To **ELECT** the Chair for 2025/26
  - 1.3 To **SIGN A DECLARATION** of acceptance of office as Chair of the Arts, Culture and Events Committee
- 2. Election of Vice-Chair of the Arts, Culture and Events Committee**
  - 2.1 To **RECEIVE** and **CONSIDER** nominations for the election of Vice-Chair of the Committee for 2025/26
  - 2.2 To **ELECT** the Vice-Chair for 2025/26
  - 2.3 To **SIGN A DECLARATION** of acceptance of office as Vice-Chair of the Arts, Culture and Events Committee
- 3. Public Questions**
  - 3.1 To **RECEIVE** and **CONSIDER** public questions
- 4. Apologies and declaration of members' interests**
  - 4.1 To **RECEIVE** and **CONSIDER** approval of apologies for absence
  - 4.2 To **RECEIVE** members' declarations of interest

**5. Minutes of the previous meeting**

- 5.1 To **RECEIVE** and **APPROVE** the minutes of the Arts, Culture and Events Committee held on 8<sup>th</sup> May 2025 as a correct record of the meeting and to authorise the Chair to sign the same\*
- 5.2 To **CONSIDER** matters arising from the minutes

**6. Terms of Reference**

- 6.1 To **RECEIVE** and **CONSIDER** the Terms of Reference of Arts, Culture and Events Committee\*

**7. Budget requirements for 2026/27**

- 7.1 To **RECEIVE** and **CONSIDER** any budget requirements for Arts, Culture and Events for the year 2026/27

**8. Developing Arts & Culture in the parish**

- 8.1 To **RECEIVE** and **NOTE** an update on proposals for a series of childrens' exhibitions (art, photography, and miniature garden) for the summer holiday period
- 8.2 To **RECEIVE** and **NOTE** an update on the VE-Day 80<sup>th</sup> Anniversary celebrations
- 8.3 To **RECEIVE** and **CONSIDER** a verbal update on event(s) for Shinfield North
- 8.4 To **RECEIVE** and **NOTE** an update for the Art Exhibition in 2026
- 8.5 To **RECEIVE** and **CONSIDER** the Spencers Wood Carnival

**9. Public Art**

- 9.1 To **RECEIVE** and **NOTE** an update from the Public Art Working Party meeting held on 27<sup>th</sup> June

**10. Shinfield Cinema**

- 10.1 To **RECEIVE** and **CONSIDER** proposals from University of Reading Students\*
- 10.2 To **RECEIVE** and **CONSIDER** an update regarding National Theatre Live
- 10.3 To **RECEIVE** and **CONSIDER** proposals to move to a film club model\*

**11. Parish Vision**

- 11.1 To **RECEIVE** and **CONSIDER** any elements that should be included in a future Parish Vision document

**12. Correspondence**

- 12.1 To **RECEIVE** and **CONSIDER** any correspondence received

**13. Date of Next Meeting**

- 13.1 To **NOTE** the next meeting of the Arts, Culture and Events Committee meeting will be held on Thursday, 4<sup>th</sup> September 2025 at 19.30

\* Report attached

\*\* Report to follow

**Minutes of a meeting of**  
**the Arts, Culture and Events Committee**  
**Held on Thursday 8<sup>th</sup> May 2025**  
**at School Green Centre commencing at 18.30**

Present: Cllrs James (*from 41.0 onwards*), Jones, Matic (Chair), Montgomery

Attending: B Winton (Clerk)

**25/ACE/37                      Public Questions**

37.1                      There were no public questions

**25/ACE/38                      Apologies and declarations of Members' Interest**

38.1                      There were apologies from Cllrs Jahromi, Peer & Tatla

38.2                      There were no declarations of members' interests

**25/ACE/39                      Minutes of the previous meeting**

39.1                      The minutes of the committee meeting of 3<sup>rd</sup> April 2025 were approved as a correct record and signed as such by Cllr Matic.

Proposed:              Cllr Montgomery

Seconded:             Cllr Jones

Approved:             Unanimously

**39.2                      Actions and Matters Arising**

25/ACE/23.1              Clerk to convene a Working Party (including Cllrs Montgomery and Tatla) meeting to start the planning for the 2026 Art Exhibition event

This was on the agenda 4.4

25/ACE/32.1              Clerk to arrange series of summer holiday activities

This was on the agenda 4.1

- 25/ACE/32.1 Clerk to include budget reports as a standing item from the July 2025 meeting

This will be done.

- 25/ACE/32.3 Clerk to continue to build links with WBC for events in Shinfield North and elsewhere in the parish

This was ongoing.

- 25/ACE/32.3 Clerk to contact Shinfield Players Theatre to establish potential interest in working together on Christmas events

The Clerk had written to Shinfield Players and received a positive response to the initial enquiry but was waiting for a more detailed response.

**ACTION – Clerk to follow up with Shinfield Players Theatre regarding potential interest in working together on Christmas events**

- 25/ACE/32.4 Clerk to add to the agenda for the Finance & General Purposes Committee meeting on 16<sup>th</sup> April the potential purchase of a minibus

This was done but F&GP had felt it would be prudent to explore the community engagement aspects before pursuing further.

**ACTION – Clerk to develop proposals for community engagement exercise in the north of the parish**

- 25/ACE/33.1 Chair, Vice-Chair and Clerk to schedule the May programme of films

This had been done.

- 25/ACE/33.1 Consideration to be given at July meeting on whether to convert to a Film Club arrangement

This will be done.

**ACTION – Clerk to add 'Film Club' arrangement to the agenda of the July meeting**

- 25/ACE/33.2 Clerk to follow up registration with National Theatre Live scheme

The details required by the National Theatre have now been provided to them.

**ACTION – Clerk to follow up registration with National Theatre Live scheme**

25/ACE/35.1 Clerk to confirm SPC attendance at the St Mary's Church Fete on 28<sup>th</sup> June

This had been done.

25/ACE/40

**Developing Arts & Culture in the parish**

40.1 **Childrens' Exhibitions**

The Clerk advised that it was the intention to send initial awareness information to all schools next week. This will be followed up with more detailed information on each event nearer to the end of the school year.

**ACTION – Clerk to arrange series of summer holiday activities**

40.2 **VE80 Celebration**

The Clerk confirmed that arrangements were all in place for the event which would commence immediately after the meeting.

40.3 **Possible Events for Shinfield North**

The Clerk advised that WBC are continuing to work on their elements and SPC will join in as appropriate.

**ACTION – Clerk to continue to build links with WBC for events in Shinfield North and elsewhere in the parish**

40.4 **Art Exhibition 2026**

The Working Party had an initial meeting to follow up on the debrief after February's event. We will put out a hold the date event and start building the workshop programme.

**ACTION – Clerk to put out a hold the date communication to artists and start building a workshop programme**

40.5 **Spencers Wood Carnival**

The Clerk advised that he had met with the organiser of the Spencers Wood Carnival who advised that the even in September would be the last one that she would be involved in (it would be the 18<sup>th</sup> Carnival she had been involved with).

There was a discussion about how Shinfield Parish Council may help ensure that the event was able to continue in 2026 and beyond, but no immediate decisions were taken.

**ACTION – Clerk to add to Spencers Wood Carnival to the agenda for next ACE meeting**

*Cllr James arrived*

**25/ACE/41**

**Public Art**

- 41.1 Most recent meetings have been with Arts4Wokingham on 4<sup>th</sup> April and internally on 15<sup>th</sup> April. The next meeting is currently being rescheduled.

Cllr James expressed his concerns regarding the short-notice cancellation of the most recent meeting.

**ACTION – Clerk to arrange the next meeting of the Public Art Working Party**

**25/ACE/42**

**Correspondence**

- 42.1 The Clerk advised that he and the Chair had met with two University of Reading students and their tutors before the evening film showing the previous Friday. Both were meeting with all the students taking part in the project the following day.

**ACTION – Clerk to provide an update on the work with the film students at the next meeting.**

**25/ACE/43**

**Date of Next Meeting**

- 43.1 The next meeting of the Arts, Culture and Events Committee meeting will be held on Thursday, 3<sup>rd</sup> July 2025

There was no meeting scheduled for June.

***The meeting ended at 7.05 p.m.***

### List of Actions

|             |                                                                                                                        |       |
|-------------|------------------------------------------------------------------------------------------------------------------------|-------|
| 25/ACE/32.3 | Clerk to follow up with Shinfield Players Theatre regarding potential interest in working together on Christmas events | Clerk |
| 25/ACE/32.4 | Clerk to develop proposals for community engagement exercise in the north of the parish                                | Clerk |
| 25/ACE/33.1 | Clerk to add 'Film Club' arrangement to the agenda of the July meeting                                                 | Clerk |
| 25/ACE/33.2 | Clerk to follow up registration with National Theatre Live scheme                                                      | Clerk |
| 25/ACE/40.1 | Clerk to arrange series of summer holiday activities                                                                   | Clerk |
| 25/ACE/40.3 | Clerk to continue to build links with WBC for events in Shinfield North and elsewhere in the parish                    | Clerk |
| 25/ACE/40.4 | Clerk to put out a hold the date communication to artists and start building a workshop programme                      | Clerk |
| 25/ACE/40.5 | Clerk to add to Spencers Wood Carnival to the agenda for next ACE meeting                                              | Clerk |
| 25/ACE/41.1 | Clerk to arrange the next meeting of the Public Art Working Party                                                      | Clerk |
| 25/ACE/42.1 | Clerk to provide an update on the work with the film students at the next meeting.                                     | Clerk |

**Shinfield Parish Council**  
**Arts, Culture & Events Committee**  
**Terms of Reference**

**Status**

- This is a standing committee of Shinfield Parish Council

**Purpose**

- The Arts, Culture & Events (ACE) Committee is responsible for
  - The promotion of arts & culture within the parish
  - Developing relationships with Wokingham Borough Council and other appropriate groups and organisations (including arts societies and history clubs) with regards to arts and culture activities
  - Developing a parish wide events programme which the council will
    - Deliver directly or
    - Work with partners or
    - Support other organisations accordingly

**Membership**

- The Committee shall have at least four members
- The quorum for the committee is three members
- The committee will elect a Chair and one Vice-Chair annually at the first meeting of the committee held after the Annual Council Meeting in May each year
  - The Clerk shall invite nominations while issuing the papers for this meeting but nominations for Chair and Vice-Chair may also be made at the meeting itself
- The Clerk shall attend these meetings as clerk to the committee and produce minutes
  - The Clerk sets the agenda for the meeting in discussion with the Chair of the Committee

**Meetings**

- The committee will normally meet monthly and will meet at least TEN times per annum
- Meetings will normally be held on the first Thursday after the first Wednesday of each month
  - *If the first Wednesday of the month is the 1<sup>st</sup> of the month, then ACE will meet on Thursday 2<sup>nd</sup>*
  - *If the first Wednesday of the month is the 7<sup>th</sup> of the month, then ACE will meet on Thursday 8<sup>th</sup>*

**Aims and Objectives**

- Ensuring the effective planning, promotion and delivery of community events, activities and competitions
- Developing and delivering a range of in-house events for the benefit of the entire community or specific sub-sections of the community
- Supporting other community-based events as deemed appropriate by the committee or Full Council

### **Delegated powers**

- The committee has the following delegated powers:
  - Delegation of work to the Clerk
  - Delegation of work to a Sub-Committee
  - To set the following (within the terms of the planning assumptions advised by Finance & General Purposes Committee)
    - Charges for exhibitions, community events and cinema screenings as created or managed by the council
  - Budget setting (in conjunction with the Finance and General Purposes Committee) including
    - Fees & Charges Income for the committee's area of responsibility
    - Expenditure requirements for the committee's area of responsibility
  - The Committee has the power to spend within its budget
    - Budget may be reassigned against individual line items
    - Any proposal to exceed the total expenditure budget limit must be approved by the Finance and General Purposes Committee prior to that expenditure being committed or incurred
    - Where income is projected to be greater than budget target then this should be "surrendered" to Finance and General Purposes Committee to be used most effectively across the council

### **Reporting on the activities of the Committee**

- The following reporting shall take place
  - The DRAFT minutes of each meeting of the committee will be tabled at the next Full Council meeting
  - The Chair and Clerk shall provide additional information on the committee's activities as requested by members

### **Training Recommendations**

- There are currently no **recommended** training courses for members of this committee

### **Review**

- The Committee shall review these terms of reference annually at the first meeting after the annual meeting of the council
- If necessary additional reviews of these terms of reference may take place at any other time of the year
- Any amendments to these Terms of Reference are subject to ratification by Full Council

## Your neighborhood cinema

### Shinfield Cinema - Film programme (July to September 2025)

What the neighbourhood wanted, from mainstream to Arthouse

All time Classics

Student film club – individual passions

South Asian

Alternative cinema

Family time

| Date                    | Children's Screening (16:30)                                                                                                                                                                                                                                        | Beyond the Screen              | Adults' Screening (19:30)                                                                                                                                                                                                                                                                                                                                                                            |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| July 2025               |                                                                                                                                                                                                                                                                     |                                |                                                                                                                                                                                                                                                                                                                                                                                                      |
| Friday 4 <sup>th</sup>  | Roald Dahl's Matilda<br>The Musical Sing-Along<br><br>License: Film Bank Media, access <a href="#">here</a>                                                                                                                                                         | Coffee and chat before:<br>7pm | Rear Window (1946)<br>Hitchcock<br><br>License: Film Bank Media<br>access <a href="#">here</a>                                                                                                                                                                                                                                                                                                       |
| Friday 11 <sup>th</sup> | Coco<br>2017 Adrian Molina<br>Aspiring musician Miguel, confronted with his family's ancestral ban on music, enters the Land of the Dead to find his great-great-grandfather, a legendary singer.<br><br>License: Film Bank Media<br>Available <a href="#">here</a> |                                | Back to the Future (1985)<br>Robert Zemeckis<br><br>In this 1980s sci-fi classic, small-town California teen Marty McFly (Michael J. Fox) is thrown back into the '50s when an experiment by his eccentric scientist friend Doc Brown (Christopher Lloyd) goes awry. Traveling through time in a modified DeLorean car, Marty encounters young versions of his parents, and must make sure that they |

Commented [SG1]: In the blockbuster screenings, would there be appetite for Avengers Endgame, Mad max Fury Road, Into the Spiderverse or The Dark Knight?

Commented [SG2R1]: Also John Wick (the first one, before the John Wick films got very big)

|                                                                                       |                                                                                                                                                                                                                                                                                                                                                               |                                  |                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                       |                                                                                                                                                                                                                                                                                                                                                               |                                  | <p>fall in love or he'll cease to exist.</p> <p>License: Swank (similar to Film Bank Media), access <a href="#">here</a></p>                                                                                                                                                                                                                          |
| <p>Friday 18<sup>th</sup><br/>Start of<br/>South<br/>Asian<br/>Heritage<br/>month</p> | <p>The Lego Movie (2014) (relaxed screening)</p> <p>An ordinary LEGO construction worker, thought to be the prophesied as 'special', is recruited to join a quest to stop an evil tyrant from gluing the LEGO universe into eternal stasis.</p> <p>License: Film Bank Media, access <a href="#">here</a></p>                                                  |                                  | <p><a href="#">Dil Se (1998)</a> by <a href="#">Many Ratnam</a></p> <p>Enchanted by a mysterious woman, a radio broadcaster follows his heart into a divided world with deep wounds and a looming threat of insurgency.</p> <p>Distributor: <b>Eros International</b> – requires getting in touch directly</p> <p>compliance.officer@erosintl.com</p> |
| <p>Friday 25th</p>                                                                    | <p><i>I Am Eleven</i> (Australia, 2011)</p> <p>An illuminating, uplifting view of the world through the eyes of 11-year-old children in 15 countries, compiled over four years.</p> <p>Free screening can be arranged with the film's production company Proud Mother Pictures</p> <p>Submit request <a href="#">here</a></p> <p>screenings@iameleven.com</p> | <p>6:10 – 7:20<br/>Yard sale</p> | <p><a href="#">Boyhood (R) (2014)</a> by <a href="#">Richard Linklater</a></p> <p>An American coming-of-age drama film, showing the joys and pitfalls of growing up.</p> <p>License: Film Bank Media, access <a href="#">here</a></p>                                                                                                                 |

| August 2025                                          |                                                                                                                                                                                                                                                                                                                                                                                                           |                                           |                                                                                                                                                                                                                                                                                                              |
|------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Friday 1 <sup>st</sup>                               | <p>Wicked 2024.</p> <p>Jon M. chu</p> <p>Wicked is the life story of the Wicked Witch of the West from the Wizard of Oz, primarily focussing on her time as a misunderstood Animal rights activist named Elphaba who was born with green skin, who becomes unlikely friends with her college roommate who would become Glinda the Good.</p> <p>License: Film Bank Media, access <a href="#">here</a>:</p> |                                           | <p><b>The Shining (15+)</b><br/>Kubrick (1980)</p> <p>A family heads to an isolated hotel for the winter, where a sinister presence influences the father into violence.</p> <p>Genre:<br/>Horror/mystery</p> <p>License: Film Bank Media</p> <p>Access: <a href="#">CC0</a> (special approval required)</p> |
| Friday 8 <sup>th</sup>                               | <p>Flow 2024 Gint Zilbalodis</p> <p>Features no dialogue and follows a cat trying to survive along with other animals in a seemingly post-apocalyptic world as the water level dramatically rises.</p> <p>License can be bought from BFI, Details <a href="#">here</a></p>                                                                                                                                |                                           | <p><b>Portrait of a Lady on Fire (15) Sciamma (2019)</b> (subtitled)</p> <p>A young artist, Marianne, is hired to paint the portrait of a reluctant bride...</p> <p>Genre: Romance drama</p> <p>License can be bought from BFI, Details <a href="#">here</a></p>                                             |
| Friday 15 <sup>th</sup><br>(Indian Independence Day) | <p>Sita Sings the Blues (2008)</p> <p>An animated version of the epic Indian tale of Ramayana set to the 1920s jazz vocals of Annette Hanshaw.</p> <p>License: CC0 (public domain)</p>                                                                                                                                                                                                                    | SE Food fair from local community kitchen | <p><b>Lagaan: once upon a time in India (PG)</b><br/>Gowariker</p> <p>(Sing-a-long)</p> <p>In Victorian India, a small village burdened by high taxes and drought is challenged by a British army officer</p>                                                                                                |

|                         |                                                                                                                                                                                                                                                                                                                                                                                   |  |                                                                                                                                                                                                                                                                                                                                           |
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|                         | Online Access: Free to stream or download from the official <a href="#">website</a>                                                                                                                                                                                                                                                                                               |  | to a game of cricket to avoid paying taxes<br><b>Not clear who holds rights</b>                                                                                                                                                                                                                                                           |
| <b>Friday 22nd</b>      | <p><b>On the Way to School</b> (Sur le chemin de l'école, France, 2013)</p> <p>ON THE WAY TO SCHOOL shows the tremendous challenges and difficulties many kids in remote parts of the globe face simply to attend school and get an education.</p> <p>Enquiries to screen to <b>Wild bunch</b> who holds rights for international distribution<br/><b>mbruna@wildbunch.eu</b></p> |  | <p><b>Putin's witness</b> (2018)</p> <p>Filmmaker Vitaliy Manskiy examines the early life of Vladimir Putin and the political machine that brought him to power.</p> <p>Enquiries to distribution company:<br/>Deckert Distribution GmbH,<br/>info@deckert-distribution.com</p>                                                           |
| Friday 29 <sup>th</sup> | <p><b>Song of the Sea</b> (Ireland, 2014)</p> <p>An Irish youth (David Rawle) discovers that his mute sister is a selkie who must find her voice and free supernatural creatures from the spell of a Celtic goddess (Fionnula Flanagan).</p> <p>License: Film Bank Media, access <a href="#">here</a></p>                                                                         |  | <p><b>This is England (18)</b> (2006) Shane Meadows</p> <p>Shaun (Thomas Turgoose), who lost his father in the Falklands War, earns the respect of skinheads when he stand up to their teasing. He becomes part of the gang and enjoys hanging out with his new friends.</p> <p>License: Film Bank Media, access <a href="#">here</a></p> |

September 2025

|                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| <p>Friday 5<sup>th</sup><br/>Coffee<br/>and chat<br/>at 3:40 –<br/>4:30?</p> | <p><i>My Neighbor Totoro</i><br/>(Japan, 1988)<br/>(subtitled)<br/><br/>Hayo Miyazaki</p> <p>This acclaimed animated tale by director Hayao Miyazaki follows schoolgirl Satsuke and her younger sister, Mei, as they settle into an old country house with their father and wait for their mother to recover from an illness in an area hospital. As the sisters explore their new home, they encounter and befriend playful spirits in their house and the nearby forest, most notably the massive cuddly creature known as Totoro.</p> <p>Distributor:<br/>StudioCanal<br/><br/>info@studiocanal.co.uk</p> | <p>Coffee and chat before:<br/>7pm</p> | <p><i>Casablanca (1942)</i><br/><br/>Michael Curtiz</p> <p>Filmed and set during World War II, it focuses on an American expatriate (Bogart) who must choose between his love for a woman (Bergman) and helping her husband (Henreid), a Czechoslovak resistance leader, escape from the Vichy-controlled city of Casablanca to continue his fight against the Nazis.</p> <p>License: Film Bank Media, access <a href="#">here</a></p> |
| <p>Friday</p>                                                                | <p>Rango (2011)<br/>Gore verbinski</p> <p>Fancy dress competition</p> <p>A chameleon (Johnny Depp) who has lived as a sheltered family pet finds himself in the grip of an identity crisis. Rango wonders how to stand out when it is his nature to blend</p>                                                                                                                                                                                                                                                                                                                                                |                                        | <p><i>Django Unchained (18) (2012) Tarantino</i></p> <p>Two years before the Civil War, Django (Jamie Foxx), a slave, finds himself accompanying an unorthodox German bounty hunter named Dr. King Schultz (Christoph Waltz) on a mission to capture the vicious Brittle brothers.</p>                                                                                                                                                 |

|                                                                       |                                                                                                                                                                                                                                                                                                                                                    |                                                |                                                                                                                                                                                                                                                                                                 |
|-----------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                       | <p>in. When he accidentally winds up in a frontier town called Dirt, he takes the first step on a transformational journey as the town's new sheriff.</p> <p>License: Film Bank Media, access <a href="#">here</a></p>                                                                                                                             |                                                | <p>License: Film Bank Media, access <a href="#">here</a></p>                                                                                                                                                                                                                                    |
| <p>Friday 19<sup>th</sup><br/>(end of South Asian Heritage month)</p> | <p>Monster house 2006</p> <p>No adults believe three youths' assertion that a neighboring residence is a living creature that means them harm. With Halloween approaching, the trio must find a way to destroy the structure before innocent trick-or-treaters meet ghastly ends.</p> <p>License: Film Bank Media, access <a href="#">here</a></p> | <p>Food fair from local community kitchens</p> | <p>Joyland (2022)</p> <p>The youngest son in a traditional Pakistani family takes a job as a backup dancer in a Bollywood-style burlesque and quickly becomes infatuated with the strong-willed trans woman who runs the show.</p> <p>License: Film Bank Media, access <a href="#">here</a></p> |
| <p>Friday 26<sup>th</sup></p>                                         | <p><i>Nina and the Hedgehog's Secret</i> (Nina et le secret du hérisson, France, 2023)</p> <p>Nina loved to listen to her father's bedtime stories about a hedgehog discovering the world. One evening, her father, preoccupied with his job which he is about to lose, doesn't come to tell her about a new adventure.</p>                        |                                                | <p>The Street (2020) Zed Nelson</p> <p>The film follows the residents and business owners of Hoxton Street in East London over four years, capturing the impact of gentrification and Brexit.</p> <p>License: Film Bank Media, access <a href="#">here</a></p>                                  |

|  |                                                                                                                                                         |  |  |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
|  | Enquiry to screen to<br>the film's sales agent<br>Les Films du<br>Losange<br><a href="mailto:g.petrel@filmsdulosange.fr">g.petrel@filmsdulosange.fr</a> |  |  |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|

## Community Feedback Summary – Shinfield

### Film Interests by Group

#### Children & Parents

- Strong interest in **musicals**: *Wicked*, *The Greatest Showman*, *Matilda*.
- Parents recommend **rotating themes**, e.g.:
  - One week: *Toy movies*
  - Another: Family classics like *Home Alone* (suitable for mixed ages like 6 & 8 years).
- Interest in **cartoon “sets”** for shorter attention spans, like *Wish* ect
- Preferred contents: **Disney, Pixar, and family-friendly films, Lego cartoons.**

#### Adults

- Interest in popular, high-quality titles:
  - Franchises like *Mission: Impossible*, *Hunger Games*, *Oppenheimer*.
  - Genres: **Action, love stories, comedies, horror.**

#### South Asian Community

- Interest in **new Bollywood films**, including recent releases such as *War 2*.
- Note: Older releases are readily available at home, so exclusivity and recency matter.
- Bollywood screenings are seen as a **social opportunity** to invite friends and family

#### Elderly visitors

- Generally **happy to watch anything** — cinema as a **social activity and night out**.
- Discovered screenings at **coffee mornings**, underlining the **importance of word-of-mouth and in-house promotion**.
- My grandparents love murder mystery

## Advertising & Community Outreach

- **Venue Familiarity:**
  - Many visitors to the building **don't know a cinema exists** there
  - Some visitors don't follow the Parish on Instagram/Facebook.
- **Improve In-House Advertising**
  - Replace A4 programme poster displayed at the reception with **larger, bolder signage and digital displays.**
  - Add **signs in high-traffic locations** within the building (near entrance, café, class noticeboards).
- **Promote via Local Schools**
  - Parents suggested advertising **through school newsletters and bulletin boards.**
- There was a question about whether a **membership or loyalty scheme** exists.
- Consider developing:
  - A **cinema membership** offering discounted tickets, priority booking, or exclusive events.
  - A **"bring a friend free" night** to build local interest.
- **Time Conflicts:**
  - Many parents expressed that children's classes end at 5–6 pm, which clashes with screenings. We consider changing the schedule.
  - **Parents suggested Saturday as an ideal time for family screenings.**

## Suggestions for Programming

- **Introduce a "Submit a Film" Option**

Add a feature (on the website, posters, or at the venue) allowing community members to suggest films they'd love to see.

*Example prompt:*

*"Have a film you'd love to see on the big screen? Let us know!"*
- *Partnership with the reading film theatre after the July-August period?*

Commented [SG3]: Given the challenges of running the cinema, could a partnership with the (now closed) Reading Film Theatre be suggested after the July-August period? They could programme one screening per fortnight.

## Goals for Improving Cinema Visibility and Communication

### 1. Make it Clear That a Cinema Operates There

Add accessibility screenings at least once or twice a month, e.g. screenings with captions

- **Posters and Signage:**
  - Place posters at the entrance to the cinema and around the surrounding buildings.
  - Ensure branding and visual identity are consistent and recognizable.

### 2. Improve the Schedule Presentation

- **Design Upgrade:**
  - Redesign the schedule to be more visually appealing and easy to read.
  - Apply the new design across all channels: online, printed newsletters, and physical displays.

### 3. Update the Website

- **Add Key Information:**
  - Clearly display ticket prices.
  - Make the full schedule easy to find and navigate.
- **Improve Usability:**
  - Ensure the website is mobile-friendly and accessible.

### 4. Add a Google Maps Pin

- Ensure the cinema is correctly marked on Google Maps for easier discovery and navigation.

Commented [SG4]: I would also suggest adding minimum one accessible or relaxed screening per month if not two in the afternoon slot. This will really help parents/guardian who care for children or young people with access needs.

More on accessible and relaxed screenings here:  
[https://whatson.bfi.org.uk/Online/default.asp?BOParam::WScontent::loadArticle::permalink=accessiblescreenings&BOParam::WScontent::loadArticle::context\\_id=](https://whatson.bfi.org.uk/Online/default.asp?BOParam::WScontent::loadArticle::permalink=accessiblescreenings&BOParam::WScontent::loadArticle::context_id=)

Commented [SG5R4]: These can be films you've already chosen but with captions, etc. or at a quieter pace, so it's just the approach to screening that is different rather than the film itself.

# Film list

## Age: 0-5 years old

- Monsters Inc
- Lion King
- Finding Dory
- Minions
- The Lego Movie
- Bugs life

## Age: 5-10 years old

- The Lego Movie
- The Karate Kid
- How to train your Dragon
- The Incredibles-Incredibles 2
- Migration
- Enchanted
- The Willoughby's

## Age: 10-15 years old

- Spiderman into the spider-verse
- Spiderman across the spider-verse
- Twilight
- Star Wars
- Murder Mystery-Murder Mystery 2
- Click
- 17 Again
- Pixels
- Knives Out-Knives out 2(A glass Onion)
- Back to the future (1,2,3)

**Assessment Brief:**

Reflecting on the seminars you had with guest speakers throughout the year and your experiences this term as an audience member at the BFI Flare Film Festival, please complete a Portfolio outlining the operations of your own imagined film programme or film festival, in 4000 words.

**Select from ONE of the following formats:**

- a FILM SEASON, focusing on a theme or genre;
- a FILM RETROSPECTIVE, focusing on a film director or film professional;
- a COMPETITION festival, focusing on new release art cinema;
- an AUDIENCE festival, which may involve a competition, but will also include some mainstream new release films;
- a GENRE or CULTURALLY SPECIFIC festival, which may include both old and new films, but which will be very focused in its selections.
- **If you choose to address your experience with programming the Shinfield Cinema, see further instructions below.**

Your film programme or film festival will run for **ONE WEEK ONLY**, so in your programme you will need to account for seven days of screenings. You will also need to consider this as a real-world event, so please refer to **ACTUAL LOCATIONS**. For film festivals, please refer to **FILMS DUE TO BE RELEASED THIS YEAR** (for premieres).

**Please use the following aspects to help you structure your programme or festival, including your critical reflection:**

- Type of season, retrospective or festival:
  - What is the name of your event?
  - Is there a particular theme or agenda for your event?
  - On which time of the year and specific dates will it take place?
  - Are there any competing or similar events that take place in the same location or elsewhere, or at the same time?
- Films:
  - How many films will screen at the event? Will each film screen more than once?
  - Does your programme feature any premieres?
  - What is your day-to-day schedule? Does the programme involve competition strands for features, shorts, and/or documentaries?
  - Dependent on your event type, what legal conditions or terms must be clear to the producers/filmmakers/film submissions?
- Location:
  - In which city, town, or village will the event take place? Will your films screen in traditional movie theatres, or alternative venues?
  - Will you make use of outdoor areas? Are there any technical issues you will need to consider – lighting, projection equipment, facilities, transportation – when deciding where to hold your event?
  - Will your festival or film programme take place partially or entirely online?
- Parallel events:
  - Will there be any Q&As with visiting directors or other professionals/scholars?
  - Will you provide any resources for educators?
  - Is there a café, bar or other similar hub?

- Audience:
  - Who is the event for? Is it an audience of cinephiles? Or a mixture of demographics? How will you cater to the needs of your specific audience?
- Finance:
  - Sponsorship: Is your event funded with public or private money, or a combination of both? Will you apply for additional funding from regional or national government bodies? Are there political or legal ramifications attached to this funding? Does the theme/agenda of your event create any conflicts of interest with certain funding sources?
  - Tickets: How much will you charge patrons to see a film? Will there be higher prices for opening/closing nights, and special events? Will you offer early bird tickets, a festival/season pass or student/unwaged/senior discount? Is press accreditation available at your festival?
  - Marketing Strategy: How will you publicise your event? Will you focus on direct marketing – television, radio, and print advertising; billboards; flyers? Or will you employ a different approach? Does your event have a strong online presence?
  - Staff: Will you employ any paid staff? Will there be incentives for volunteers who work at your event (free tickets, for example)?
  - Sourcing and Licensing: In the case of a season or retrospective, where are you going to source and license your chosen films? What would be the financial implications of this?
- Film Market
  - Will your festival operate concurrently with an adjoining film market? And if so, which one?
  - Will industry professionals and/or sales agents be scheduled into your festival programme?
- Appendices
  - You are welcome to add any other relevant documentation (images, anonymised quotes, etc.) to support your arguments (not part of total word count).

#### **Further instructions for those writing about programming the Shinfield Cinema:**

- Shinfield Cinema will typically include a programme of a total of 24 screenings spread over several weeks and months, which is roughly equivalent to an intense festival week in a single screen cinema. Please check specific guidance on the Shinfield Cinema Programme available on Blackboard.
- Please report on approaches to community programming and consultation in addition to the methodology to develop the film programme as per guidelines above;
- Please add a critical reflection of the community engagement and programming process and a critical evaluation of benefits and challenges.

## **Overview of Shinfield cinema**

Shinfield Cinema was launched in October 2024 at School Green Centre as part of Shinfield Studios' wider commitment to fostering local development. Officially opening to the public in December 2024, it is currently operated by the local Parish Council in collaboration with 'independent film panel' within members of the community (Shinfield Parish 2024).

### **Programming**

In June 2024, the Parish promoted the opportunity to join the volunteer programming panel via its website and social media platforms. The members of the community who has expressed interest meet monthly to choose the selection of films for the following month, selecting films they believe will resonate with the local audience. Nonetheless, insights from Parish records indicate that many committee members do not attend the screenings themselves, raising questions about the alignment between programme decisions and audience interests. Between December 2024 and May 2025, films

screened included *Home Alone*, *Loving Vincent*, *Love Actually*, *Elf*, *Lady and the Tramp*, *Moana* and *Moana 2*, *Sunshine on Leith*, *Toy Story*, and *Barbie*. Ticket sales data suggest that screenings tied to seasonal or themed events had the highest turnout—*Home Alone* attracted 42 attendees during the Christmas period, and *Loving Vincent* gathered 35 attendees when linked with an art-themed showcase. However, outside such contexts, average attendance ranged from 2 to 9 viewers per screening. At present, two screenings are held each Friday: a 4:00 PM aimed at families though open to all, and a 7:30 PM screening aimed toward adults, but accessible for PG or 12-rated content.

### **Place-making**

There is a cafe in the Shool Green Centre Café, selling popcorn, snacks and drinks, however currently available for the 4pm showings only. It's allowed to bring own snacks and drinks, being mindful of other members of the audience, i.e. strong smelling or peanut allergies etc.

### **Outreach**

In November 2024 the Parish has created a Facebook group — now numbering around 300 members — to promote the screenings. Posts typically consist of monthly programme posters and weekly screening reminders. However, engagement remains low, with most posts receiving between 0 to 5 likes and 1 to 4 shares. This limited digital interaction correlates with low in-person attendance and suggests a disconnect between current promotional methods and community interest.

### **Financial model**

Ticket prices are set at £4.50 for adults, £2.70 for children, and £3.60 for concessions (students and adults over 60). While the initial installation costs of the cinema were covered by Shinfield Studios, the Parish Council does not aim to generate profit but rather to maximise community participation. Nonetheless, costs such as film licences—currently rented from Filmbank Media and starting at £87 per screening—necessitate a minimum attendance level to maintain budget sustainability. With a seating capacity of 60, the current average turnout compromises financial viability.

This analysis identifies a need to reconsider programming strategies to enhance relevance and audience engagement.

## **Community Consultation and Audience Research**

In order to understand the gap between programming choices and audience engagement, it was necessary to conduct primary research into the community's preferences, awareness, and cinema-going behaviours as in independent programming must be grounded in a detailed understanding of local audiences (ICO 2021). To understand the needs and interests of potential audiences, a mixed-methods approach was employed. Primary research included live consultations with visitors at the School Green Centre and an online survey disseminated via the community cinema's Facebook group.

During an in-person consultation at the Centre on a Friday afternoon, approximately 15 local residents participated. From these interactions and online responses (24 in total), five key audience groups were identified:

- Families with children
- South Asian community members
- Elderly people
- Adults aged 30+
- Young adults (aged 19–25)

These qualitative insights were reinforced by local demographic data and Facebook interactions, suggesting reliability across methodologies.

### **Families with children**

Census data indicates that children aged 0–14 constitute a significant portion of the local population, with 5.4% aged 0–4, 7.9% aged 5–9, and 7.2% aged 10–14 — totalling 20.5% (National Office for Statistics 2022). Among the families consulted, awareness of the community cinema was generally high, however some of them were only aware of the with the option to hire the space for

private use. Many have also reported being unable to attend screenings due to scheduling clashes with after-school activities, classes held at the Centre. Parents expressed strong interest in musicals such as *Wicked*, *Matilda*, the *Greatest Showman* as well as animation films like *Wish*, *Lego Movie*, *Sonic*, *Toy Story* including references to Disney and Pixar. Parents also suggested formats that accommodate mixed-age siblings, including family classics and short cartoon compilations aimed at younger viewers with shorter attention spans. There was also a request for making timings more family-friendly due to parent's work, making screenings during weekends and more on school holidays, toddler-specific mornings, and SEN-friendly showings.

Feeding back on their expectations from the cinema, one family highlighted the cinema's affordability, especially in comparison to traveling to Bracknell for budget-friendly children's screenings. While two online survey respondents felt the price didn't reflect the overall experience, citing that many films shown were available at home and the cinema lacked the atmosphere typically associated with a cinematic outing.

### **Adult audiences 30-59 y.o.**

Adults within the 30–54 age range constitute a substantial share of Shinfield's population, with 9.3% aged 30–34, 9.5% aged 35–39, 9.3% aged 40–44, 7.0% aged 45–49, and 5.9% aged 50–54—totaling 41.0% of Shinfield's population of 18 000 people (National Office for Statistics 2022).

Consultation with this group revealed a general awareness of the cinema but a lack of engagement, often attributed to programming that did not reflect their interests. Across in-person and online responses, preferences ranged widely—from mainstream franchise films (*Mission: Impossible*, *The Hunger Games*, *Oppenheimer*) to nostalgic genre titles (*The Shining*), classic cinema (*Casablanca*), and arthouse or independent films not readily available on streaming platforms. Respondents expressed a desire for variety, interactive screenings, and programming that brings people together, such as sing-alongs. Many showed enthusiasm for joining film club and community meals, provided the timing suits their schedules. This suggests that adult engagement with community arts initiatives often hinges on the integration of social value (Jancovich, 2017; BFI, 2022).

### **The South Asian community**

Comprising half of the total number of offline respondents, this group demonstrated a distinct cultural interest in Bollywood and regional-language cinema. For many, screenings were perceived not simply as entertainment, but as opportunities for communal gathering and shared cultural expression. There was particular enthusiasm for sing-along formats, membership schemes, and exclusive access to recent releases—underscoring the importance of cultural relevance and event-style programming. This aligns with broader patterns observed in ethnically diverse audience engagement, where film-going serves both social and identity-affirming functions (BFI, 2015; Malik, 2020). Demographic data further substantiates the importance of this group within Shinfield's community: 15.3% of the population identify as ethnically Asian, Asian British, or Asian Welsh, with religious affiliation data showing 6.4% identifying as Hindu, 5.4% as Muslim, 1.7% as Sikh, and 0.7% as Buddhist. These figures suggest significant potential for programming that reflects linguistic and cultural diversity, while also offering opportunities to engage multigenerational audiences through carefully curated and celebratory events.

### **Elderly people**

Older adults, comprising a combined 16.8% of Shinfield's population — including 4.2% aged 60–64, 3.0% aged 65–69, 2.6% aged 70–74, 2.0% aged 75–79, 2.5% aged 80–84, and 2.5% aged 85 and over — represent a significant potential audience for community cinema initiatives. This group has largely discovered screenings through informal channels, particularly coffee mornings at the Centre, highlighting the continued importance of word-of-mouth and in-person engagement strategies. While participants mentioned preferences for genres such as romance and action, for them cinema is more as a social space — a venue for connection and reason for outing. These findings align with research emphasising the role of arts venues in reducing social isolation among older adults and

enhancing wellbeing through regular, accessible cultural engagement (Age UK, 2021; Bunting et al., 2014).

### **Younger adults**

This emerging group—less visible in live consultations but evident in the online survey (4 from 24)—and 4% percent of the Shinfield's population expressed interest in alternative cinema, particularly arthouse films, independent animation, Cannes winners and Oscar winners and films that differ from mainstream commercial programmes. They are also open to community-themed screenings and interactive film events, making them a valuable demographic for experimental or niche programming (Appendix).

As cross-over insight drawn from multiple audience groups, the in-house café—identified as the most frequently visited area of the Centre—emerges as a key site for cross-promotion of cinema screenings. The fact that many residents across demographics were unaware of the cinema's existence highlights a clear need for improved visibility and targeted, on-site outreach strategies.

### **Developing the programme**

An analysis of the current programming model suggests that Shinfield Cinema has been adopting the structure and logic of a commercial cinema—primarily guided by a 'service-marketing' approach that prioritises alignment with established audience preferences and widely accessible popular content (Bosma 2015: 68). This is reflected not only in the film selection but also in the language used in communication. Notably, when the Parish shared our community survey, the word '*community*' was placed in quotation marks, suggesting either an unfamiliarity with the concept or identifying that the existing model may not have been purposefully designed to reflect the needs and identities of the community it seeks to serve. However, the cinema's physical and institutional location within a parish-managed community centre inherently aligns it with the remit of a community cinema. Its function is not merely to serve as a cinema located in a residential area but to act as a cinema for the community. Unlike commercial venues, which prioritise profitability and rely on established marketing infrastructures, community cinemas are fundamentally mission-driven. As noted by Cinema for all, their core aim is to reflect and respond to the cultural needs, identities, and aspirations of their local constituencies (Cinema for all 2025).

As the Independent Cinema Office (ICO) states, in early-stage audience development for community venues, it is essential to initiate programming with accessible, widely appealing films as a means of building trust and consistent attendance. Gradually, audiences can be introduced to more diverse and specialised forms of cinema. This logic underpins our proposed 'sandwich programming' model, in which familiar, popular titles are strategically paired with less mainstream content. This includes films categorised by the British Film Institute (BFI) as part of the specialised sector: foreign-language films with subtitles, documentaries, archive and classic cinema, artist and experimental works, and short film programmes. Our approach aligns into the concept 'The Neighbourhood Cinema'—moving deliberately from mainstream familiarity toward a broader engagement with independent and arthouse cinema (Appendix 3).

### **All time Classics**

Building on community feedback expressing a strong desire to experience classic films on the big screen—an opportunity they find unavailable at commercial cinemas—we developed a monthly sub-programme showcasing all-time classics every first Friday of the month. The selection reflects both direct community requests, such as *Casablanca* and *The Shining*, and broader film history examples such as Hitchcock's *Rear Window*. These films are beloved by local audiences and simultaneously offer rich educational value, representing the work of three visionary directors—Michael Curtiz, Stanley Kubrick, and Alfred Hitchcock—each of whom innovated within their genres.

To cultivate community atmosphere, each screening is preceded by a relaxed coffee and conversation session, facilitated by a mobile refreshments setup, encouraging social interaction and informal film discussion. These screenings are seen as opportunity to connect with audiences who appreciate film culture and might serve as a potential to extend their understanding and engage with parallel sections of the programme.

### **South Asian Heritage month**

Consultation findings revealed a significant South Asian demographic within the local population, accompanied by a strong interest in cinema that reflects their cultural heritage—particularly films in native languages and Bollywood titles. In response, the programme includes a dedicated South Asian Heritage Month strand, scheduled to run from mid-July to mid-August. Demographic analysis indicates that many local South Asian residents are employed in the corporate and IT sectors, informing a curatorial approach that balances cultural specificity with wider audience appeal. The strand opens with *Dil Se* (1998), a landmark romantic thriller that combines political commentary with iconic musical sequences. To mark Indian Independence Day, a community-requested sing-along screening of *Lagaan* (2001) is paired with *The Jungle Book* (1967), offering a family-friendly experience that resonates across generations. A South Asian food market, either co-organised with local home cooks or in partnership with self-employed chefs from the community, will accompany the celebrations—fostering further cultural exchange through food and informal social interaction. The programme concludes with *The Lunchbox* (2013), a critically acclaimed contemporary film that explores themes of urban isolation and unexpected connection, offering a thoughtful and resonant close to the series.

### **Growing Cinephilia**

In response to an emerging community of cinephiles who expressed interest in Cannes, Oscar-winning and arthouse cinema that goes beyond blockbusters and is underrepresented in the local multiplex cinemas, the programme incorporates a dedicated strand designed to nurture and expand this interest within Shinfield community. To meet these preferences and foster a deeper appreciation of cinema as an art form, the programme features titles such as Céline Sciamma's *Portrait of a Lady on Fire* (2019), which received Queer Palm at Cannes, becoming the first film directed by a woman to win the award as well as Best Screenplay. Shane Meadows' *This Is England* (2006), a raw and evocative portrayal of youth identity, nationalism, and social fragmentation in 1980s Britain. However, as there were a group of respondents who expressed interest in action movies, Quentin Tarantino's *Django Unchained* (2012) was identified as the mediator between tastes as Tarantino's work blurs the line between mainstream and auteur cinema.

As this segment of audience already has appreciation of the world cinema, extending their cinema-going experience to post-screening discussions could be met with interest, thereby cultivating a cinephile community committed to develop dialogue and exploration.

### **Family Time: developing connection Through Animation and Musicals**

Parents expressed strong interest in musicals such as *Wicked* and *Matilda*, as well as animated films from Disney and Pixar (e.g. *Wish*, *The Lego Movie*, *Sonic*, *Toy Story*). However, as similar films were already part of the wider programme and often did not find strong resonance, we decided to experiment with a more curated blend of popular titles like *Wicked*, *The Greatest Showman*, and Disney's *Coco*, and *Rango* (2011) alongside independent and international animations such as *Song of the Sea* (Ireland), *My Neighbour Totoro* (Japan, 1988). While many independent animated films are in foreign languages, this can be a barrier to younger children or neurodivergent audiences who may struggle with subtitles. In response, we included dubbed or dialogue-free options such as *Flow* (2024,

Estonia) and *Nina and the Hedgehog's Secret* (France, 2023). We also introduced child-friendly documentaries such as *I Am Eleven* (Australia, 2011) and *On the Way to School* (France, 2013), to foster global awareness and emotional maturity in young viewers.

Recognising that children often engage enthusiastically with animation regardless of origin or style, the challenge lies more in equipping parents with the context to understand why these films are meaningful and worth attending. A key concern raised during consultation was scheduling—parents need to accompany children, but earlier screenings clash with work and school commitments. In response, we trialled moving family screenings to 6:00 pm (with children's-specific screenings at 4:30 pm where applicable), ensuring films are no longer than 1 hour 20 minutes so as not to affect subsequent adult screenings.

The **Summer Holidays Film Journey** has been programmed to support children's emotional, social, and cultural development through film, with each month structured around evolving thematic arcs that correspond with both the rhythms of the school holidays and the cognitive and emotional capacities of children aged 5–14. **July: Warm-Up to Wonder** initiates the programme with films that foreground identity, self-expression, and belonging. Titles such as *The Greatest Showman* and *Coco* are strategically placed early in the programme to create an inclusive and celebratory tone, while also allowing children to reflect on family, memory, and cultural heritage. *The Lego Movie*, presented as a relaxed screening, promotes collective creativity and neurodiverse-friendly access, and *I Am Eleven* offers a global, documentary-based perspective that gently introduces children to the multiplicity of childhood experiences.

**August: Stories to Travel With** aligns with the core idea of holidays as a time of exploration—emotionally, imaginatively, and intellectually. This strand introduces more layered narratives and international storytelling, encouraging children to engage with ideas of myth, nature, and resilience. *Song of the Sea* and *Flow* are included for their non-verbal and symbolic storytelling techniques, broadening young audiences' cinematic literacy and emotional sensitivity. *The Jungle Book*, scheduled to coincide with Indian Independence Day, serves both as an entertaining entry point into classic animation and a means of foregrounding postcolonial contexts in an age-appropriate way. *On the Way to School* extends this global lens by offering a powerful, real-world narrative that builds empathy and awareness around access to education. The month concludes with *Wicked*, a film that challenges binaries of good and evil, offering children a framework to question social labels and develop critical perspectives.

**September: Truth, Bravery, and Big Questions** shifts towards films that invite reflection on courage, justice, and transformation—important themes as children transition back into the school year. *My Neighbour Totoro* uses magical realism to explore family dynamics and emotional resilience, while *Rango*, presented with an interactive fancy-dress element, engages with questions of identity and self-reinvention through postmodern pastiche. *Monster House* offers age-appropriate horror to explore collective bravery and the overcoming of fears, and *Nina and the Hedgehog's Secret* concludes the programme with a poignant meditation on storytelling, historical memory, and resistance. Taken together, the selections progress from joyful engagement to complex empathy, offering children not just entertainment, but tools for navigating their inner and outer worlds.

These screenings are designed to be supported by optional post-film creative responses (e.g., mask-making, world-mapping, group discussions). The weekly **Cinema Diary** zine will also encourage young participants to express their reflections through writing and drawing.

As family screenings usually require a parent presence, we are introducing the free membership scheme, where parents can purchase a monthly pass for the screenings for the price of 3 screenings.

Additionally, we include ticket type parents plus child that would cost 4£ instead of 7.2£ currently charged.

## **Student film club**

As students from the University of Reading's Department of Film, Theatre and Television, we are actively seeking cinema experiences that reflect our interests in arthouse cinema, classics, and documentaries and we often find these genres underrepresented by mainstream local venues such as The Biscuit Factory or Vue. The proximity of Shinfield Community Cinema to both the university and the Shinfield Film Studios (with whom the University is developing collaborative ties) makes the University students relatable community and presents opportunity to build a programme that speaks simultaneously to our academic pursuits and creative passions. Moreover, 4,6% Shinfield's population are full-time students making them one of the community group the programme needs to consider (Office for National Statistics, 2022). Importantly, students are not only an audience segment, but film students specifically also can act as cultural connectors—capable of bridging the dominant mainstream tastes of many Shinfield residents, including professionals from the surrounding tech and corporate sectors, with the global diversity and complexity of contemporary cinema. The Student Film Club aims to cultivate this intersection through a curated strand of screenings led by individual passions and informed by a wider sense of social and cultural engagement. Following the model of Newcastle's Star and Shadow Cinema—where every screening originates from a personal curatorial impulse—we have developed a sub-programme rooted in the diverse cinematic interests of our cohort. Each selected film opens a dialogue between personal, local, and global contexts. The strand launches with *Back to the Future* (Robert Zemeckis, 1985), a nostalgic favourite reflecting a student's fascination with time travel, youth culture, and the cinematic grammar of the 1980s. This will be followed by *Putin's Witnesses* (Vitaliy Mansky, 2018), a powerful first-person documentary by a Ukraine-born director whose work critically interrogates Russian politics, propaganda, and the rise of authoritarianism. With over 1,400 members in the local Russian-speaking Facebook group—many of whom live in Reading—this screening is expected to resonate beyond the Shinfield audiences. It will be accompanied by a post-screening discussion and a fundraiser for a UK-based Ukrainian charity, using cinema to foster both awareness and solidarity. Another student's commitment to social realism informs the inclusion of *The Street* (Zed Nelson, 2019), which documents the gentrification and changing social fabric of Hoxton Street in East London. This longitudinal documentary offers a lens through which to explore issues of austerity, displacement, and national identity in post-Brexit Britain. The strand also reflects an interest in innovative cinematic form through *Boyhood* (Richard Linklater, 2014), an American indie film shot over 12 years that captures a young boy's journey into adolescence and creativity. To enrich its themes of childhood and development, the adults screening will be paired family screening with *I Am Eleven* (Genevieve Bailey, 2011), a cross-cultural documentary that explores global childhood through the eyes of eleven-year-olds from different countries. The event vinyl sales, live music, and a food stall, turning the event into a vibrant cultural gathering.

## **Evaluating the Programme and Further programming plans**

### **Evaluation Framework**

To assess the effectiveness of the film programme, we draw on established Key Performance Indicators (KPIs) of audience participation. These five core dimensions offer a foundation for both short-term feedback and long-term development:

- **Access:** Are there practical or psychological barriers preventing participation? This includes physical accessibility, pricing, and clarity of information.
- **Attendance:** What is the volume and consistency of visitors to screenings? Are certain strands or themes more successful?

- **Involvement:** Do audiences feel connected to the venue and programme? Do they return, stay for post-screening events, or bring others?
- **Response:** How do audiences react? This includes informal feedback, social media engagement, or direct compliments and complaints.
- **Interaction:** Is there a mechanism for the audience to shape the programme through polls, suggestions, or participation in curation?

This framework aligns with community cinema values of openness, shared ownership, and cultural inclusion.

### Programming through Participation

Evidence from the parish's earlier successful trial—where youth club members selected a film—demonstrated strong community ownership: the screening was full and the feedback enthusiastic. This model of targeted participatory programming can be expanded to other community groups and charities, reinforcing the cinema's identity as a responsive and inclusive cultural space.

One key opportunity aligns with existing partners such as Art Wokingham, who co-curated the February 2025 Art Showcase. Similarly, The Cowshed, a local charity supporting families in need, could co-host occasional screenings. The Parish could subsidise licensing for events tied to seasonal celebrations— e.g., a Christmas family screening—with free access provided for The Cowshed's service users. This reinforces a commitment to economic equity and broadening cultural access.

### Reaching and Building Audiences

One of the most pressing development areas is audience awareness and visibility. Many respondents encountered during community centre visits were unaware that a cinema operated in the space. The current A4 printouts at reception are easily overlooked. To address this:

- Visual promotion should be improved by displaying the programme at key access points, such as the entrance and cinema door, in larger formats.
- Design clarity is critical. Current listings use small fonts and text-heavy layouts where film titles blend with synopses. A redesigned template using accessible platforms like Canva or Figma (see Appendix 1) can offer engaging, easy-to-digest visuals optimised for both print and digital formats.

Marketing through social media also requires improvement. Current Facebook posts include only synopses and occasional IMDb links. Instead, promotional posts should:

- Highlight why a film was chosen, linking it to awards, festival presence, or social relevance.
- Include brief critical quotes, stills or posters, and personal or curatorial notes to build anticipation.
- Employ consistent branding to increase recognition and recall.

### Enhancing the Screening Experience

Housed within a multi-use community centre, the cinema space currently lacks a dedicated film-going atmosphere. The rectangular layout and standard seating make the space feel more like a lecture hall. Key improvements include:

- Visual ambience: Large film posters can be requested from local cinemas or distributors and displayed on the walls to build anticipation and set the tone.
- Comfort consideration: Given the limitations of the seating, film selections should prioritise running times of 90 minutes or less to maintain comfort and engagement.

Where possible, evening screenings could also coordinate with the community café to offer light refreshments, enhancing the social and experiential aspects of attending a film.

## Funding and Support Opportunities

To sustain and expand programming, partnerships with external funding bodies are essential. Key options include:

- **Film Hub South East:** Offers support for community cinemas, audience development, and screening events through the BFI FAN network.
- **Cinema For All:** Provides resources, training, and grants for volunteer-led cinema groups, with specific schemes for programming diversity, inclusion, and equipment support.

Exploring such partnerships will not only support programme delivery but also align the cinema with national standards and best practices in community exhibition.

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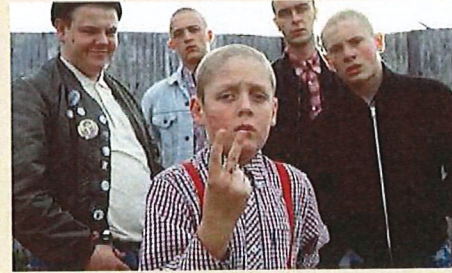
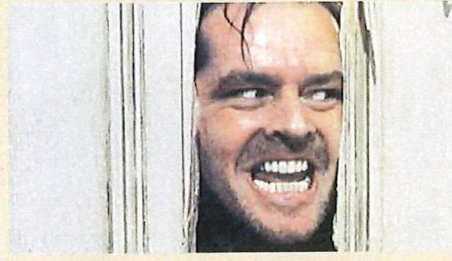
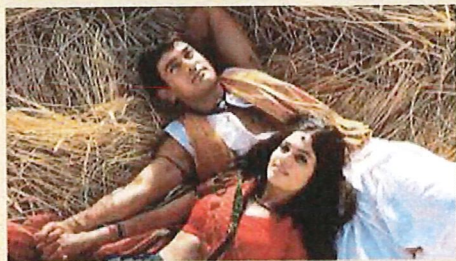
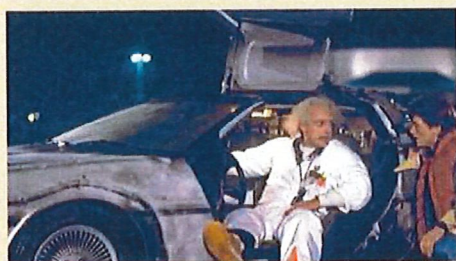
Cinema for all. 2025. 'How To Start a Community Cinema', Cinema for all 2025, <<chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://cinemaforall.org.uk/app/uploads/2024/05/How-to-Start-a-Community-Cinema-2024.pdf>>

## Appendix 1 Insights from the online questionnaire (24 people)

| Please suggest films you would like to watch         | Would you be interested in watching more art | What are your expectations from the Shienfilr         | Would you be willing to try out things like con | Would you be interested in joining a film club |
|------------------------------------------------------|----------------------------------------------|-------------------------------------------------------|-------------------------------------------------|------------------------------------------------|
| Back to the future                                   |                                              | Interactive screenings like sing alongs               | Yes                                             | Yes                                            |
| Action                                               | Yes                                          | Showcasing interesting films that people want to      | If the timing worked out                        | No                                             |
| Romance and older films.                             | Yes                                          | To help bring the community together.                 | Yes                                             | No                                             |
| Horror movies                                        | Yes                                          | Variety of movies                                     | Yes                                             | Yes                                            |
| Want something new                                   | Unlikely                                     | Not high                                              | Yes                                             | Yes                                            |
| Indie animation films                                | Yes                                          | a wider range of screenings                           | yes                                             | Yes                                            |
| European and international alternative cinema        | Yes                                          | To be more inclusive for families and the people t    | Yes                                             | Yes                                            |
|                                                      | Unlikely                                     |                                                       | Yes                                             | No                                             |
| Six inches of soil                                   | Yes                                          | Family films , sing alongs, Cannes films ( award w    | Yes                                             | Yes                                            |
| Lego Movie, Soric, Toy Story, Wish ( I go to the kic | Unlikely                                     | Made in Shinfeld series, films shot at the film stu   | Yes                                             | Yes                                            |
|                                                      | Unlikely                                     | I enjoyed going there when it 1st opened with my      | Yes                                             | No                                             |
| Dramas, documentaries, comedy, romance               | Yes                                          |                                                       | Absolutely                                      | Yes                                            |
| More new releases or classics                        | Unlikely                                     | Would like to be able to go with kids and friends b   | Meals and films, games and films                | No                                             |
| sci fi films                                         | Unlikely                                     | newer films you cant watch at home                    | no                                              | No                                             |
| films for my age group                               | Unlikely                                     | Shinfeld spelling is incorrect.... good price and fil | no                                              | maybe depends on cost and films                |
| Action films like Bourne, Bond, comedies like the I  | Unlikely                                     | To show popular films                                 | Yes                                             | Yes                                            |
| A bit more recent films would be nice or old fami    | Unlikely                                     | To have a family experience                           | Yes definitely                                  | Yes                                            |
| Marvel, Disney, themed months.                       | Unlikely                                     | It would be great if there were showings on the w     | Yes                                             | No                                             |
|                                                      | Unlikely                                     |                                                       | Yes                                             | No                                             |
| More arthouse cinema please                          | Yes                                          | Make it a community not only for fans of film but     | Yes                                             | Yes                                            |
| The Shining                                          | Yes                                          | a place to watch films that are not shown             | yes                                             | No                                             |
| I think it would be really good to have a place that | Yes                                          | Showing films I like                                  | Maybe                                           | Yes                                            |
|                                                      | Unlikely                                     |                                                       |                                                 | Yes                                            |
| Oscar winners                                        |                                              |                                                       |                                                 | No                                             |

# NEIGHBOURHOOD CINEMA

FROM MAINSTREAM TO ALTERNATIVE



**EVERY FRIDAY**

CHILDREN'S 4:30 PM • ADULTS 7:30 PM

**THE SCHOOL GREEN CENTRE**  
**JULY – SEPTEMBER**

# WHATS ON?

## JULY - SEPTEMBER

### SCREENINGS

#### THE GREATEST SHOWMAN

FRIDAY 4TH  
16:30pm

Celebrates the birth of show business and tells of a visionary who rose from nothing to create a spectacle that became a worldwide sensation.

#### Disney-PIXAR COCO

FRIDAY 14TH  
16:30pm

Aspiring musician Miguel, confronted with his family's ancestral ban on music, enters the Land of the Dead to find his great-great-grandfather, a legendary singer. 2017.

#### THE LEGO MOVIE

FRIDAY 18TH  
16:30pm

An ordinary LEGO construction worker, thought to be the prophesied 'special', is recruited to join a quest to stop an evil tyrant from glueing the LEGO universe into eternal stasis.

#### I AM ELEVEN

FRIDAY 25TH  
16:30pm

An illuminating and uplifting view of the world through the eyes of 11-year-old children in 15 countries, compiled over a four-year period.

#### REAR WINDOW

FRIDAY 4TH  
19:30pm

The Story of a photographer who is confined to a wheelchair, he spends time watching his neighborhood. However, he becomes convinced he has witnessed a murder. 1954.

#### BACK TO THE FUTURE

FRIDAY 11TH  
19:30pm

Teen Marty McFly is accidentally sent to the 1950s in a time-traveling DeLorean. There, he meets his young parents and disrupts their first meeting. To avoid being erased from existence, he must make sure they fall in love.

#### Dil se...

FRIDAY 18TH  
19:30pm

A journalist falls for a mysterious woman who does not reciprocate his feelings. However, when Amar Later prepares to get married, the woman shows up at his doorstep asking for help.

#### Boyhood

FRIDAY 25TH  
19:30pm

a groundbreaking coming-of-age film shot over 12 years, following one boy's journey from childhood to adulthood in real time. A moving, intimate portrait of growing up and the moments that shape us.

REAR WINDOW  
COFFEE  
CLUB @ 19:00PM

RETRO-NOSTALGIA

Vinyl Sale

18:30pm - 19:30pm

## WICKED

FRIDAY 1ST  
16:30pm

Wicked is the life story of the Wicked Witch of the West from the Wizard of Oz, focusing on her time as a misunderstood Animal rights activist who becomes unlikely friends with her college roommate, who would become Glinda the Good.

## THE SHINING

FRIDAY 1ST  
19:30pm

A family heads to an isolated hotel for the winter, where a sinister presence influences the father into violence.

## Flow

FRIDAY 8TH  
16:30pm

A Latvian, French, and Belgian co-production, it features no dialogue and follows a cat trying to survive along with other animals in a seemingly post-apocalyptic world as the water level dramatically

## PORTRAIT of a LADY ON FIRE

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Portrait of a Lady on Fire is a passionate, visually stunning love story between an artist and her subject in 18th-century France. A tale of forbidden desire, memory, and the quiet power of a gaze — unforgettable and beautifully crafted.

## The Jungle Book

FRIDAY 15TH  
16:30pm

In Disney's The Jungle Book, young Mowgli is raised by wolves in the jungle and embarks on a journey to find his place in the world. Guided by Baloo the bear and Bagheera the panther, he faces danger and adventure.

## SOUTH-ASIAN FOOD FAIR



## LAGAAN

Once upon a time in India

FRIDAY 15TH  
19:30pm

In Victorian India, a small village burdened by high taxes and drought is challenged by a British army officer to a game of cricket to avoid paying taxes.

## On the Way to School

FRIDAY 22ND  
16:30pm

ON THE WAY TO SCHOOL shows the tremendous challenges and difficulties many kids in remote parts of the globe face simply to attend school and get an education.

## PUTIN'S WITNESSES

FRIDAY 22ND  
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Filmmaker Vitaliy Manskiy examines the early life of Vladimir Putin and the political machine that brought him to power.

## SONG of the SEA

FRIDAY 29TH  
16:30pm

An Irish youth discovers that his mute sister is a selkie who must find her voice and free supernatural creatures from the spell of a Celtic goddess.

## THIS IS ENGLAND

FRIDAY 29TH  
19:30pm

Shaun (Thomas Turgoose), who lost his father in the Falklands War, earns the respect of skinheads when he stands up to their teasing. He becomes part of the gang and enjoys hanging out with his new friends.

## My Neighbor TOTORO

FRIDAY 5TH

16:30pm

In this beloved animated film by Hayao Miyazaki, sisters Satsuki and Mei move to the countryside with their father. While their mother recovers in a nearby hospital, they explore their new surroundings. There, they meet friendly forest spirits—most memorably, the gentle giant Totoro.

## RANGO

FRIDAY 12TH

16:30pm

A sheltered pet chameleon faces an identity crisis in this quirky animated adventure. After landing in the rough town of Dirt, he pretends to be a hero. As the new sheriff, Rango begins a wild journey of self-discovery and courage.

## MONSTER HOUSE

FRIDAY 19TH

16:30pm

no adults believe three youths' (Mitchel Musso, Spencer Locke, Sam Lerner) assertion that a neighboring residence is a living creature that means them harm. With Halloween approaching, the trio must find a way to destroy the structure before innocent trick-or-treaters meet ghastly ends.

## NINA

and the hedgehog's secret

FRIDAY 26TH

16:30pm

Nina loved to listen to her father's bedtime stories about a hedgehog discovering the world. One evening, her father, preoccupied with his job which he is about to lose, doesn't come to tell her about a new adventure.

CASABLANCA

COFFEE  
CLUB @ 19:00PM

## Casablanca

FRIDAY 5TH

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Set during World War II, this classic follows an American expatriate in Casablanca. He's torn between rekindling a past romance and aiding her resistance-leader husband. Caught in a web of love and duty, he must make a life-altering choice.

## DJANGO UNCHAINED

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Two years before the Civil War, Django (Jamie Foxx), a slave, finds himself accompanying an unorthodox German bounty hunter named Dr. King Schultz (Christoph Waltz) on a mission to capture the vicious Brittle brothers.

## the LunchBOX

FRIDAY 19TH

19:30pm

Lonely housewife Ila (Nimrat Kaur) decides to try adding some spice to her stale marriage by preparing a special lunch for her neglectful husband. Unfortunately, the delivery goes astray and winds up in the hands of Saajan (Irfan Khan), an irritable widower.

## THE STREET

FRIDAY 26TH

19:30pm

The film follows the residents and business owners of Hoxton Street in East London over four years, capturing the impact of gentrification and Brexit.

# Appendix 4 Shinfield cinema film programme April 2025



[www.shinfieldparish.gov.uk/shinfield-cinema](http://www.shinfieldparish.gov.uk/shinfield-cinema)

| April     | 4.30pm (note time change)                                                                                                                                                                                                                                 | 7.30pm                                                                                                                                                                                                                                                                    |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4th April | Transformers One (PG)<br>The untold origin story of Optimus Prime and Megatron, better known as sworn enemies, but who once were friends bonded like brothers who changed the fate of Cybertron forever.                                                  | Star Wars: A New Hope (U)<br>Luke Skywalker joins forces with a Jedi Knight, a cocky pilot, a Wookiee and two droids to save the galaxy from the Empire's world-destroying battle station, while also attempting to rescue Princess Leia from the mysterious Darth Vader. |
| 11th      | Epio Tails (U)<br>Pattie, an ambitious and daring mouse has big dreams to be an adventurer and a hero. When her homeland in Ancient Greece is threatened by Poseidon himself, Pattie is determined to save her city.                                      | Passport to Pimlico (1949)<br>Residents of a part of London declare independence after they discover an old treaty, which leads to the need for a 'Passport to Pimlico'.                                                                                                  |
| 18th      | Prince of Egypt (U)<br>Egyptian Prince Moses learns of his identity as a Hebrew and his destiny to become the chosen deliverer of his people.                                                                                                             | GOOD FRIDAY -no film                                                                                                                                                                                                                                                      |
| 25th      | The Lorax (PG)<br>A 12-year-old boy searches for the one thing that will enable him to win the affection of the girl of his dreams. To find it he must discover the story of the Lorax, the grumpy yet charming creature who fights to protect his world. | The Day After Tomorrow (12A)<br>Jack Hall, paleoclimatologist, must make a daring trek from Washington, D.C. to New York City to reach his son, trapped in the cross-hairs of a sudden international storm which plunges the planet into a new Ice Age.                   |



Book your tickets here

Join our cinema group on Facebook  
'Shinfield Cinema'



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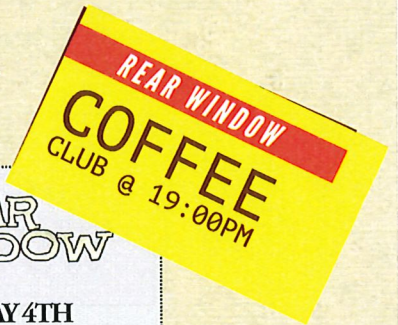
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### **Proposals for Shinfield Parish Film Club**

#### **Introduction**

Members previously considered switching to a Film Club model in February 2025 but preferred instead to redouble efforts to promote the facility as a public cinema instead. The Clerk met with Cllrs Tatla and Peer to discuss steps that could be taken. These included targeted Facebook adverts, increased promotion and more themed screenings. However there has been no discernible impact and most films now screen to fewer than 5 people with a high proportion with zero sales.

#### **Film Clubs**

The following are examples of existing film clubs. There is no clear set arrangement, and each club seems to do what suits their needs best.

##### **Wokingham Film**

- Individual £15, Couple £25, Concession Free
- Reduced ticket price - £4 instead of £6.50 for non-members
- Members Choice Film (with free admission). Each member will have the opportunity to nominate a film to be screened during the year. There is no restriction on the choice of film. Members will be asked to vote for the film they would like to see from a short list of nominations. The screening will be free to members.

##### **Tufnell Park London**

- Membership £20 p.a.
- Films free
- "Doing our best to abide by Billy Wilder's commandment 'Thou shalt not bore' it could be anything from a Hollywood classic, forgotten gem or a cult favourite. The twist is that every two weeks the film is linked to the one screened a fortnight before. We select three films somehow connected to that week's screening, and afterwards the audience vote for which one we show next. On the other weeks we'll show something connected to a recent event or as part of a festival."

##### **Bracknell Film Society**

- Membership £13 p.a. £10 concessions
- £2.40 discount on films offered to general public

##### **Corn Exchange Newbury**

- £10 membership
- Monthly film

##### **Valley Film Society (Lambourn)**

- Membership £35
- 9 films free across the year

### Proposal

The Clerk's recommendation is that the Tufnell Park model would seem to be the best option for Shinfield:

- Membership Pricing
  - £20 p.a. for Individual
  - £15 p.a. for concession
  - £50 p.a. for Family of up to 4
- Introductory Discount
  - 50% discount if sign up by end of August 2025
  - Free first year membership to the Film Selection Panel as a thank you for their efforts
    - For disclosure the Clerk's son is a member of the film selection panel
- Screening arrangements
  - All Films are free to members subject to availability and age appropriateness
  - Non-members are charged at £2 per person
  - Tickets still have to be booked to avoid potential for over-booking
  - SPC will still need to select some of the films but if we get effective engagement this could gradually be moved to the film club (or at least a sub-set of it)
    - Initially Film Club Members can nominate one film each month and the overall membership vote on the nominations to maintain engagement
    - SPC can then pick a follow up film linked to the membership choice
- Members Benefits
  - If a member attends 25 films, they are then able to select a film for screening pick a film (provided BBFC classified)
- Marketing
  - With a Film Club SPC can only generally promote a film club
  - However once they are a member, they can receive regular updates on what is being screened and when
- Financial Implication
  - Currently each film costs £91 + VAT for the film licence with sales since January always less than £20 per film
  - 80 films per annum at £91 + VAT would cost £7,280 + VAT
  - An annual licence for a film club would be £450 + VAT
- National Theatre Live
  - The arrangement with National Theatre is to offer these as general public screenings therefore any NTL screening would need to be outside the scope of the Film Club