

Compensation to ICU Cinema due to loss revenue on 13/01/12
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Background,

ICU Cinema has been running a student run cinema since 2009, after its dormancy, presenting two films every Tuesday and Thursday commencing at 18:30 and 21:00 in the Union concert hall, 2nd floor of the Union. Entrance to showings by Cinema is run solely by the club, where tickets are bought for £3 or £4 for members and non-members respectively. Entrance to the Union buildings is unrestricted to all IC students to use the facilities available. An exception to this is during Union events, where entrance to Beit quad is charged.

During January 10th - 20th, ICU Cinema ran a film festival, consisting of 5 films, showing on the various days and times as shown in table 1. This resulted in showings other than ICU Cinemas usual viewing days of Tuesday and Thursday. On Friday 13th January, access to the Union was being charged at £3.50 from 20:00 onwards for the Stooche event in metric. Both stewards and security prevented access to the Beit quad without paying for entry, regardless of whether students wanted to go to the union concert hall for Cinema's showing. Restriction to the union was being enforced so tightly that one of our committee members was refused entry without paying. It was at this point we were notified of the refusal to enter the union, before which we had no knowledge.

	Tuesday 10th	Thursday 12th	Friday 13th	Sunday 15th	Monday 16th	Tuesday 17th	Thursday 19th	Friday 20th
15:00				The Rum Diary (FREE)				
17:30				The Adventures of TinTin				
18:30	The Adventures of TinTin	The Ides of March	The Rum Diary (FREE)		The Rum Diary (FREE)	Hugo	The Rum Diary (FREE)	The Adventures of TinTin
20:45	The Skin I Live In	Hugo	The Adventures of TinTin		The Adventures of TinTin	The Ides of March	The Skin I Live In	Hugo
23:00			The Skin I Live In					The Ides of March

Table 1. January Film festival running time

Subsequently any student wishing to go to Cinemas showing would have to pay an extra £3.50 on top of entry to our event. This goes against the core aims of Cinema to provide a full cinema experience at student prices. By only allowing access to the Union upon paying, Cinemas event was directly disrupted while also preventing students access to a club event within the very building designated for clubs and societies.

Cinema wishes to seek compensation from the Steward and Ents team for lost ticket sales totaling £94.50. This conservative estimate is based on attendance and ticket sales of TinTin shown on both Fridays of the Film Festival and the comparison between the attendance of The skin I live In on the 19th January and The Ides of March on the 20th, which was shown in the same time slot as the Skin I live In on 13th, table 2. Cinema cannot afford a loss of income due to its current financial deficit and all money from events is needed to pay for copyright and royalty fees for film hire and general running of the club.

	TinTin	Skin I Live In	Ides of March
13/01/2012	11 attendees	0 attendees	n/a
19/01/2012	n/a	21 attendees	n/a
20/02/2012	40 attendees	n/a	9 attendees
Projected lost attendance	17 attendees	10 attendees	n/a
Loss (based on upper £4 and lower £3 ticket band)	£68 - 51	£40 - 30	Total mean loss per film £94.50

Table 2. Box Office returns for The Adventures of TinTin, The Skin I Live In and The Ides of March, with projected loss of attendance and cost.

Notes

1. Cinema has run film showings as its general activities for the previous two years and continues to do so using the Union Concert Hall.
2. Access to the Union for clubs should not be hindered by activities occurring in metric, 568 or any other rooms being used for Union events.
3. £94.50 is a significant amount of money to cinema, where the running of 1 film by cinema costs £120 exVAT not accounting for film delivery and general maintenance of the club. Coupled with Cinemas deficit, any avoidable loss of money is detrimental to reducing the clubs debt.

Resolves

1. Compensation to Cinema totalling £94.50 from the reduced ticket sales on 13/01/2012 from the Steward and Ents team preventing students access to Cinema without paying the entrance fee.

2. Allow members of clubs and societies and those attending club events access to the Union when entrance to Beit is being charged. Implementation of this would require greater co-ordination between clubs and the Stewards and Ents team, or possible access to the Union through the Kensington Gore entrance. However the door alarm would need to be disabled to avoid continual activation of the alarm.