

Film Programming and Screening Request Policy

1. The Hebden Bridge Picture House ('the Picture House') operates as a business of Hebden Royd Town Council on a not-for-profit basis. The Picture House, whilst being a cinema which serves the local community, must operate as a business in order to cover its costs and must generate all its operating income from its trading activities: primarily through Box Office (ticket) and Kiosk / Bar (concessionary sales) income.
2. The film programme at the cinema is determined by the Programmer, acting together with the Manager. The Picture House's contemporary film programme focuses on screening the best new UK releases and covers genres from mainstream film to art-house, independent, documentary and foreign language film, with regular screenings of specialist films and touring programmes from a range of organisations, including the British Film Institute and Independent Cinema Office.
3. There are currently over 800 films commercially released in the UK each year. The Picture House is a single screen venue that nevertheless endeavours to show as many as 250 different titles each year.
4. Choosing films for the programme is a necessarily selective process. The Picture House reserves the right to decline programme proposals without explanation of decisions.
5. All enquiries regarding programming and / or the screening of a film (or screening of a film(s) for specific events / causes) at the Picture House shall be directed to the Manager of the Picture House by email: manager@hebdenbridgepicturehouse.co.uk.
6. On receipt of a programming or screening enquiry the Manager forward the enquiry to the Programmer.
7. It shall be for the Manager and the Programmer together to determine the suitability of the programming / screening request having regard to:
 - (a) the cost of film hire and film transport costs;
 - (b) whether the film has been passed and certified for public exhibition by the British Board of Film Classification;
 - (c) the commercial benefit and viability of the film in terms of likely audience numbers;
 - (d) for non-current films, the audience data for previous screenings of that film;
 - (e) the requirements of the Picture House's broader film programme including the regular need to make 7-day bookings of key film titles to secure them as early as possible in the release calendar;
 - (f) the management team's capacity to organise, market and deliver the screening / film event, particularly should it involve additional activity such as a panel discussion, introduction or Q&A;
 - (g) the screening's 'fit' with other scheduled / programmed films and events;
 - (h) whether screening materials for the film can be supplied to the Picture House in an appropriate format for public exhibition;
 - (i) whether the film can be licensed from the rightsholder for public exhibition and to accept or decline the request based on these factors.

8. Where a programming or screening request is general in nature, there shall be no requirement for the Manager to respond to the request (due to the large volume of general requests received each week).
9. Where a programming or screening request is specific, for example as a suggested tie-in with a local cause, festival, celebration or commemoration, the Manager shall respond to the request by email, after consideration of the request with the Programmer under paragraph 7 above.