

Cinenova Mission Statement

Cinenova is Europe's foremost distributor specialising in independent films and videos directed by women. Cinenova is committed to the acquisition, promotion, distribution and exhibition of culturally diverse work produced internationally by women directors.

Through its international distribution network, project initiatives and programming advice, Cinenova promote awareness of women's film making accomplishments.

EQUAL OPPORTUNITIES

Objectives 94/95

- To actively seek new management members and to ensure that all committees are representative of different communities of interest (referring to differences of class, race, ability and sexuality).
- To broaden and expand our user groups.
- To continue to develop thematically based educational packages to ensure greater visibility of and access to marginalised work.
- To encourage women programmers with various skills from different cultural backgrounds to programme seasons or one off screenings at venues in and around London.
- To raise the profile of women filmmakers.
- To continue to acquire the broadest range of work in relation to form and content.

Strategy

- Cinenova will undertake a skill spec for the Management Committee and approach women with the relevant skills, experience and knowledge to second them on to the board.
- Cinenova intends to target new and established audiences and user groups by widely advertising all events and activities through targeted mail shots and wide distribution of our catalogue.
- The freelancers fund will allow us to employ women with specialist knowledge to thematically package Cinenova titles either for touring or to market to specific user groups.
- Cinenova staff will continue to attend as many festivals and events and speak on panels both to acquire the broadest range of work, to promote the titles we hold and to represent women filmmakers.
- Cinenova in conjunction with Four Corners Film Workshop is intending to commission a report on the provision of film and video for women and girls in the Bethnal Green area.
- Cinenova will be setting up a Women's Cinema club in order to engender debate and allow access to work that women might otherwise not see.

Cultural Policy

Cinenova is a distributor, promoter and exhibitor of films and videos directed by women. In relation to exhibition policy Cinenova will continue to programme work from catalogues other than our own, allowing the contextualising of work while offering exposure to titles that other distributors may leave dormant.

Cinenova's remit is to get work directed by women seen by society at large while also addressing the needs of and targetting specific interest groups within different sectors of the community.

Cinenova will continue to set up an eclectic series of screenings, events, tours, seminars and discussions.

Clinnova 1994/95 Cash Flow Forecast

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April - June July - September October - December January - March Post March Adj 1994/94 total

RECEIPTS						
Glenbuck Royalties	1500	1100	2000	2000	2200	6800
VHS sales	2000	2000	2000	2000	2000	8000
VHS hire	1250	1250	1250	1250	1250	5000
Other direct Invoicing	680	680	680	680	680	2720
Debtors 1993/94	2800					2800
Sponsorship Bank Interest	4500		18100			22600
LFVDA Grant	6125	6125	6125	6125	6125	24500
TOTAL RECEIPTS	18855	11155	30155	12255	0	72420

PAYMENTS						
Distribution Expenses	600	600	600	600	600	2400
Marketing	200	200	200	200	200	800
Festivals/Catalogue	500	100	100	100		700
Royalties						0
TOTAL DIRECT COSTS	1300	900	900	800	0	3900

Salaries	6850	6650	6650	6650	6650	26600
Freelancers	360	360	360	360	360	1440
Staff recruitment/training	150	150				300
Post/stationary	500	500	850	850	850	2700
Phone/fax	375	375	375	375	375	1500
Audit/Professional Fees			1175			1175
Bank Charges	100	100	100	100	100	400
Rent/building	555.5	555.5	555.5	555.5	555.5	2222
Insurance	500					500
Travel/childcare	120	120	120	120	120	480
net VAT						0
TOTAL OVERHEADS	9310.5	8810.5	10185.5	9010.5	0	37317

Projects	3000	1000	8000	7000		19000
Creditors 92/93	4000	3000	2000			9000
Office Equipment		4000				4000
TOTAL EXTRAORD COST	7000	8000	10000	7000	0	32000

TOTAL PAYMENTS	17610.5	17710.5	21085.5	16810.5	0	73217
Balance b/f	1244.5	1244.5	-5311	3758.5	-797	0
Balance c/f	1244.5	-5311	3758.5	-797	-797	-797

Points to Note on the Budget.

93/94 Revised Figures

The 93/94 revised budget shows actual figures up until November and adjusted figures to the end of the financial year. One of the major adjustments has been in relation to sponsorship and bank interest as our application to the Foundation For Sport and The Arts has been held off until the financial year 94/95. This has been due to the foundation committing more funds than it actually held. This figure has been correspondingly adjusted in payments under projects. This has meant that Cinenova has been unable to renew prints which is becoming an urgent problem. If we hear nothing from the foundation in 94/95 other fundraising will have to happen.

The adjusted figures show a small cash flow surplus at the end of the year of £291.

This has been the first year that Cinenova has had to budget for tape stock (previously handled by Glenbuck films) this was originally budgeted at £800 however this has proved to be more expensive than originally planned and is more likely to be around £2100. We will have to closely monitor our spending on this in the following year.

94/95 Budget

The costs of running Cinenova increase every year as our activities expand and inflation goes up. After the massive 33% cut in revenue funding last year, to apply for a standstill grant is effectively taking yet another one. It is therefore not possible to 'budget' for a 10% cut in funding as this would result in a final year deficit which would have to be met by yet more cuts in staff hours and therefore a curtailing of activities.

As it is, certain profile raising activities will only go ahead if Cinenova is successful in its fundraising. That said a 10% increase, (amounting to £2500) while not going far enough to redress the balance of last year's cut, would nevertheless be extremely useful and would be ploughed directly into the marketing budget. This would enable Cinenova to increase its profile and thus self-generated income.

On a standstill budget Cinenova will end the year with a deficit of (797). This is based upon the supposition that Cinenova will be successful in de-registering for VAT, we currently pay back around £2000 a year which inevitably increases as our self-generated income increases. If we are not successful the deficit would be around (3000). This would have to be met through fundraising (which given that we should have received Charitable Status by then should not be an insurmountable problem) or through cutting the freelancers budget and staff hours, which would necessarily affect our Equal Opportunities policy.

Detailed notes on budget changes/increases

- The budget includes a 12% rise in rent from this year
- We have introduced a separate freelancers budget as opposed to merging it with salaries
- Wages are based on £16000 pro rata.
- There is not figure for VAT as we are intending to de-register.
- Sponsorship and Bank interest includes £18100 from the Foundation For Sport and the Arts and £4500 from the Global Fund For Women.