

FULL COUNCIL M@M REPORT: New Projector S106 Funding

1. Purpose of Report

Consider the provision of cinema ticket discounts for Backbridge residents to secure S106 funding for the new projector.

2. Background

A joint proposal from Caerbladon CIC and MTC to manage the S106 funding from the Backbridge housing development has been provisionally accepted by Persimmon Homes and Wiltshire Council. Of this funding, £10,250 has been earmarked as a contribution to the new cinema projector, which has cost MTC around £38,000.

Tamzin Earley, Funding and Events Officer at Wiltshire Council, who is responsible for the final sign-off on this agreement, has made it known that a condition of the projector funding is:

"[provision of] an introductory offer of free children's tickets and reduced-price tickets for Backbridge residents, in order to encourage them to visit the Town and enjoy the film screenings."

The simplest way to meet this condition would be to issue discount vouchers to the value of £4 to Backbridge residents, making the effective price of cinema tickets as follows:

Ticket Type	Standard Price	Discounted Price
Child	£4	FREE
Adult (Matinee)	£5	£1
Adult (Evening)	£6	£2
Adult (Arts screening)	£10	£6
Adult (Live performance)	£12	£8

Caerbladon are responsible for distributing a welcome pack to Backbridge residences as they become occupied and would be able to include cinema vouchers and listings information.

Vouchers would be redeemed at the TIC and there would be no validity end date.

If successful, the scheme could be extended to support S106 funding from future housing developments.

3. Financial Implications & Risks

Assuming vouchers are distributed to each of the 231 residences at Backbridge, in accordance with the following table, the maximum value of the discount would be £3,224, resulting in a net contribution from the S106 funding of £7,026.

						<u>Total</u>
Bedrooms	1	2	3	4+	Unknown	
Properties	50	43	121	8	9	231
Vouchers per property	2	3	4	6	5	
<u>Total vouchers</u>	<u>100</u>	<u>129</u>	<u>484</u>	<u>48</u>	<u>45</u>	806
Value (@ £4 each)	400	516	1,936	192	180	3,224

In practice, it is extremely unlikely that every voucher would be used, with a 50% take-up being a more likely outcome.

The financial upside to this scheme is that by introducing new residents to the cinema, we should increase ticket sales through repeat visits.

4. Proposal

- A. Provide up to 806 discount vouchers to Backbridge properties as they become occupied in accordance with the following table.

Steve D'Arcy

13 July 2023