**Running a successful film night**

See the MPLC special discount rate for PTA-UK members only

**Everyone loves a good film**

With more and more schools having access to high quality audio-visual equipment or at least larger TV screens and DVD players, it has never been easier to organise a film night. Whether the idea is to fundraise for the school or to provide a regular social event to bring parents, teachers and pupils together, film is an ideal means of entertaining groups of all ages.

Running a film night is easy, cost effective and enjoyable for all concerned. The key questions you need to ask yourself before you plan your first successful film night are:-

* How do I get started and what should I screen?
* Do I need a licence?
* What else can I do on the night to make it a real 'event'?
* How can fundraising be maximised

**Getting started**

Things to consider include:

* What is the purpose of the event?  Whether the objective is simply to have a good time or to raise money may affect the licences required (see the licences section below)
* What is the right film for the target audience?  Obviously a film night aiming to attract lots of pupils to attend as opposed to their parents will require a different film.  The British Board of Film Classification (BBFC) provides a guide to film classification in the UK [bbfc.co.uk]
* What audio visual equipment is available or might be required?  Remember to test this in advance of the event itself.  If equipment is being hired or borrowed, remember PTA-UK can provide short period all risks cover as an optional insurance scheme to protect against accidental damage.  Payment will need to be received at PTA-UK's head office a week in advance of the event taking place in order that there is sufficient time to put the cover in place.  Please see the PTA-UK Insurance [Summary](http://www.pta.org.uk/running-your-pta/information-sheets/insurance/summary.aspx) or call 0845 850 5460 for further information and an obligation free quote.

**What licences do we need?**

There are two forms of licence which are relevant - one giving your PTA the permission from the owner of the copyright of the film to show it and the other giving you permission to hold a film night in the venue you are using.

**Copyright**

No film can be screened unless you have received permission from the owner of the copyright.  Permission is granted by obtaining the relevant licence from either Filmbank Distributors Limited (Filmbank)or the Motion Picture Licensing Corporation (MPLC).  Both organisations work on behalf of film studios and TV companies to give permission to view films or TV programmes publicly through a variety of licences.

Depending on the nature of your event, specifically if you intend to fundraise and how this will be achieved, will determine the nature of the licence you require.  Each organisation holds the rights for different film studios and TV programmes so this will need to be explored as part of the event planning.

**Filmbank**

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| **Producer List** | 20th Century Fox, ColumbiaTriStar (aka Sony Pictures Releasing), Disney (Touchstone/Pixar), MGM/UA, United International Pictures (Universal, Paramount and Dreamworks), Warner BrosBill Kenwright Ltd, Cinema NX, Delanic Films, E-One, Eros International, Entertainment Film Distributors, F&ME, High Fliers, Icon Film Distribution, Kaleidoscope Entertainment, Kenray Pictures Ltd, Left Films, Lionsgate, Metrodome, Miracle, Mosiac Movies, New Line, Network Releasing, Pathé, Renown Productions Ltd, Scott Free  (World in a Day Films), StudioCanal (aka Optimum Releasing), Trinity Filmed EntertainmentVerve Pictures  |
| **Contact Info**  | 0207 984 5957/58 / info@filmbank.co.uk / [filmbank.co.uk](http://www.filmbank.co.uk/)  |
| **Single Title Screening Licence**  | Gives the holder the right to screen the film detailed in the licence.  Available on both a commercial and non-commercial basis.  Both require an account with Filmbank to be set-up and a refundable £150 deposit to be made.  Filmbank requires that it supplies you with the film for screening.  You need to ensure that sufficient time is allowed to receive the film before the event.  A booking made within five working days of the event will incur a late booking charge.  Please refer to [filmbank.co.uk](http://www.filmbank.co.uk/) for full terms and conditions.**Non-commercial:*** NO CHARGE CAN BE MADE TO VIEW THE FILM
* Fundraising can only happen through the sale of associated goods for example, pop-corn, merchandise etc
* Members of a club may be charged an annual subscription/membership fee only
* Costs start at £79 for one screening for an audience of up to 200 people
* The flat fee rate increases dependent on the number of screenings per title and the audience size or in case of an outdoor or 3rd party promotional screening.
* Advertising of the screening is regulated and may require Filmbank approval.  Where advertising is to the general public the flat rate fee increases by a minimum of £50 per screenin

**Commercial*** A charge can be made to show the film
* The cost is determined by whichever is the greater: the flat rate fee starting at £79 for one screening or 35% of the box office takings.  The flat rate fee increases with the number of screenings
* It is possible to undertake additional fundraising through the sale of associated goods which isn't included in the takings of the box office
* Advertising is permitted to both members and the general public
* A Box Office Returns form is required to be returned to Filmbank within seven days of the screening so that the charge to be made can be determined.  This can be submitted on-line via Filmbank bookings and ordering system at[filmbank.co.uk](http://www.filmbank.co.uk/).

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**Host your very own film première**

Filmbank allows films to be screened that are not yet available on DVD or Pay TV.  Use its Single Title Screening Licence to get hold of films just 10 -12 weeks after cinema release, meaning that once the film leaves the cinema, your event could be the first chance that parents and children have to see the film - so your PTA can host its very own film première.

**MPLC**

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| **Producer List** | Buena Vista Picture, Dimension Films, Fox - Walden, Fox 2000 Films, Fox Searchlight Pictures, Hollywood Pictures, Miramax Films, Touchstone Pictures, Twentieth Century Fox Film Corp, Walt Disney Pictures, Metro Goldwyn Mayer, METRODOME Distribution Limited, Pixar Animation Studios  |
| **Contact Info**  | 01323 649647 / ukinfo@mplc.com / [themplc.co.uk](http://www.themplc.co.uk/)  |
| **MPLC Movie Licence**  | Gives the holder the right to screen the film detailed in the licence.  Available on both a commercial and non-commercial basis.  MPLC allows you to use your own legally obtained DVDs or downloaded media files from any retail or rental source.  This means that there is no deposit to pay and it is easy and quick to obtain a copy of the film you wish to show.**Non-commercial*** NO CHARGE CAN BE MADE TO VIEW THE FILM
* Fundraising can only happen through the sale of associated goods for example, pop corn, merchandise etc
* Members of a club may be charged an annual subscription/membership fee only
* Only members of the association are allowed into the screening
* Advertising of the screening can only be to members of the association
* **Costs start at £75 for one screening.  MPLC offers PTA-UK members an exclusive 10% discount on the lowest level of fee for a non-commercial screening - one non-commercial screening with an MPLC Movie Licence will cost just £67.50**
* A booking can be made and payment taken over the phone in advance of the event.  (MPLC also accepts payment after the event on invoice.

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* A booking can be made and payment taken over the phone in advance of the event.  (MPLC also accepts payment after the event on invoice.)

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**Public Video Screening/Umbrella Licence**

Both Filmbank and MPLC make an additional form of licence available which is intended for the 'ambient' showing of films.  An example might be where a film is shown whilst children are waiting to see Father Christmas at the Christmas Fair.  However, both feature significant restrictions which prevent such screenings being used for direct fundraising.  Performances cannot be the main attraction of the event and cannot be advertised to the general public.  No admissions charge can be made to see the film.  In the case of the Christmas Fair however, it would still be possible to raise funds from the usual PTA Christmas Fair activities.  In the case of a Filmbank the charge for a Public Video Screening/Umbrella Licence is dependent on the number of people who have access to the licensed premises.  For a school, this would be calculated based on the number of pupils.  You will need to contact Filmbank for precise details.  An MPLC umbrella licence costs £60 a year.

**Event Licencing**

**England and Wales**

You will need to consider whether or not a screening requires a Temporary Event Notice ([TEN](http://www.pta.org.uk/running-your-pta/information-sheets/legal-and-licences/licences-an-introduction.aspx)), which can be obtained from your local council.

This is likely when a screening occurs under a single screening licence, is a fundraising event and is therefore regarded as 'Regulated Entertainment'.  A TEN gives permission for the event to be held and is required in addition to obtaining permission from the copyright holder to screen the film.

The need for a TEN is subject to some local variation. PTA-UK therefore recommends that members check with the licensing officer at their local council. At the planning stage it would be sensible to anticipate the additional cost of £21 to obtain a TEN.  Make sure you leave sufficient time for your application for a TEN to be processed; your application must be received by the local council, with a copy sent to the Chief of Police for the area where the screening is being held, a minimum of 10 working days prior to the event.  Applications can also be made online through the local authority website.

**Northern Ireland**

It is possible to hold a film Night in Northern Ireland without needing any other form of licence so long as no more than six screenings a year take place in the one venue.  It is necessary to give 14 days' notice in writing of the event to the district council, Fire Authority and appropriate sub-divisional commander. There is a requirement to comply with any conditions that are imposed as a result by any of these parties which are communicated in writing.

**How can I make my film screening into a real 'event'?**

There are many ways of personalising your film screening and there are so many films available that you can be as creative as you like.

Even in simple terms, the hiring of a popcorn machine and a mock red-carpet can easily make your school hall have a première style feel. You could even suggest that the children dress up as famous actors and actresses for the night with the best dressed winning a prize.

Themed events are also a popular way of bringing something extra to a film screening. Consider the possibilities of a 'Witches and Wizards' evening screening of Harry Potter, a Comic Book Heroes event with Spiderman or Batman, and for the younger children screenings such as Happy Feet with them all dressed as penguins with ice creams and chilled drinks for that Arctic feel.  You can even organise a Christmas film screening with a classic such as 'Miracle on 34th Street' and sell mince pies and Christmas cake on the night - there is no end to what you can do.

**Additional fundraising ideas**

Once your film-goers arrive you effectively have a captive audience, so make the most of the opportunity to raise more funds. Ideas for additional fundraising include:

* selling cinema-style snacks such as pop-corn and other food and drink
* running a bar (see the PTA-UK Information sheet [Licences](http://www.pta.org.uk/running-your-pta/information-sheets/legal-and-licences/licences-events.aspx) - events  for information about selling alcohol at PTA events)
* hold a raffle (see the PTA-UK Information sheet on [Licences](http://www.pta.org.uk/running-your-pta/information-sheets/legal-and-licences/licences-lottery.aspx) - lottery  for information about the legal requirements of holding a non-commercial raffle)
* sell other merchandise related to the film

**Running a regular film club**

If your PTA wants to set up a regular film club, that is more about providing an after school or curricular activity rather than a fundraising event, then FILMCLUB [link: [filmclub.org](http://www.filmclub.org/)] could be just what you are looking for.  All schools in the UK can join FILMCLUB but it is only free for those in the state sector in England due to funding from the Department for Education (DfE) [link: [education.gov.uk/](http://www.education.gov.uk/)].  FILMCLUB will give you all the support you need to set up and run a film club including:

* one-to-one support, advice and training
* thousands of DVDs available to order online - with free delivery straight to your school
* fortnightly newsletter and great online tools to help lead clubs on adventurous film journeys
* a lively online community for young people and teachers
* special events, screenings and inspirational visits by film industry talent
* the FILMCLUB "Stars and Sparks" scheme to reward and celebrate outstanding clubs and club members
* your own personal FILMCLUB webpage where you can keep track of your film watching history, store your reviews and get inspired.  FILMCLUB leaders can also network with each other
* free promotional materials, membership cards and posters

Please note that film clubs run in conjunction with FILMCLUB cannot be set up to fundraise.  All participants are responsible for gaining a Public Video Screening Licence from the Centre for Education & Finance Management (CEFM: http://www.cefm.info/) at a cost of £75 per annum.

This information sheet aims to provide clear advice for PTAs and should be considered as a general guide. PTA-UK is committed to providing members with up-to-date and accurate information at all times so the content contained within this guidance was correct at time of print. PTA-UK cannot be held responsible for any decisions or actions taken by the PTA, based on the guidance given. For more specific advice please contact the PTA-UK Advice Line on 0845 850 5460 or info@pta.org.uk.

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