

**Our  
Impact**

Bristol's

**WATERSHED**

[watershed.co.uk](http://watershed.co.uk)



# Hello

The year to March 2016 was a positive one for Watershed. We reached out in many ways and people responded – thousands of you came to watch **Crane Dance** on the Harbourside, **Playable City** travelled to Lagos, Tokyo and Austin, Texas, and **The Rooms** captured your imaginations. Over 400,000 people came through our doors to enjoy all that this unique centre has to offer including the diversity of cultural cinema, the Café/Bar, great events, and the inspiring **Pervasive Media Studio**.

Cinema saw more of you enjoying our programme than ever before.

Surreal comedy *The Lobster* was our number one best seller and played for 10 weeks (to put things into perspective most films run for one or two weeks at Watershed), and it is the second biggest hit in our 34-year history (*The Artist* is still tap-dancing at the top). But the strength of the programme is its cultural diversity – you came to see 3,212 film screenings of 456 individual film titles from 42 countries.

We also launched our Individual Giving Programme and thanks to your generosity, we raised a total of £38,258 including gift aid.

Fundraising is vital to enable us to invest in the depth of our programme – your donations helped us encourage young people to develop their creative voice, build stronger partnerships with diverse groups, and celebrate talented artists on an international platform.

So **Thank You** very much for helping to make 2015/16 such a brilliant year for Watershed. At our heart we are all about people, and we continually seek to open our programmes to more people. You are part of our story and we've really enjoyed getting to know

you and learning about your Watershed stories.

Please read on to find out a little bit more about whom you have supported and what a difference you have made, as well as an insight into how we are funded and how important your support is to our future.



**Dick Penny,**  
**Managing Director,**  
**Watershed**

**159,108** paid admissions

We collaborated with

**50**

cultural and community organisations

We reached over

**100,000**

people through projects beyond the building

We had  
**413,404**  
visitors

We supported **311** artists and creatives

**42 countries**

from Argentina to Estonia and Senegal to Japan were represented through our film programme

We welcomed

**27,387**

young people to our events and screenings



Photo of Rifers (Cohort 3)  
by Vanessa BS

## **Making a Difference**

# **With your support more young voices have been heard**

We offer young Content Creators paid positions at Rife Magazine, Bristol's digital platform for young people to create content and have their say. At a time when it feels like there are few paid jobs in the creative industries – especially when you are young – this is a great (and all too rare) opportunity.

The volume of applications speaks for itself: Rife's last intake attracted 240 young people for three placements. The successful trio were mentored and went on to make videos, write articles and take photos of the things they cared about, from skating to music, politics to sex, comedy to food - and they now work at BBC, The Guardian and PaperArts.

# Your support helped us develop our offer and welcome for Deaf and hard of hearing audiences

Here at Watershed we want to be welcoming, inclusive and accessible for everyone and we have been able to make some really positive changes over this past year for our Deaf and hard of hearing audiences.

We were participants on Arts Council England's Agent for Change programme and matched with David Ellington, a Deaf British Sign Language (BSL) user, to help us be more inviting.



Photo of David Ellington  
by Jon Aitken



**We introduced a monthly Deaf Conversations About Cinema event: a relaxed opportunity for both Deaf/hard of hearing and hearing customers to talk about a film (following a Descriptive Subtitled screening) with an invited guest and BSL interpreters.**

With David Ellington's help and support we trained 50+ staff in Deaf Awareness/basic BSL, and improved our communications and website (including BSL video translations). Our staff practice the BSL alphabet and introductions every Monday, and we have a BSL welcome film at Box Office. We had a lovely moment at our BSL Celebration Day where the training went full circle: bar staff were teaching (hearing) cinemagoers how to sign their drinks in order to get a discount!

It's been a brilliant journey and we have continued working with David beyond

the funded period – thanks to your support it is now embedded into our programme. We introduced David to Encounters International Short Film Festival who programmed Deaf shorts for the 2016 festival. Our Roald Dahl summer season featured BSL interpreters, one of our Artists in Residence involved the Deaf community in her research, and we look forward to welcoming back BBC Bristol's flagship programme See Hear for a weekend of film.

Go on, test us – we'll show you how to sign your name!

# Your support sent two talented artists to New York



ANAGRAM is a creative company based at the Pervasive Media Studio here in Watershed who produce work that seamlessly blends the physical and digital world.

In 2015 they were invited to take their immersive documentary *Door Into the Dark* to the Tribeca Film Festival, New York.

Thanks to your support, ANAGRAM were able to say yes to this incredible opportunity, presenting both their work and Watershed on an international platform. *Door Into The Dark* graced the front page of the New York Times Arts Supplement, while Indiewire proclaimed "this is how to do immersive storytelling" and The Verge said it was "like encountering

a foreign country, using a language I've lived with for years but will never quite understand".

They went on to win the Storyscapes Award (taking home \$10,000), the entire run sold out, and the fantastic word of mouth and press coverage continues.

**Watershed is a resilient organisation that constantly evolves as our operating environment develops.**

**We benefit from three year investment agreements with Arts Council England and Bristol City Council.**

We deliver consistently high quality cultural impact, with depth of engagement, providing excellent value for money with a total income of £5.9 million in 2015/16 leveraged on arts revenue funding of £926,250 (Arts Council England, Bristol City Council and British Film Institute). This works out as 15% of our overall income.

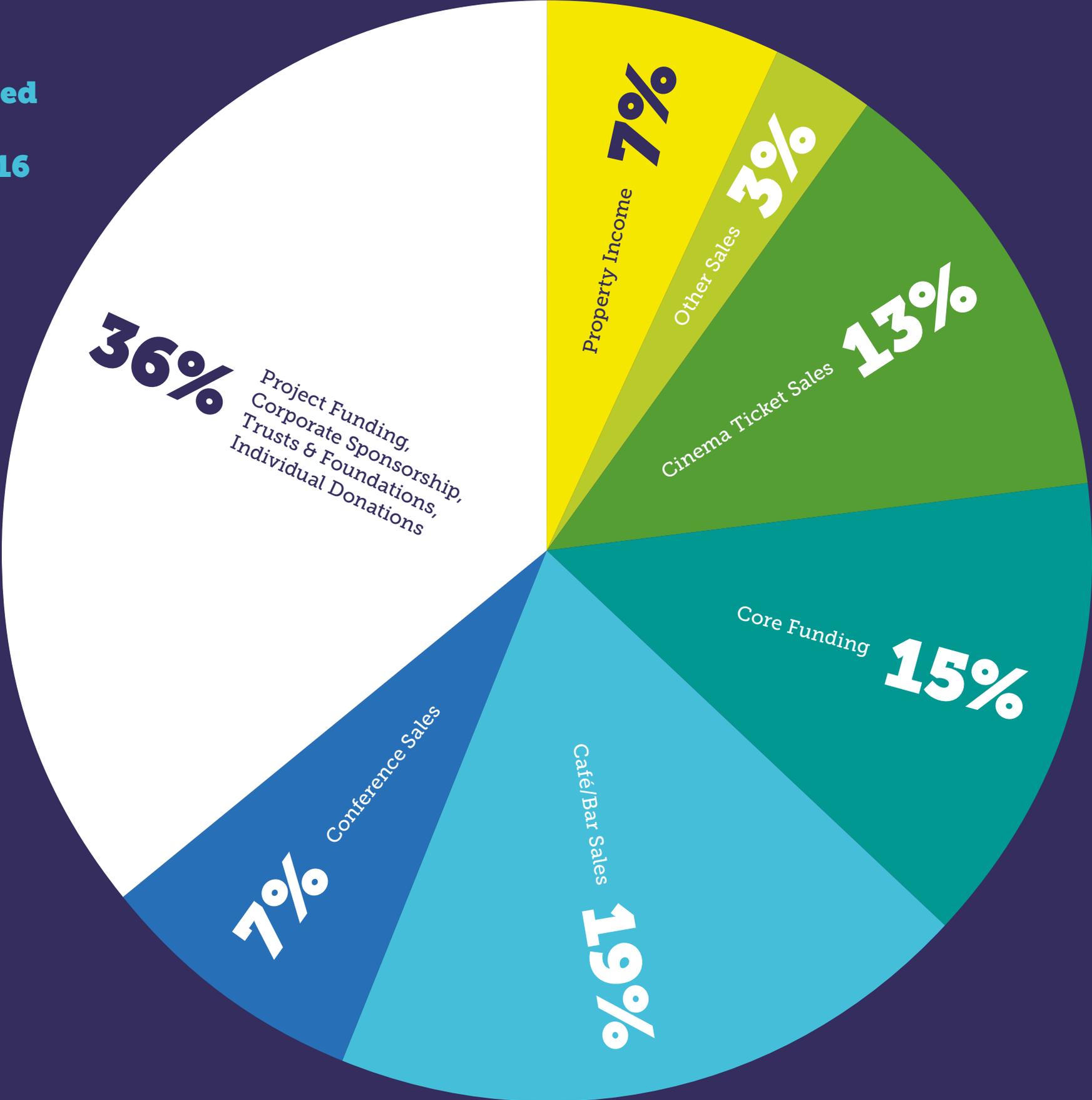
Cultural cinema is very much at the heart of our offer alongside engagement, talent development and innovation – sustaining the diversity of our cinema programme is more important than ever.

We bring representation from around the world to Bristol and we bring communities together to share different cultures, ideas and thinking.

We also work with young people to develop their knowledge, appreciation and skills so that future generations can engage with the diversity of world film.



**Watershed  
Income  
2015/2016**



**“Watershed is probably the most creative place I know”**

**BFI Film Academy participant, aged 18**



Watershed is one of very few UK cinemas dedicated to showcasing the diversity of world film culture. Our programme extends choice beyond the mainstream and provides Bristol audiences with a window into the huge range of British and international filmmaking talent. Our ticket pricing policy is designed to create maximum access, so that people from all backgrounds can engage with the diversity of this most powerful contemporary art form.

**“It is one of Bristol’s most popular and well-loved venues, with an exceptionally large cross-section of the city using it”**

**Bristol Post**



Our cinema programme costs us around £1.17 million a year to run. Cinema ticket sales bring in £720,000 (after £180,000 VAT) and we look to a range of other income sources to cover the additional costs (see detail below\*). Each year we are left with around £115,000 to find from alternative funding sources to fill the gap.

**“Watershed is the beating heart of Bristol”**

**Stephen Fear, Entrepreneur**

**We want to ensure our cinema programme remains accessible for all to enjoy. We are therefore more and more reliant on fundraising to sustain its depth and richness. Your gifts this year will enable us to continue to develop an inspiring, diverse film programme that brings audiences, from all walks of life, together to experience, share and debate, in a relaxed, open environment.**

\* Other income sources: £335,000 through cinema advertising, Cafe/Bar profits, and a range of funding applications

**"We didn't just watch a film, we shared an emotional, cinematic and personal journey together. Quite frankly cinema-going will never be the same again"**

**Roger Griffith, Ujima Radio on watching *12 Years A Slave* at Watershed.**

# Thank you

Your continued support means such a lot to us and enables us to plan for the future.

Last year was a big year for fundraising. We loved sharing our work with you, and we look forward to doing the same again this year.

We are very excited to have been shortlisted for UK Cinema of the Year 2016 at the prestigious Screen Awards, which recognises excellence in film distribution, exhibition and marketing in the UK film industry, and your response to this good news has just bowled us over...

We hope you understand what your loyalty means to us.

Please say hello next time you're passing by. It's always nice to put a face to a name and thank you in person for your generosity.

We look forward to what this next year brings and sign off with a very heartfelt thank you from all of us at Watershed, we hope to see you here very soon.

A handwritten signature in black ink that reads "Lottie Donovan". The signature is fluid and cursive, with the first name "Lottie" written in a larger, more prominent script than the last name "Donovan".

**Lottie Donovan**  
**Head of Development**

**“One of my favourite places to go in Bristol, it has been part of my life for many years and brings me much joy. Thank you Watershed.”**

**“Absolute saviour being able to go to the cinema for under £5 to see a huge variety of film.”**

**Audience responses to  
Cinema of the Year Nomination**



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watershed.co.uk**

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