

BROADWAY – A Brief Introduction

Currently celebrating its 21st year of operation, Broadway is the leading independent four-screen cinema and media centre in Central England, based in the Lace Market area of Nottingham city centre. Broadway is constituted as a not for profit company with charitable status, with a wholly owned commercial subsidiary that runs the café bar and catering operations.

Broadway attracts 400,000 visitors each year including more than 180,000 cinema admissions during 2011. As a social and creative meeting place, it plays a crucial role in Nottingham's vibrant film and artistic communities and is dedicated to contributing to the city's economic and social regeneration and to the overall quality of life of its employees and the people attracted to its facilities. It is a catalyst, collaborator and innovator for creative endeavour, working with a wide range of local and national partnerships and networks.

These are challenging economic times, for people and for businesses. In recent years Broadway, like many organisations in the arts and cultural sectors, has seen significant changes in technology, patterns of consumption, and the public funding and policy landscape. Broadway prudently adopted a strategy of innovation to strengthen its business model and develop its revenue-generating capacity, which has been amply justified by its current success.

Although much has already been done, Broadway will need to continue to adapt to the changing environment and to advances in technology, developing new revenue streams and building new partnerships to ensure a successful and sustainable future. During 2012 Broadway with partners across the city will be connected to a high-speed fibre network through *Ultraband*, an EU funded research programme analysing the impact of high-speed connectivity on business. Broadway is also a founder member of the Cross Art Venue Network (CAVN), identified in the UK Film Policy Review published in January 2012 as having the potential to work with the British Film Institute to play a key role in the promotion of British film, developing audiences and supporting new talent. The CAVN will shortly launch a new interactive high-speed network to enable digital content to be distributed between venues from across the UK.

2012 is also the start of Broadway's new three year agreement with the Arts Council England as a National Portfolio Organisation (NPO) and this will provide opportunities to lead on commissioning artists and designers to produce new innovative work for exhibiting across digital platforms through its *Making Future Work* programme, engaging with new collaborations locally, nationally and internationally and partners from the private sector and Higher Education research and development.

Broadway currently runs an MA in Film Practice in partnership with Nottingham Trent University, with whom it is an accredited partner of the Skillset Media

Academy. It works closely with the University of Nottingham including the Horizon Digital Research Programme, Institute of Screen Industry Research and School of Education, which provides access to Research and Development and opportunities to develop innovative joint learning programmes.

Participation activities and community film production is also core to the organisation's purpose, with more than 2,000 young people and adults engaged in training and educational projects each year. Plans are also well advanced to develop a support programme to assist young people to establish their own business or gain the skills for employment within the creative and digital sector.

This introduction aims to give a brief indication of some of initiatives and projects that Broadway is currently engaged in, each offering significant opportunities for further development. For Broadway to secure its sustainable business model and continue to make positive contributions to Nottingham's culture and local economy and have wider influence on the development of the UK's creative and digital economies, additional new revenues from further innovative, entrepreneurial business and creative practice are now required.

Steve Mapp, CEO
Fred Brookes, Chair
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