

MARLBOROUGH AREA BOARD 13th April 2010

PROPOSAL TO SHOW FILMS AT ST JOHN'S SCHOOL, MARLBOROUGH

Fiona Lawson – Kennet Valley Arts Trust

AIM

To seek support and backing of Marlborough Area Board for the showing of two films at St John's school.

LINKS WITH THE 'DREAMS AND WISHES' WORK

Various partners have been exploring what the key issues concerns and priorities are for young people in the Marlborough Community Area. ('Dreams and Wishes')

The Marlborough Community Area is a very large area geographically and covers the villages of Aldbourne, Avebury, Baydon, Berwick Bassett & Winterbourne Monkton, Broad Hinton, Winterbourne Bassett, Chilton Foliat, East Kennet, Froxfield, Fyfield & West Overton, Marlborough, Manton, Mildenhall, Ogbourne St Andrew, Ogbourne St George, Preshute, Ramsbury, Axford and Savernake.

Over the last few months almost 3,000 young people have been asked to complete a questionnaire looking at where they live, what they like doing and what could be done to make it better.

Further work needs to be carried out on the questionnaire to be able to identify all of the dreams & wishes of young people in the Marlborough Community Area but some early indications have been that transport and provision of a cinema are two of the top priorities. On 8th February 2010 Marlborough Area Board committed the under spend of £7,439 from the 2009/10 Area Board budget to be carried over to 2010/11, to be used to deliver projects identified from the February 2010 "Dreams and Wishes" consultation exercise with local young people.

One such area of work that was identified as being achievable was to pilot the showing of films in St John's School whilst other possibilities are explored.

LINKS WITH SOUTH WEST SCREEN'S RURAL CINEMA PILOT (RCP) FOR WILTSHIRE & TEST VALLEY

Between April 2010 and March 2013, using both fixed location and portable "DCI" (Digital Cinema) equipment, the UK Film Council will improve the quality of cinema presentation and access to new releases for rural communities in three pilot areas - one of which is Wiltshire and Test Valley - via a consortium of organisations led by South West Screen (SWS). Their 5 objectives will address:

- A full-time cinema circuit of up to 14 venues, to target new audiences with new releases
- A dedicated Young People's programme to engage younger audiences
- Enhanced provision at existing venues
- New provision for under-served areas in North Wilts, and military communities
- An outreach programme working with hard to-reach-communities.

PROPOSAL

- It is proposed that Kennet Valley Arts Trust (KVAT) working with St John's School and other partners provide two movie experiences at St John's School on Friday 7th May from 6.30 for a 7pm showing and the same time on Friday 4th June.
- The two films to be shown will be 'UP' and 'Alice in Wonderland'. The idea is that this compliments the films shown at the Town Hall which are aimed at an older audience.
- The idea is that we can ensure that we are responding quickly to identified need and that the findings and lessons learned from this project can be fed into the ongoing work to establish ongoing provision in the community area that is affordable and accessible by all.

COSTS

- It is estimated that in order to show one film the costs will be approximately £400. This will include hall hire, publicity, and licence to screen a film.
- There will be no cost for equipment hire owing to the fact that this is already in place at the school.
- Tickets will be priced at £5 for adults and £3 for children under15.
- It is also hoped that revenue can be obtained through the selling of drinks, snacks and popcorn.
- If the event is not attended by anyone then the total loss is expected to be approximately £800.
- It is proposed that Marlborough Area Board as is asked to underwrite the project

RISKS

- The greatest risk is that no one attends. It is proposed that through putting effort into advertising, good organisation and attractively priced tickets this can be reduced.
- All efforts will be made to advertise the films by KVAT, MAVCAP, St John's School and other partners. This was also one of the key "Dreams and Wishes" by young people of Marlborough so there is already an indication of the need for such a venture.
- A4 posters will go up around the town and the surrounding villages and A5 leaflets distributed. Electronic invites will also be sent out to those on the various contact databases held by the partner organisations. Tickets will be available from various places including the White Horse Bookshop and probably Sound Knowledge as well.

NEXT STEPS

April 13th	– Proposal to be agreed and supported by Marlborough Area Board
May 7 th	- Showing of the first film 'Up'
June 4 th	- Showing of second film 'Alice in Wonderland'
June/July	- Feed findings and lessons learned into the working group

RECOMMENDATIONS

It is recommended that Marlborough Area Board:

1. Support the proposal to show two films at St John's School in May & June
2. Agree to underwrite the proposals above
3. Request that any lessons learned be brought back to the Board and fed into the ongoing work of providing sustainable, affordable and accessible screening of films