

Pewsey Tourism Film

An application form has been submitted by Susie Brew for an Area Board grant of £2005. NWD have offered to match fund. Total project cost is £4010. The project detail is below and project plan is attached. The new community campus can will be featured in the film.

Project summary

The Filming project will create a TV quality film approximately 3 minutes of the Vale of Pewsey that will promote the area to support the visitor economy as well as being a resource for local groups and organisations to use.

Who will benefit and How will they benefit

This project will create a professionally produced video of the Vale of Pewsey. This has the potential to benefit everyone across the Vale and will be promoted via YouTube and other websites. It will also be available for our members local businesses and other organisations to use. We envisage that Parish Councils and community groups would use it as well as schools and youth groups and that it will across the board increase a sense of civic pride in the area. Once completed PVTP members will be able to use this video as a basis for making their own business video - an opportunity that would not normally be available for small businesses. This professionally made video is all the more important to us because a new route The Great West Way is being promoted internationally and has the potential for The Vale to benefit. This route runs just north of our area and because we unfortunately don't have the funds to become an Ambassador for the Great West Way we can still get coverage for the Vale if we have the right content for them to use. The content will be made up of local actors and so this project will involve the community. In addition we have been offered the services of a professional film maker who likes what we do at the PVTP and last year created videos for Crofton Beam Engines so is offering a generous discount giving us a once in lifetime opportunity to create something that will be used for years and years to come.

How will you monitor this?

We will be able to monitor the benefits by reviewing the use of the video by local organisations parish councils schools businesses and the general public.