

Marlborough Downs Movies (MDM) - update

At the instigation of Nick Fogg, Marlborough Downs Movies (MDM) has been formed to provide film for the whole community and our aim is to keep the prices as low as possible. The committee consists of two members from Marlborough Town Council, two members from Kennet Valley Arts Trust and one member from St John's School. MDM now has a constitution and has opened a bank account.

In answer to the Board's queries, we have been advised on film choices by an 18 year old boy and a 13 year old girl. There is a constant dialogue with the audience in the form of questionnaires at each showing and this includes an area for suggestions, we will continue to use the questionnaires at each future showing. Please see the précis of audience feedback for the results of this dialogue. In the future we would like to involve young people to assist with the front of house duties. The team would be organised and led by CRB checked adults.

To summarise the information, we were delighted to start off the first film with an audience of 62, this is about the number KVAT usually expects to attract in the Town Hall and bearing in mind this is a brand new audience and a new venue we feel this was a good beginning. The numbers rose for the second film to a very creditable 97 - we chose a film just as it was released on DVD, we pulled out more stops on the publicity front by personally delivering leaflets to all the junior schools in our area and giving an interview about the project on Radio Wiltshire.

On 5th September at Marlborough Fun Day, MDM plan to show children's films free of charge, suggesting a donation is made. We will use this day to publicise the autumn programme of both children's and adult's films.

Following these two pilot films, we are making adjustments to our publicity to cut down on our print costs and will also be requesting that St John's reconsider their rental for MDM's series of bookings for the autumn season.