



27 October 1983

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Dear Ian,

I believe Jane has kept you up to date with the current situation on **BORN IN FLAMES**. Just to clarify, we have been able to convince Mainline to go ahead with an opening on 16mm. This means the installation of 16mm equipment at the Screen on the Green, and we are negotiating with the GLC over financing this. This seems to be going through successfully, as various people there are very keen on the idea, and very supportive of the film.

In the light of this, we would like to ask the Consortium for an advance against box office receipts at Consortium theatres of £5,046. This would go towards print costs and the extensive publicity campaign necessary to maximise the film's impact and ensure its success on a national basis.

It is particularly important for us to have the support of the Consortium on this, as we had previously explored the possibility of raising this money through the GLC; however the necessity of going to them for the equipment project means we now have to look elsewhere for the print and publicity loan.

As you know, Jane and I are both extremely confident that the film has the potential to be very successful, and that with our specialised handling, that potential can be realised to the full. We are also aware of the importance to the regional cinemas of being able to follow on quickly from a London opening, to take advantage of national coverage, and with this in mind we have already begun talks with several of these cinemas that have expressed interest in the film. We are expecting to arrange a regional opening during the first run of the film at the Screen, and have allocated two prints to begin covering regional bookings as soon as these opening dates are finalised.

If you, or any of the Consortium panel, need anything clarifying or want to talk over any of this, I will be available either at the office tomorrow, or on my home number - 833 0139, or I believe Jane will also be reachable at home - 340 5319.

A full breakdown of the print and publicity budget is attached.

Best wishes,


Penny Ashbrook.

Charity status applied for