

To: Rodney Wilson

From: Will Bell

Date: 17 March 1989

Southend Video Access Library

Figures show a slow but consistent use of the facility. With last month's figures included that represents about 60 single viewings per month.

Due to fluctuations in staffing levels there has been little active promotion of the service since the beginning of 1988.

Progress has been made towards extending the facility to enable users without VCRs to view the Southend video lending library stock on the equipment in the access library.

However a number of objectives taken by Martin Ayres have failed to be developed. He indicated his support for the access library to become:

- A) The centre for media education for the area
- B) The repository of independent work produced in the region

Will Bell to write.

The library overall is confident that the access library will grow. We discussed marketing and I suggested a travelling exhibition of stills, posters etc advertising the facility. We have supplied cards and stills for that use. They also expect a small budget allocation for the purchase of non-Arts Council material to be included in the access library. They are determined to 'broaden the collection'.

I also suggested a survey of library users eg did they know that the VAL existed; if not, would they use it; if not, why not etc. They were resistant to a full blown survey, which they do anyway once a year, for all library services, but it would seem that neither the VAL not even the video lending service has been included in those surveys. They are looking into the possibility of their inclusion in the survey.

All in all, could be much better but the new people seem to have the enthusiasm to see the VAL working better.

I have asked for two meetings a year rather than just the one.

WB