

ARTS COUNCIL

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The Arts Council of Great Britain
Registered Charity no. 313039

April 19, 1988

Mike O'Pray and Jez Welsh
Film and Video Umbrella
7 Rossetti House
Erasmus Street
London SW1

Handwritten signature: Anthony Everitt

Dear Mike and Jez,

Following our discussions, we thought it would be a good idea to commit to paper some of the points raised, to indicate our committment to the expanded Umbrella, and as a basis for further discussion.

We are now agreed that the Umbrella provides the best means of achieving the Video for Galleries touring for which we have received development funding in 1988-9.

Our 'touring' allocation has been secured for three years in recognition of the fact that it will probably take 18 months for the new scheme to prove itself, and we anticipate funding the Umbrella at least for the full three year period. We are also taking this opportunity to achieve full independence for the Umbrella, by giving it the status of an annual client of the Council. We are recommending to Council an offer to the Umbrella in 88-9 of £43,000 (£35,000 from 'touring' funds and £8,000 from Committee's funds), which we anticipate would rise by 2% in 88-9 and 1.8% in 90-1.

annexure 1.

As with all annual clients, in future years funds will be released following, and subject to, a successful annual review (which would normally be carried out by two Arts Council officers and two outside advisors. ~~I enclose with this a copy of an appraisal checklist which illustrates the scope of this review process.~~ The terms and conditions of the grant to the Umbrella will be spealt out in the formal offer drafted by our Finance department which will also specify the stages and methods of payment.

In the summary which follows of our objectives in funding the enhanced Umbrella, I have also flagged a number of issues which may take time to resolve. I am proposing that we should consider the first six months of 88-9 to be in part a feasibility study, with a review meeting in November at which a two year plan with specific targets should be agreed.

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1. Video for Galleries

Objective: To increase the provision of Touring Video/Film/slide-tape exhibitions in the major regional galleries, by co-ordinating existing initiatives and acting in partnership with regionally-based curators on the generation of new exhibitions. A further more general objective is the achievement of a higher profile for film and video within the gallery circuit, within the existing repertory of mixed shows, the galleries 'events' programmes etc. This we would expect to result from a background of amateur work by the Umbrella...

Questions which remain to be resolved include:

- 1) What would be the appropriate relationship between the Umbrella and clients already in receipt of Arts Council funding (i.e. 'Glory' funded galleries and exhibitions in receipt of the Arts Council Art Projects funding)? The issue is essentially one of finance and best use of resources.
- 2) When use is made of the Umbrella's 'project' funds what financial contribution should the gallery be expected to make? i.e. should the Umbrella's funds be released only on a challenge basis - to be matched by the gallery, or in what circumstances might the Umbrella increase its subsidy to the venue?
- 3) If new work is commissioned for exhibition, what would be the appropriate local contribution; should additional Arts Council funds be made available; and should the Umbrella aim to establish a range of standard fees to the artist?

2. Cinema Programme Touring

Objective: To achieve a greater exposure for artists films within the repertory of the RFT cinemas and at other screening venues.

We are more than happy with the present policy of mixing old and new work, British and international work and marginal with more mainstream. The only issue raised in our discussions concerned the volume of product that the Umbrella could provide in a year, and the degree to which the existing network of venues could be extended (and at what, if any, additional cost)? We would like to agree targets for growth in this area.

3. General

Moving to more general issues which apply to both arms of the Umbrella: a subject which we haven't yet discussed is that of the overall percentage of British work in the Umbrella's packages. Also, in view of the Council's Ethnic Minority Arts policies, the Umbrella's commitment in this area.

Similarly, in our discussions you raised the question of the Umbrella's involvement in the export of British work abroad.

In all these areas we should aim to establish maximum and minimum targets.

Another general area of concern to Council is marketing and promotion and our clients' ability to maximise revenue from earned income and other sources of funding. Most immediately this suggests the Umbrella's pricing of its product, but it should also include the production of broadsheets, promotional information and other services offered; the Umbrella's relationship with the BFI etc.

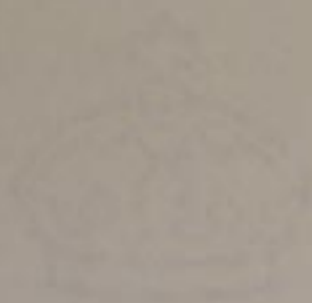
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The Council's Marketing department is able to offer general advice and in some cases, specific assistance to clients, and assessment of client's performance in this area forms an essential part of the annual review.

In conclusion, I'm sure there are many more points which you could add to this list, but I offer this simply as a first draft agenda for our November Review Meeting.

Yours sincerely,

David Curtis
Film and Video Officer



St. George's
School
Band

