

MEMORANDUM

9/11  
BRITISH FILM INSTITUTE



TO: Irene Whitehead  
Funding & Development

FROM: Wilf Stevenson  
Director

DATE: 27th July 1989

BIRMINGHAM MEDIA DEVELOPMENT AGENCY

I attended my first Board meeting of the BMDA on Tuesday 25th July 1989.

Malcolm Allen was introduced to the meeting as the new Director, and duly sat quiet throughout. The meeting was largely run by Councillor Bore and Roger Shannon, although Johnny Turpie made a number of positive interventions.

Broadly speaking the Agency well launched with substantial core funding available from the City and from a number of private sponsors. They feel that Central TV should be approached for funding and that there may be other sponsorship opportunities once the Development Agency is announced.

The major points which emerged were:

1. Membership of the Board

They are due to make a decision to appoint a number of women, but because of lack of time, failed to make any appointment at this meeting. This is mainly due to the inefficiency of the Board Secretary, Sandy Taylor, who had not brought the application forms to the meeting. I have written to Roger Shannon complaining.

2. Business Plan

We spent a lot of time trying to iron out some of the deficiencies of the plan prepared by Roger Shannon, Johnny Turpie and Sandy Taylor, which was quite good in the short term, but very poor on the longer term options. At the pressing of Councillor Bore it has been decided to go for a walk around the site and to see whether we can identify suitable buildings, and then to flesh

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Wilf Stevenson



out the feasibility plan in terms which will prioritise an exhibition centre and adequate workshop space along the Sheffield Independent Film model. I feel confident that this will develop.

3. Staffing

A major problem is the intention to go ahead and appoint three senior and a number of support staff to undertake work in the area of general promotions; venture captial activity; and location film work. These are all good ideas, but no work has been done on the income generation side which would match the salaries which have been proposed. This is to be discussed again before final decisions are taken.

4. Publicity. Launch

The intention is to launch the Agency during the middle weekend of the Birmingham Film and Television Festival and plans are being drawn up by Roger Shannon. I think this will go well.

The papers are on file if you would like to see them.

PP. *L. Douch*  
Wilf Stevenson  
Director

cc Barrie Ellis-Jones

WS/FF/A/11/1.44

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