

DRAFT

Summary of 1st Annual Assessment Meeting with Film and Video Umbrella. July 13, 1989.

present: Michael O'Pray, Jez Welsh, David Curtis, Rodney Wilson and Patrick Cook.

1. Format of Umbrella's End of Year Report  
(Ammended report July 1989)

1.1 The report would be re-submitted to the Council by September 1st providing the data already requested (Notes on Assessment Meeting of december 8) and within the format supplied by the FVO. This would provide a basis for studying the Umbrella's actual performance and its ability to meet targets set.

1.2 Efforts would be made by the Umbrella to bring together Financial and Artistic End of year Reports in May each year.

2 Mission Statement

2.1 The Umbrella's stated objectives (ammended report July 1989) omitted specific mention of its missionary role - agreed between the Arts Council and the Umbrella at the setting up of the enhanced operation. This would be re-stated in future drafts.

2.2 Priority had been given in 88-9 to working with major regional galleries because success here would have considerable impact on the circuit of smaller galleries which tend to follow where the high-profile galleries have led.

2.3 The Umbrella was targetting the SW for development in the summer, and Cathleen Maitland-Carter was already engaged in outreach work.

2.4 The reference in the objectives to the setting up of distribution and agency services was premature. The Umbrella's core activity of work within galleries would be strengthened before any substantial diversification would take place.

3. Development of a Circuit of Galleries

3.1 The survey of galleries carried out by the Umbrella had identified areas of common interest and specific needs in the equipment area, and provided a good basis for development work.

3.2 The seminar for gallery curators held in Liverpool had been poorly managed and had failed to capitalise on the interests



shown by the survey. Careful follow-up work would be required to repair the damage caused.

#### 4 Programme/Project Output

- 4.1 The low level of film projects in 88-9 is attributable in part to the workload implications of setting up the enlarged operation and new office; and to the high level of demand for programming advice and information services. A system for regulating this demand for services is needed.
- 4.2 Real growth in terms of film and video touring is required in 89-90.
- 4.3 Mike O'Pray is attempting to perform in too many capacities, but has already agreed to cut out his reviewing work. He currently works a four-day week for the Umbrella.

#### 5. Marketing

- 5.1 There has been no progress on the idea of extending the life of tours by marketing them to a range of new venues/extending their length of tour. The extension of tours - including the possibility of transferring film to video for this purpose - would be a priority in 89-90.
- 5.2 A video sampler was produced in 88-9 for Electric Eyes, and provides a model for the promotion of future programmes. Jez Welsh and Mike O'Pray would discuss the assembly of video promo-tapes for Umbrella packages with Jem Legh.
- 5.3 The Umbrella will talk to the Arts Council's Visual Arts Department re. contact with Galleries/Museums Areas Services re. direct mailings and other collective approaches to this sector.

#### 6. Summary of Main Recommendations

- \* 88-9 Report to be re-submitted to the agreed format by September 1st 1989.
- \* 'Missionary role' to be highlighted in 'objectives'.
- \* 'Distribution/Agency' role to be placed on back burner.
- \* Growth in volume of film/video tours is required in 89-90.
- \* Financial and artistic end of year reports to be brought together if possible.

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Assessment 1989