

Mike O' Pray and Jez Welch
Film and Video Umbrella
7 Denmark Street
London WC2

June 14, 1989

Dear Mike and Jez,

Here are some NOTES ON DRAFT UMBRELLA REPORT

1. Should start with a Mission statement: 5 lines on what the Umbrella's overall objectives are.

Follow this with a concise summary of the specific objectives for 89-90.

2. In our notes on the last assessment, we asked for a project by project analysis of costs/income/workload for current projects. Also projected costs/income/workload for planned projects. (How else do you evaluate whether projects are affordable). With a major proposal such as your move into distribution this kind of analysis is essential. With collaborations workload is clearly the most important measure... We need this information to be able to evaluate the Umbrella's cost-effectiveness.

3. The developing relationship with galleries (raison d'etre of the Umbrella's expansion) needs to be described in more detail e.g. your reponse to the need expressed through the survey especially.... para headed 'consultation' is very vague. Who have you contacted? Name names please. What form of collaboration are you offering? What factors determine 'priority' in relation to follow-up? (This is where a mission statement would help you). Para headed 'collaboration' is equally vague. (Half the organisations listed are very active anyway...again, a mission statement might help establish priorities).

Please describe the collaborative projects and your role.

4. We need a table to demonstrate...
growth of audience
growth of regional spread
growth of product available
growth of collaborations with galleries.
I suggest quarterly measurements.

Linked with 2 above this would give us a basis for discussing targets for growth.

5. Other services

You haven't answered the demarcation problem (private consultancy work v Umbrella work).

This is a serious matter and must be clarified

6. Marketing Why is there nothing on this?

Press coverage: What's your strategy?

(I haven't ^mcommented on the content of your draft. This obviously will be the purpose of our assessment meeting. We should set this by the beginning of July.)

Yours sincerely,

David Curtis
Film and Video Officer