

ARTS COUNCIL

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19 February 1986

Jeremy Newton
Director
Eastern Arts Association
8/9 Bridge Street
CAMBRIDGE
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The Arts Council of Great Britain
Registered Charity no. 212210

Dear Jeremy

Southend Video Access Library

Thank you for your letter in which you suggested the routing of the grant to Southend for the new Video Access Library. I am glad to say that the grant has now been formally agreed here and we are quite prepared to route it via the Association.

We would however seek to involve the Association in the development of the resource along the following lines:

To assist the library to develop its own identity through attention to local production;

To encourage the library to develop a number of schemes for the deposit of tapes other than those produced and supplied by the Arts Council;

To contribute financially and organisationally to the deposit of locally produced tapes. This work should cover all types of programmes, from community tapes to video art and should be perceived as a positive development of media culture within the region. The Association may wish to encourage this by offering to purchase tapes outright for the library;

To deposit in the library any film/video which is produced with financial aid from the Association, under a scheme agreed by all parties concerned. This could take the form of an RAA supported deposit scheme which would be arranged as a 50/50 revenue split between video makers and Southend Access Library. The RAA would pay for transfer and stock costs on each tape deposited.

It would also be desirable that the Association should consider establishing an acquisition budget for the purchase of independently produced material that is not made locally and is therefore not covered by the deposit scheme.

A detailed marketing and education plan for the project is being drafted for discussion with Southend; this will also be an essential element of the agreed development.

The project will be jointly monitored by Art and Film officers here and by the Association. We will have a direct contractual agreement with Southend concerning the provision of Arts Council Films on tape and a continuing financial involvement in the deposit of new titles as they become available.

I hope you will agree that what is outlined above would form the basis for a collaborative development of great potential. We are particularly anxious to establish the library as a model for possible future video access libraries within the public library system. We would like to release an offer as soon as possible so I would be grateful for an early response to this letter.

We are exceedingly pleased that this new initiative seems set to take off and we look forward to collaborating with you over its implementation.

Yours sincerely

Joanna

Joanna Drew
Director of Art

c.c. Finance Director
Regional Director

Rodney Wilson