

SUBSIDY RECOMMENDATION FORM

To be completed by the Specialist Department.

FINANCIAL YEAR: 20.1.11

NAME OF CLIENT: London Film-Makers' Conf.

DEPARTMENT/SECTION: FMB SOURCE ALLOCATION: Regional Project Fund

SUBSIDY RECOMMENDED:	19.../... YEAR 1	19.../... YEAR 2	19.../... YEAR 3	TOTAL
GRANT/GUARANTEE (delete as reqd)	£ 6820	£	£	£

PURPOSE OF SUBSIDY: Purchase of ATP for distribution of promotional publications

CLIENT STATUS: REVENUE () ANNUAL () PROJECT () AWARD ()
Project dates/.../... to/.../...
T () NT () PT ()

ADDITIONAL CONDITIONS:

PANEL/COMMITTEE/ADVISERS CONSULTED:

DATE OF MEETING: 1.3.11 DATE OF APPLICATION:/.../...

REGIONAL ANALYSIS:

EA ... %	EM ... %	GL ... %
LH ... %	MA ... %	NA ... %
NW ... %	SA ... %	SB ... %
SW ... %	WM ... %	YA ... %
NATIONAL <u>100</u> %		

NEW WORK 100 % E.M. ART ... % Will these details alter in years two or three? () Y/N

DEPARTMENT TASKS:

TASK No% TASK No% TASK No%

When signing, officers should be aware from "COMMITTING and RECORDING EXPENDITURE" exactly what they are undertaking.

SIGNATURES:

SPECIALIST OFFICER: [Signature] 8.3.11

FINANCE/SUBSIDY OFFICER:/.../...

DIRECTOR(S)/CONTROLLER(S):/.../...

FINANCE DIRECTOR:/.../... (3 yr appls only)

FORM A: To be completed by ALL Applicants

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Paper No: AFVc

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ARTS COUNCIL: ARTISTS FILM AND VIDEO COMMITTEE

APPLICATION FORM REGIONAL PROJECT DEVELOPMENT FUND/REGIONAL COMMISSIONS

Name of Organisation: LONDON FILMMAKERS CO-OP

Tel:
(071) 586 4806

Name of Contact Person: TOM HESLOP

Address: 42 GLOUCESTER AVE.
LONDON NW1 8JD

Purpose of Grant: FUNDING FOR DESK TOP PUBLISHING FACILITY AND RELATED ITEMS
TO DEVELOP OUR PROMOTIONAL POLICY.

Amount Requested: £6816.99

Will funding be required for this purpose in future years? NO

Which other funding bodies are you currently applying to:

a) For this project? NONE

b) For other projects? LBGS

If you are already in receipt of public funding, please indicate amounts and sources:

BFI Revenue Grant - £55,000.00

To whom should this grant be paid? LONDON FILMMAKERS CO-OP

Are you a registered charity? YES

VAT registered? NO

TO BE COMPLETED BY RAA:

Seen by:

Comments:

Likely RAA/Local Authority contribution:

NOTES: (for Arts Council use only)

THE LONDON FILMMAKERS CO-OP DISTRIBUTION PROPOSAL FOR REGIONAL DEVELOPMENT FUND.

1. Background of the LFMC.

The London Filmmakers Co-op Distribution is the largest distributor of Experimental Film in Europe. Housing nearly 2,000 titles, it presents one of most complete historical collections in existence.

The LFMC is also a centre for the production and exhibition of Experimental film. We have a strong commitment to the nurture and promotion of Experimental Film Culture in all of its aspects, and give a strong support structure to filmmakers working in this area through affordable production and postproduction resources, our Open Access policy, the aforementioned Distribution Library, and regular screenings of Experimental and Independent film.

LFMC Equal Opportunities Policy

The issue of Equal Opportunities is central to the policies of the LFMC and is regularly discussed at all meetings and in the context of all LFMC activities. In the last year an Equal Opportunities Officer was appointed from the members of the Executive Committee. The Equal Opportunities Officer works closely with staff and the Executive to ensure adequate monitoring of policy so that the LFMC addresses new debates and issues around Equal Opportunities. We have recently instituted a new procedure for the recruitment of staff to ensure that all candidates are able to compete fairly for posts. Staff and Executive continue to consist of at least 50% women.

Measures to ensure the effectiveness of the LFMC Equal Opportunities policy include: a monitoring form for all new members, the installation of an induction loop for the hearing impaired in the cinema, the implementation of a fifty:fifty ratio of women to men on introductory tours and open days, the targeting of courses to traditionally marginalised groups (such as the Black Womens Super 8 Course) and the publication of a information leaflet on the workings of the LFMC which has been sent to a diverse range of community groups and centres. The monthly Open Screenings continue to provide a forum for the discussion of work and ideas with input from young or first time film and video makers. Attendance and participation of members at the monthly workshop meeting and general meetings is strongly encouraged to ensure the greatest input of opinions and ideas on the wishes and needs of the membership.

Education/Outreach

The LFMC has been developing its education and outreach policy and has employed a part-time worker to organise and administrate training courses. As well as the practical courses, ranging from beginners introductory to the advanced and specialist, we are now

offering, in conjunction with Birkbeck College, theoretical courses on avant-garde film, both historical and current. This is important outreach for all departments of the LFMC, and will help to raise awareness in Experimental film practice. There will be complementary screenings in the cinema to tie in with the courses, reinforcing the educational nature of the LFMC.

2. The Proposal.

The LFMC Distribution, as part of a motion passed by the Annual General Meeting December 1989, has abandoned its original non promotional policy in favour of a more aggressive promotional policy. We have since worked to this remit in an ad hoc basis with some degrees of success, expanding our network of hirers both nationally and internationally, raising our income in the process, and both Distribution workers have attended courses on marketing and publicity to further facilitate the operation of this policy. LFMC Distribution now desperately needs the basic tools to expand this policy if it not to contract and stagnate. CAG Management Consultants, in their audit of resources of the LFMC undertaken in January 1990 (page 41-2), identified these, among other things, as a desk top publishing facility and Fax machine.

The desk top publishing facility will enable us to greatly improve our marketing and enable us to react quickly to the demands of our expanding markets thus creating greater awareness of Experimental film and a broader range of work being screened in many contexts. Examples of this are:

- a) We are planning tours of curated film programmes (such as highlights of the LFF planned for December '90) around Britain and Europe. The desk top publishing facility would give us the ability to produce the necessary publicity (in different languages) to promote these tours quickly and cheaply.
- b) Broadcast is an area that will be increasingly important for Distribution sales. The DTP will enable us to produce targeted selective catalogues and cards, which would be constantly updated, to be sent to all of the major broadcasters internationally as part of a wider promotion. Broadcast is a very competitive market and we need to be able to produce high quality promotional material to be able to compete effectively. The design and presentation of this necessary material is at present beyond our resources. A DTP facility will make this a viable proposition for us.
- c) Our catalogue has remained a headache, as our archive is always growing, making constant updating necessary and costly. The DTP will facilitate the cheaper production of a main catalogue, which could also be marketed on computer disc (as many hirers have this facility) with films indexed both historically and thematically. Both formats can also be easily updated with DTP. There would also be a possibility, if used in conjunction

with a fax machine and modem facility (which we would look to purchase with matching funding) to database the catalogue internationally, making it instantly accessible to hirers worldwide to phone in and get a fax readout of any entries in the catalogue and prices. The DTP would also be used for the production of a regular newsletter to hirers informing them of new releases and selective (i.e. curated programmes for hire) catalogue supplements.

d) The LFMC as a whole needs to constantly produce publicity material, such as cinema programmes, flyers, information brochures on the workings of the LFMC and workshop rate cards. Our costs would be cut substantially by using DTP. We estimate that Cinema alone would save approximately £1,800 a year on production of leaflets and programmes. The DTP can also be used to produce information leaflets on courses, events, outreach work such as targeted courses, programme notes and newsletters to our members. It could also be hired to filmmakers wishing to make their own publicity material and to specialist publications, therefore contributing to the LFMC's income. At some point in the future we may consider purchasing the software necessary to adapt the computer system for computer animation, thus creating an important income generating resource.

The equipment needed for for the basic Desk Top Publishing facility will be: LMX Dos system (including Mono VDA monitor, 40 megabytes hard disc and keyboard), Window 3 environment software, Pagemaker Desk Top software, Paint Program and Laserprinter. Training will also be necessary. We are also including a fax machine as part of this proposal because as well as being a component part of the proposed database system, it is urgently needed for our day to day business with our rapidly expanding network of European hirers, who normally need written information (such as invoices, confirmation letters, write ups of films etc.) as soon as possible. In our discussions with other similar groups, we have found that the use of a fax machine has helped to expand their hires and sales substantially and so would be an important tool for us. Our entire application is for £6816.99 to cover the cost of all of the above equipment and training.

Matching Funding

Distribution has recently introduced a membership fee of £10.00 per annum. As we have 350 members, this gives a projected income of £3,500 per annum, which is to be used for the production of catalogues and related publicity material. The projected use for this sum is related to the above proposal so we feel qualifies as matching funding. We also anticipate raised income from Broadcast, increased hires of films and equipment and larger cinema audiences as a direct result of being able to improve our marketing, promotion and profile. We would also look to sell advertising space in catalogues and other related publications. (see income budget for details)

Conclusion

The LFMC Distribution has, over the last year worked to give a strong foundation to our promotional policy. We have broadened our network of hirers nationally and internationally, especially in Europe which now represents 40% of our hires. We have attended festivals such as Osnabruck and Lucerne with programmes of work, collaborated with LVA, ICA and the Scala on special events and have sold films to T.V. We have brought in a number of new, important works from all over the world and have encouraged programmers to screen newer and lesser known films by a larger range of filmmakers. In order to consolidate and further expand this important work and to move into new areas, we need the Desk Top Publishing unit, which we firmly believe will be central to our future marketing strategies and thus benefit film and video artists and the profile of Experimental Film in general. We hope, therefore, that you will look on this application favourably.

PROJECTED EARNED INCOME FROM USE OF DTP/FAX OVER 3 YEARS

	£
Dist. Membership fee (£10.00 per annum x 350)	10500.00
*TV Sales (10 per year, av. £1000 per sale)	30000.00
*Projected income on film hire (35% rise per annum)	30826.43
Cinema Savings on progs + leaflets	5400.00
*Projected income on equip. hire (30% rise per annum)	52392.69
Catalogue sales (1000 x £15.00)	15000.00

Total	£144119.12

EXPENDITURE

	£
LMX DOS System (includes monitor, hard disc drive, keyboard)	1200.00
Pagemaker Program	920.00
Window 3 Program	113.00
Paint Program	345.00
Laserprinter	2500.00
Fax	678.99
Phoneline for Fax	60.00
Training	1000.00
Total	£6816.99

*Please note that these are conservative estimates and do not take into account rise in prices due to inflation.

The brokers are helpful and accommodating and are responding to complaints that the insurance is too high.

(b) Office Equipment Needs

From our observations and the information supplied by staff it is evident that some additional items of office equipment could increase organisational efficiency and reduce some costs. These are as follows:

1. Computers

Since each department is essentially self-servicing in delivering its products/services to customers, each should have its own computer terminal for routine paperwork, correspondence and other special needs. Ideally a compatible and linking system should be installed which would provide access to a number of relevant software packages.

2. Desk-Top Publishing

Consideration should be given to acquiring an appropriate desk-top publishing package in view of the potential usage which could be derived from this facility:

- The Distribution catalogue which needs constant up-dating and currently relies on supplements;
- The large number of publicity and information materials which emanate from the LFMC and the need to project a professional image;
- The possibility of developing more publications thereby enhancing the co-op's image and increasing its revenue;
- Production of the Cinema programme.

3. Data Base

Because the LFMC's services require frequent mailouts (e.g. press releases, cinema programmes, newsletters, rate cards, general publicity etc.), there is an evident need for a database package which can easily access and, where necessary, merge different sub-group mailing lists from a centralised mailing system. At the present time there appear to be several mailing lists, with some duplication, and no system for verification or interrogation.

4. Printer

If the co-op is to do more in-house publishing/printing

then another printer would be required. This would need to be versatile and high-speed to serve a variety of usages.

5. Photocopier

Similarly, if the LFMC takes the decision to do more in-house publishing, an enhanced photocopier would be needed. In particular such a photocopier would need to be robust to absorb heavy usage.

~~6. Fax~~

A fax machine would be a useful item, particularly for the Distribution Department which needs to make speedy contact, often with overseas clients. A fax machine should reduce the usage (and hence cost) of the telephone for these purposes.

7. Telephones

At the moment, Administration and Distribution share the same line. Given the volume of both incoming and outgoing calls to and from each department, this is clearly unsatisfactory. There is, therefore, a pressing need for a fourth line.

8. Storage

It is evident that considerably more storage space is needed than is currently provided. In particular there is a need for more filing cabinets and general office desk equipment such as trays and robust files.

FUNDING

1. Current Sources of Income

According to the 1989/90 budget, the main sources of LFMC's income are as follows:

	Revised Estimates 30.9.89 £
<u>Grants</u>	
BFI	55,000.00
LBGS	5,385.00

	60,385.00
