

# Greater London Enterprise Board

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IFVA  
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Dear Friends

## Investment Strategy in the Cultural Industries 1985

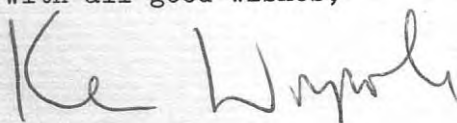
In this current financial year, the Cultural Industries Unit at GLEB has decided to make video promotion and distribution the main part of its 'sector strategy'. Last year we endeavoured to tackle distribution within the independent and ethnic publishing sector, and were able to consolidate existing book distribution projects and invest in new ones. This year we hope to offer the same investment programme for those involved in video distribution.

In order to have a coherent strategy, we need to bring together all the people and organisations currently involved in this field. Therefore we are inviting you to attend what we hope will be the first of a series of meetings for the video sector, at which we will outline possible strategies for investment, listen to your comments and suggestions and hopefully arrive at a unified network of projects that is agreeable to everyone.

The main theme of the first meeting will be distribution in the UK - through bookshops, libraries, mail order catalogue and other hiring agencies. We are therefore inviting Cinema of Women, Circles, The Other Cinema, Exchange Value Video Club, Turnaround Distribution, the ICA Video-into-Library Scheme, VideoActive, IFVA, Paul Marris and Alan Tomkins of the GLC.

The meeting will be at the above address on Friday, May 31st at 11 a.m. People may wish to stay to lunch afterwards. If we have forgotten to invite an individual or project you feel really should be represented please let us know. (You know the problem when drawing up lists - someone always gets left out, usually the most obvious). We would be grateful if you could confirm your wish to attend this meeting.

With all good wishes,



Geoff Mulgan  
Ken Worpole