
AUDIO VIDEO EQUIPMENT, MILL HALL

1 SUMMARY

- 1.2 This report provides Members with information in relation to the operation and management of the audio video equipment recently installed in Mill Hall.

2 INTRODUCTION

- 2.1 At a meeting of the Leisure Sub Committee on 13 March 2001, Members requested that a report detailing how the video projection equipment will be operated, including the following aspects:
- Who will be able to use the equipment
 - Arrangements for hiring to groups
 - Regular children film shows
 - Charging policy, including additional for weddings and conferences
 - When will first public showing be
 - Policy in respect of new leisure contract
 - Marketing/promotion

3.1 THE EQUIPMENT

- 3.1.1 Quite some time was spent speaking to various partners to ensure that the equipment chosen offered maximum opportunities for the Council. The equipment that has now been installed will enable the Council to offer much more than just film shows. It will enable the development of educational links with local schools and colleges and assist in meeting the Council's objectives by providing access to new technology for groups who wouldn't normally have the opportunity i.e schools, small clubs and the elderly.
- 3.1.2 The equipment comprises a projector and screen, DVD and video players, computer, digital camera, audio/video editing suite and a JVC recorder. This will enable the showing of videos and DVDs, the production of videos and it will enable PowerPoint presentations via the projector. The opportunity also exists for future connection to the internet and the facility to play computerised games.

3.2 Hire policy

- 3.2.1 Due to the complexity and the cost of the equipment, only those people who have been trained in its use will be allowed to operate it. Groups wishing to hire the equipment will be charged a fee, in addition to the normal room hire fee, that reflects the staff time involved in setting up and operating and the equipment cost. Initial discussions with Leisure Connection, based on research into what other organisations charge

for similar equipment have suggested the following maximum hire rates:

Hourly rate	£20
½ Day rate	£50
Day Rate	£90

- 3.2.2 For the financial year 2001/2, Leisure Connection have agreed to run the project without any adjustment to the existing leisure contract and to ensure that any net income is used to stimulate further activity. From 2002/3 it will form part of the facilities within the new leisure contract.
- 3.2.3 Leisure Connection has agreed that where any projects have an educational angle, there will be no hire fee for the use of the equipment. The staff employed to work on educational projects will be fully versed with the equipment and will therefore be able to operate it of their own accord.
- 3.2.4 The hire fee will be reduced by 50% to those non-profit making regular community groups who wish to use the equipment for occasional events.

3.3 Film Shows

- 3.3.1 There are two different ways in which to hold film shows. A film club (non-theatrical) will be set up and must operate as a not for profit organisation. The screenings are not open to the general public. Memberships and guest tickets can be purchased in advance and money cannot be charged at the door. A cinema licence is not required.
- 3.3.2 Public screenings (theatrical) can be held and these are open to the general public. Tickets can be sold at the door and a cinema licence is required.
- 3.3.3 Films can only be hired from licensed distributors and the hire rates differ according to the type of screening being held. There are two licensed distributors that have been recommended; the British Film Institute and Filmbank, who are the non-commercial arm of the major film companies. The hire rates are detailed in the table below.

Company	Film Club (Non-theatrical)	Public Showing (Theatrical)
BFI	£62 (includes carriage and VAT)	25% of box office receipts or a minimum of £80
Filmbank	£87 (includes carriage, insurance and VAT)	35% of box office receipts or a minimum

		of £60
--	--	--------

- 3.3.4 To stimulate use, the film club, when established, will not be charged for the hire of the equipment. It is intended to run three different categories of film shows. A children's show to cater for children up to age 12, teenager from 13 to 17 years and adult for over 18s. Screenings will be held on a monthly basis and dates have been booked for the initial screenings as detailed in the table below.

Children (6 – 8pm)	Teenage (7 - 9pm)	Adult (8 – 10pm)
4 th May	9 th May	30 th April
1 st June	13 th June	11 th June
6 th July	13 th July	2 nd July
10 th August	8 th August	6 th August
7 th September	5 th September	3 rd September
5 th October	3 rd October	1 st October

- 3.3.5 Four dates for a Saturday morning public children's cinema have been arranged for 26th May, 9th June and 14th July. All of these will be held from 10am to 12 noon. The first screening will be subject to the granting of the cinema licence. Public film shows will be managed by Leisure Connection.

- 3.3.6 It is suggested that the maximum admission fees should be as follows; children, £2.50, accompanying adults £3.50, teenagers £3.50 and adults £4.00. These fees will be subject to review after the first six months of operation depending on the success or otherwise of the project.

3.4 Marketing and Promotion

- 3.4.1 Students at South East Essex College have designed leaflets to advertise the cinema as part of their project work. Examples of the leaflets will be circulated to Members under separate cover. There is a leaflet for each of the three categories so that they are all immediately distinguishable.
- 3.4.2 Copies of the leaflet, where appropriate, will be distributed to all schools in the District, colleges, libraries, Parish Councils and will be displayed in the Council Offices in Rochford and Rayleigh.

-
- 3.4.3 During the first year of the operation of the equipment, the Leisure Client Officer and Leisure Connection will work closely together to ensure the Council's aims and objectives for the equipment are met.

3.5 Existing and Future Projects

- 3.5.1 Projects that are currently underway are a schools video production project, a Star Wars event and eleven week Video Production Course being run by the Rochford and Castle Point Community Education College.
- 3.5.2 In the future, it is hoped to make a video of "Rochford Life", video a reminiscence project in one of the sheltered housing schemes and offer more opportunities for schools to use the equipment linked to the national curriculum.

4 CRIME AND DISORDER IMPLICATIONS

- 4.1 Provision of activities for young people has been proven to reduce instances of youth nuisance and crime.

6 RESOURCE IMPLICATIONS

- 6.1 A budget for the purchase of the equipment and the related building works was allocated during the last financial year.
- 6.2 The exact financial implications of the projects are unknown at this stage as they have been designed to be self financing if fully supported. As can be seen from the above, the whole scheme will come under the management of Leisure Connection.
- 6.3 The Star Wars event and Video Production Course are being entirely organised and managed by the Rochford and Castle Point Adult Community College.

7 RECOMMENDATION

It is proposed that Council **RESOLVES**

1. That the recommended maximum hire charges are agreed.
2. That the suggested cinema admission fees, as set out in the report are agreed. (CD(FES))

R Crofts

Corporate Director
(Financial & External Services)

For further information please contact Eva McIlwaine on:-

Tel:- 01702 318120
E-Mail:- eva.mcilwaine@rochford.gov.uk