

PLEASE COMPLETE THIS FORM ELECTRONICALLY

Surrey County Council's Local Committee for Waverley



Bid for Members' Allocations

Please answer questions 1-16 below

Your details	Help Notes
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<p>Q1 Project title: <i>Film Maltings Digital Future</i></p>	<p>Full title of the specific project</p>
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<p>Q2 Name of organisation responsible for carrying out the project: Farnham Maltings Association Limited</p> <p>Status of this organisation: private</p>	<p>This is the name of the organisation responsible for carrying out the project and whether it is a voluntary group or a public or private organisation.</p>
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<p>Q3 Contact person</p> <p>Name: Sophie Haiselden Role in project: Project co-ordinator Contact address: Farnham Maltings, Bridge Square, Farnham, Surrey</p> <p>Post code: GU9 7QR Telephone: 01252 745451 Fax: E-mail: Sophie.haiselden@farnhammaltings.com</p>	<p>Full name, role and contact details of the lead person for your project</p>
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<p>Q4 Name of local County Councillor proposing request to the Local Committee: Pat Frost, David Munro, Denise Le Gal</p>	<p>Name of the County Councillor you have spoken to and who is requesting the support of the local committee in funding your project</p>
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What are you seeking funding for ?

Q5 Description of the project

<p>a) What will be done?</p> <p>We urgently need to upgrade the capital infrastructure of Farnham Maltings as the principle community and arts facility serving South West Surrey. A new digital projector is needed to replace the projector showing 35mm film, because film distributors are switching to digital.</p> <p>This project is designed to extend the range of people accessing these services across a large part of South West Surrey and ensures the Maltings as a sustainable, self-reliant business.</p> <p>This essential project aims to future-proof film the Maltings so we can build and sustain a community owned, independent cinema for Farnham and outlying villages. Without this new equipment we will not only lose the facility to the area but seriously undermine the fragile business model of the Maltings.</p>	<p>a) the work involved to achieve the aims of the project</p>
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b) What needs will it address?

This project is designed to extend the range of people accessing these services across the local area. This essential project aims to future-proof film at the Maltings so we can:

- Build and sustain a community owned, independent cinema for Farnham and outlying villages,
- Improve leisure activities and facilities within Farnham,
- Increase volunteering opportunities and social inclusion.
- Be able to get films closer to their release date
- Increase the quality of the picture and sound
- Host morning screenings for films at no extra cost.

This is something our audience has expressed great interest in. We currently programme matinees in the afternoons for all films and mornings for very popular films. This audience is made up almost exclusively of the elderly and with the new equipment will be able to provide more 11am showings. We have been talking to our audience and know that they don't like to travel very far or in the dark, with many travelling by bus. Also, it is easier for care homes and Farnham Assist who bring a mini bus and make group bookings with us to attend these morning screenings.

- Broaden the range of content and expand our programme.

We already show satellite screenings of the Met Opera and National Theatre broadcasts, but we will be able to show other broadcasts such as the Shakespeare Globe programme, which is only available on this format. These are much more accessible theatre pieces in comparison to the current selection. It will have wider appeal and will encourage schools to use this facility.

- Be able to show films in a smaller alternative space.

With the adaption of the smaller cinema space we will be able to show more niche films to smaller groups of people, having more screenings in the week for more specific titles/groups, eg. Foreign film club, Children's film screenings at the weekend.

- Provide lecture space for University of Creative Arts.

Film lecturers have expressed interest in this new feature/facility. They are looking for more teaching spaces and to be able to have lectures in this space being able to use the equipment to show their films and discuss work.

- Continue to build on the cinema programme for Farnham and the surrounding area by encouraging more filmmakers to submit their work to be shown on the 'big screen' before the features and promote work that the community is making.

- Start a film festival. Encouraging young people to learn about and

b) the evidence that shows this project is required

<p>get involved in the film making process. With ideas to draw in a directing and acting workshop supporting our Youth theatre.</p>	
<p>c) What geographical area will it cover? Cinema attendees come from towns and the rural areas of South West Surrey.</p>	<p>c) where the people who will benefit from this project live</p>
<p>d) Who and how many people will benefit?</p> <p>A wide range of the demographic in the local community, surrounding areas and South West Surrey. (Please see more detail from part b)</p> <p>Last year we had approximately 10,000 attendees across the year. With this new equipment we estimate this will rise to in excess of 20,000 people.</p>	<p>d) details of the groups of and the number of people whose lives will be improved by this project</p>
<p>e) How will you ensure that the project is fully accessible to this community?</p> <p>Farnham Maltings is a fully accessible building. There is a pricing structure in place that offers discounts to unemployed, young people and the elderly. Farnham Maltings members (650) are offered discounts for film matinees making daytime viewing a popular choice.</p> <p>We have an active pricing policy that ensures that cost is not a barrier to attendance with member being able to purchase 2 tickets for £6. We have a distribution strategy for our brochure and film publicity that includes all of the priority wards of Farnham and its environs.</p> <p>We have had discussions with Farnham Assist in trying to make this an environment where people are happy to come on their own, enjoy the facilities and meet new people.</p> <p>The new equipment means we will be able to provide more 11am showings. We have been talking to our audience and know that they don't like to travel very far or in the dark, with many travelling by bus. Also, it is easier for care homes and Farnham Assist who bring a mini bus and make group bookings with us to attend these morning screenings.</p> <p>With the adaption of the smaller cinema space we will be able to show more niche films to smaller groups of people. Having more screenings in the week for more specific titles/groups, eg. Foreign film club, Children's film screenings at the weekend.</p> <p>The film lecturers at University of Creative Arts have expressed interest in this new feature/facility. They are looking for more teaching spaces and to be able to have lectures in this space being able to use the equipment to show their films and discuss work.</p>	<p>e) methods you will use so that all members of your 'community' benefit from this project</p>
<p>f) Please confirm that, where expenditure is for the maintenance or repair of a non-Surrey County Council building, you envisage that the building will remain in use for the foreseeable future.</p> <p>N/A</p>	<p>f) (if applicable) confirmation that you expect a building to continue to be used in the foreseeable future</p>
<p>Q6 What consultation has been undertaken?</p> <p>Extensive conversations with current users and a shift in technology are the key drivers.</p> <p>We are in active conversation with Waverley BC, Farnham TC, sponsors and trusts to ensure this project is successful.</p> <p>A questionnaire distributed to 175 film goers and volunteers provided 85 responses with positive evidence that the film programme is a key offer at the Maltings. I quote:-</p>	<p>The names of organisations and people you have spoken with, who support your project.</p>

'Coming to Farnham Maltings is cheaper and shows more interesting films than the Odeon. Also it's a local arts centre not a national chain';

'since Farnham has neither theatre nor cinema the weekly film show is a **lifeline**';

'The Maltings is the only local venue for film so it would be a shame if you didn't show them any more';

'I would be **devastated** if you stopped showing film. At an age approaching 80 I still love film and thrive on them';

'Need to go digital – only attract audiences if have latest and also art house films';

'Film is one of the main reasons for coming to the Maltings and the digital equipment would encourage more visits'.

We have met with various suppliers of the equipment and discussed the change with similar venues in other areas who have already made the switch.

Q7 When will the project be:

- a) started: January 2013
- b) completed: January 2013

The dates you expect your project to begin and be finished. Successful applications for members' allocations are expected to spend the funding within 12 months of being agreed.

Financial Questions

Q8 When will you need the funds?
January 2013

The date by which you will require the funds.

Q9 What is the total cost of the project? Please include estimate/breakdown of costings.

The total amount of money the project will cost with a breakdown of the costings.

PROJECT COSTS

DIGITAL PROJECTOR & GREAT HALL

Equipment & Installation	£43,674
Extended Warranty	£750
Speaker Upgrade for Great Hall	£3,251
Air con / Ventilation	£1,330
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	£49,005
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TINDLE CINEMA

Screen	400.00
Shipping & install	100.00
Projector lens	3000.00
Shipping & install	50.00
Sound	2445.38

Expenditure £55,000

<p>Q10 How much of the total cost would you like from the Local Committee? Please include estimate/breakdown of this part.</p> <p>£4,500 towards the cost of the projection equipment: £1500 revenue each from Pat Frost, Denise Le Gal, David Munro</p>	<p>The amount of funding you would like from the local committee with a breakdown of these costs. If you have a quote, please attach it to the form.</p>																		
<p>Q11 Where is the rest coming from? Is it promised already, or still to be found?</p> <p><u>FUNDING</u></p> <p>Recieved</p> <table border="0"> <tr><td>Donations</td><td>£6,000</td></tr> <tr><td>Farnham Institute</td><td>£5,000</td></tr> <tr><td>Round Table</td><td>£1,000</td></tr> <tr><td>Lark</td><td>£250</td></tr> <tr><td>Farnham Town Council</td><td>£5,000</td></tr> <tr><td>Own Resources</td><td>£8,917</td></tr> </table> <p>Pledged</p> <table border="0"> <tr><td>Surrey County Councillors</td><td>£4,500</td></tr> </table> <p>Pending</p> <table border="0"> <tr><td>Sponsorship</td><td>£6,000</td></tr> </table> <p>Match Funding</p> <table border="0"> <tr><td>Waverley 2:1</td><td>£18,333</td></tr> </table> <p style="text-align: right;">£55,000</p>	Donations	£6,000	Farnham Institute	£5,000	Round Table	£1,000	Lark	£250	Farnham Town Council	£5,000	Own Resources	£8,917	Surrey County Councillors	£4,500	Sponsorship	£6,000	Waverley 2:1	£18,333	<p>The names of the sources from where you are obtaining the rest of the costs for the project or whether it is still to be found.</p>
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<p>Q12 Have you applied to anywhere else for this same funding? If so, to whom and when?</p> <p>Please see Q11.</p>	<p>Details of other organisations you have applied to for this same funding. Please give names of the organisations and the dates applied.</p>																		
<p>Q13 Have you applied for this funding from any other part of Surrey County Council? Please give details.</p> <p>Applied for £12,000 in September 2012 from the Surrey Community Improvements fund for <i>Film Maltings Digital Future</i>. Application unsuccessful.</p>	<p>Details of other departments in Surrey County Council you have applied to for this funding. Please give names of the department, the contact person and dates applied.</p>																		
<p>Q14 Are you currently in receipt of any grant or contract funding from Surrey County Council? Please give details</p> <p>SCC Self Reliance Allocation - £2000 towards the Families in the Making Project, received April 2012.</p>	<p>Details of any grant or contract funding your organisation receives from Surrey County Council, even if not for this particular project. Please give details of contract no., purpose, dates/period covered and amounts.</p>																		
<p>Q15 Has the organisation responsible for the project received any Local Committee funding for this or any other purpose in the past? Please give details.</p> <p>N/A</p>	<p>Details of any other funding your organisation has previously received from any SCC Local Committee including purpose, dates and amounts.</p>																		

Q16 If this project will need funding in future, how will the costs be met? (Costs may be include e.g. maintenance, replenishment, breakdown, repair, support)

Information on how you intend to fund and/or maintain your project in the future.

£800 service contract to maintain the equipment. This cost will be met by the extra revenue created by the new equipment.

NB If your bid is successful; you will need a bank account in the name of your organisation. Any queries please contact the Community Partnerships Team (West) on:

Community Partnerships Team
Quadrant Court
35 Guildford Road
Woking
Surrey, GU22 7QQ

Telephone: 01483 517 301

Email: communitypartnershipswest@surreycc.gov.uk

Please return the form, by e-mail, to your local County Councillor.