

MARKET TOWN AWARDS 2007

MARKET TOWN: **BOROUGHBRIDGE**

PROJECT NAME: **MOBILE CINEMA**

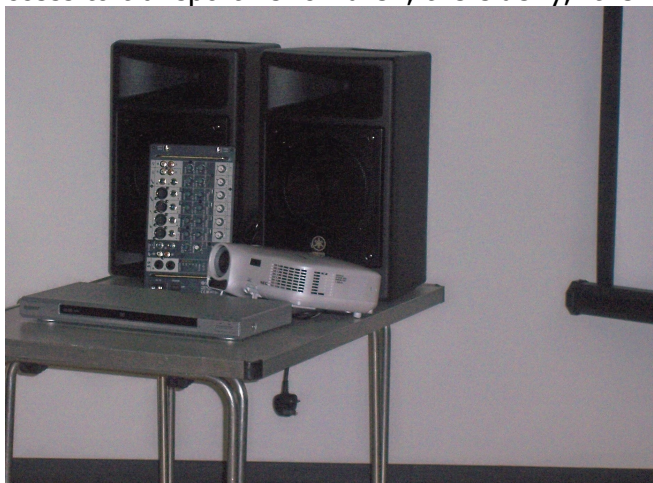
Partners: **Yore Vision, various local community groups, village halls and Parish Councils**

Category: **Social and Community**

Information gathered as part of building a 'community investment prospectus' for Boroughbridge and surrounding area identified a specific gap in social activities for local people. A combination of poor public transport and long distances to the nearest cinema means that those sectors of the community without ready access to transport i.e. children, the elderly, the disabled and those on low income, have great difficulty in accessing such a facility that many take for granted.

The Lower Ure Valley has no end of village halls, so there is no lack of public venues. Yore Vision saw an opportunity to bring the Cinema to the Lower Ure Valley i.e. a Mobile Cinema. A number of Village Halls, Parish Councils and local groups indicated an expression of interest to use the equipment.

In May, 2006, Yore Vision submitted a grant application to the National Lottery 'Awards for



All' towards the purchase of cinema equipment. In October, 2006, approval was granted and the mobile cinema equipment was purchased.

Training for Community Groups on how to use the equipment has started and the equipment has already been used by a number of groups for screenings and discussion.

The purchase of the mobile cinema equipment is seen as the beginning of a longer participation process for all the community. It

is unique to the area and can be used by all organisations/groups that operate within the Lower Ure Valley. The project has overcome barriers to accessing facilities for a number of sectors of the rural community – the elderly, young, disabled and those on low incomes – it has provided opportunities to further establish widespread community engagement via its usage.

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