

## **PRESS RELEASE**

**Contact:** Nic Millington, The Rural Media Company  
Tel: 01432 344039  
[nicm@ruralmedia.co.uk](mailto:nicm@ruralmedia.co.uk)

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### **Bromyard Film to be highlighted at Regional Conference**

The Rural Media Company's latest community project, Rural Lives, which involved over 300 people last year from the small market town of Bromyard in Herefordshire, is to feature at a major regional event next month.

To be held on Tuesday 16<sup>th</sup> March at Staffordshire County Showground, 'Connecting Rural Communities in the Digital Age', will focus on the opportunities that new technology offers counties such as Herefordshire. Cllr Roger Phillips, Leader of Herefordshire Council will introduce the conference, followed by a key note speech by Dan Norris, Minister for Rural Affairs and Environment.

Following a presentation by BT Openreach, which will take a look at the future of broadband in the countryside, Rural Media's CEO, Nic Millington will be screening extracts from the Bromyard mini feature film, Still Life, and showing how rural communities can be strengthened through the creative use of digital technologies, such as community filmmaking.

"The arts and media offer so many ways for even the most disadvantaged individuals and groups to get involved with their local communities, learn new skills, join networks and share experiences and ideas," said Nic Millington. He went on to emphasize, "With digital production and distribution technologies such as broadband, rural communities can communicate with each other across the globe and crucially, with those who make decisions on their behalf."

'Connecting Rural Communities' is free to attend and includes regionally sourced refreshments and lunch. Spaces are limited and will be allocated on a first come first served basis.

#### **For further information:**

Please visit the West Midlands Rural Network website:  
**[www.ruralnetworkwm.org.uk](http://www.ruralnetworkwm.org.uk)**  
or contact Rebecca Mackay 0121 352 5371 at GOWM.

**Release ends**

## **Note to Editors**

- **The Rural Media Company** is a Charity and company limited by guarantee and is supported by ScreenWM, Elmley Foundation and Herefordshire Council.
- **Rural Lives was supported by** Arts Council England – West Midlands, LankellyChase, Screen WM, UK Film Council and Herefordshire Council
- **The West Midlands Rural Network** is a source of information about rural affairs in the West Midlands. This comes in several different ways: details of forthcoming events and meetings, information on strategies and policies, the latest news on key rural themes. By providing these things, we aim to keep you up to date and well informed about rural life in the region.
- **West Midlands Rural Affairs Forum** is here to represent regional rural communities, businesses and people. Apart from quarterly meetings with members, the Chair also has quarterly meetings with Ministers where he can ensure your views, needs and aspirations are passed to the top of Government.
- **Picture caption:** Rachel Lambert with participants filming in Bromyard town centre

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