

DUNDEE CITY COUNCIL

REPORT TO: Arts and Heritage Committee - 21 May 2001

REPORT ON: Digital Media Creative Production Fund

REPORT BY: Director of Arts and Heritage

REPORT NO: 275-2001

1.0 PURPOSE OF REPORT

1.1 To outline proposals for the establishment of a Digital Media Creative Production Fund in partnership with Scottish Screen.

2.0 RECOMMENDATION

2.1 It is recommended that the Committee supports the establishment of the Digital Media Creative Production Fund;

3.0 FINANCIAL IMPLICATIONS

3.1 The total cost of the Production Fund is estimated at £57,000 with funding from Scottish Screen of £31,000, Scottish Enterprise Tayside £10,000 and support in-kind of £12,000 from Dundee University, University of Abertay and Dundee College. Dundee City Council's contribution of £4,000 can be met from the 2001/2002 Arts and Heritage Department's revenue budget.

4.0 LOCAL AGENDA 21 IMPLICATIONS

4.1 The scheme is consistent with the aims of Local Agenda 21 and will assist in ensuring that opportunities for culture, leisure and recreation are readily available to all.

5.0 EQUAL OPPORTUNITIES IMPLICATIONS

5.1 The proposed scheme will provide opportunities for all and is consistent with the Council's Equal Opportunities Policy.

6.0 MAIN TEXT

6.1 In recognition of Dundee's growing reputation in the field of digital media, Scottish Screen initiated discussions with the Director of Arts and Heritage with a view to exploring ways of supporting the development of talent in the field of digital media. The unique range of expertise found within Dundee (in both academic and private sector organisations) provides a network of professional expertise second to none in Scotland. The opportunity was to encourage potential digital media talent to have access to this network in developing their own new media business and creative ideas.

The establishment of this national pilot Digital Media Production Fund reflects positively on Dundee's growing status as a hub for the creative industries. It recognises Dundee's pre-eminence in the field and the range of international expertise found locally. It is anticipated that the scheme will receive national coverage providing positive benefits for the city. The scheme will provide an opportunity for local, creative individuals wishing to develop their skills in digital media production with access to those at the cutting edge of the industry.

6.2 **The Partners**

It is proposed to establish a Partnership Board to oversee the Digital Media Creative Production Fund. This would consist of representation from Scottish Screen, Dundee City Council, Scottish Enterprise Tayside, Dundee University, University of Abertay, Dundee College, New Media Scotland and digital media private sector representation. From this board an expert panel of industry and academic professionals would be appointed to assess applications to the Fund. The panel would also provide a brokering role for advice, training, technical and production support to applicants. The fund would be administered, on behalf of the partnership, by Dundee City Council, Arts and Heritage Department.

6.3 **Digital Media Creative Production Fund**

The fund would be a grant scheme based in Dundee, inviting applications from throughout Scotland. It would promote new ways of working, utilising digital technology within the web environment to create new forms of screen production. It will provide the opportunity to develop synergies between digital filmmaking, computer games and web interactivity. It is anticipated that work would be conceived, created, executed and delivered as a digital production optimised for viewing via the world wide web. It would encourage the creative use of sound, interactivity and would ultimately aim to entertain.

It is proposed that the fund would provide 2 stages of support. Initially development funding would be considered for applicants, with grants of up to £500 (although it is envisaged that the average grant would be less). Applicants in receipt of development funding support would then be assessed for production funding of £2,000. The assessment process would include access to a training programme in conjunction with the expert panel. The pieces of work available through the scheme would be available for web casting. At a national level Scottish Screen's portal will provide a channel for exhibition. Dundee will also provide specific local casting opportunities via the dundee.com portal website and exhibition opportunities at Dundee Contemporary Arts' cinema. A copy of each product will be retained by the Scottish Screen archive and the Dundee City Council collection.

7.0 **CONSULTATION**

7.1 The Chief Executive, Director of Support Services, Director of Finance and Director of Corporate Planning have been consulted on this report and are in agreement with its contents.

8.0 **BACKGROUND PAPERS**

8.1 None.

Director of Arts and Heritage _____ Date_____