

**REPORT TO: ECONOMIC DEVELOPMENT COMMITTEE - 8TH SEPTEMBER 2003**

**REPORT ON: PROPOSED "IDEAS FACTORY" PROJECT**

**REPORT BY: DIRECTOR OF ECONOMIC DEVELOPMENT**

**REPORT NO.: 574-2003**

**1 PURPOSE OF REPORT**

1.1 To seek approval to the City Council participating in the "Ideas Factory" project to be run by Channel 4 for animation companies in Dundee.

**2 RECOMMENDATIONS**

2.1 It is recommended that the Economic Development Committee approve support of £10,000 to this project as described in this report.

**3 FINANCIAL IMPLICATIONS**

3.1 This sum can be met from the 2003/2004 and 2004/2005 revenue budget allocations for the Economic Development Department.

**4 LOCAL AGENDA 21 IMPLICATIONS**

4.1 None.

**5 EQUAL OPPORTUNITIES IMPLICATIONS**

5.1 None.

**6 REPORT**

6.1 Channel 4 television has pioneered the concept of the "Ideas Factory" to capitalise on individual areas expertise in aspects of the creative industries. These projects are aimed at supporting young creative talent by giving a focus for their creativity through a structured process giving them exposure to business disciplines and broadcasting requirements. Through this process new businesses could be formed or the individuals concerned can go on to further reinforce their local industries using their new skills.

6.2 An "Ideas Factory" project is now proposed for Scotland with each of the Cities being targeted to host a project based on their individual strengths. In the case of Dundee it is proposed to run a project based on the general theme of "computer based animation". The Scotland wide "Ideas Factory" project is being supported by both Channel 4 and Scottish Enterprise, with local authorities being invited to lend additional support to the City based projects.

6.3 The project aims to:

- Follow a group of Dundee-based animators through a series of creative challenges as they pitch and produce a short animation;
- build capacity in Dundee for animation production by strengthening the supply chain - linking animation talent and ideas to their markets in the city and Scotland;
- boost Dundee's reputation as a centre of excellence for animation by profiling the city's animation sector on a popular national platform;
- support emerging animation companies, encouraging freelance and micro-business start-ups, and linking them to local business support services;

- link companies and individuals to each other and to networks of opportunity; develop animation knowledge, skills and networks amongst emerging programme makers and companies;
- link to the proposed Dundee and Channel 4 animation-related events; offer a UK-wide web audience a compelling insight into what it takes to develop and produce a successful animation project.

6.4 It is planned to have 4 stages to the Dundee project and that it will run in the City through winter 2003/04 to Spring 2004. The 4 stages are:

1. Workshops
2. Master classes and Ideas Development
3. Hothousing
4. Production.

The principle is that the groups are progressively whittled down through the stages to give a number of projects capable of producing transmission quality animations. The whole process is to be overseen by a professional production company and that will give the necessary level of commercial and creative focus.

6.5 Dundee City Council is being asked to make two tranches of funding each of £5,000 to the first and last stages of the project. The support for the workshops phase will allow an additional 4 workshops to be held to bring the number of young people exposed to the project up to 300. Dundee City Councils contribution will assist a around a further 120 young people to access the project than would otherwise be the case.

6.6 The second tranche of funding will support the eventual doubling of the final production of broadcast quality animation. The project is funded to produce two films and with Council funding this will double to 4.

6.7 Channel 4 has found an innovative way to engage with aspiring young creative people and through "Ideas Factory" give them exposure to real work and real projects. The projects that make it through the process will go forward for transmission on Channel 4.

6.8 The objectives of the project fit well with the Councils strategies and plans particularly with the identified priority of developing talent within the creative sector and to expand the range of excellence within the City.

## 7 CONSULTATIONS

7.1 The Chief Executive, Depute Chief Executive (Support Services) and Depute Chief Executive (Finance) have been consulted in the preparation of this report.

## 8 BACKGROUND PAPERS

8.1 No background papers, as defined in Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above report.

**DOUGLAS A A GRIMMOND**  
**DIRECTOR OF ECONOMIC DEVELOPMENT**

**DATE: 1ST SEPTEMBER 2003**