

DUNDEE CITY COUNCIL

REPORT TO: Leisure and Arts Services Committee – 18 October 2004

REPORT ON: Major Project Grant

REPORT BY: Director of Leisure and Arts

REPORT NO: 701-2004

1.0 PURPOSE OF REPORT

1.1 To seek approval to award a grant to an arts and heritage organisation.

2.0 RECOMMENDATIONS

2.1 That the Committee authorise the payment of £1,000 to 'Soma Skool' for the grant detailed.

3.0 FINANCIAL IMPLICATIONS

3.1 The recommended grant totalling £1,000 can be met from the grants budget within the Leisure and Arts Department's 2004/2005 revenue budget. Grants are payable on receipt of a Project Report.

4.0 LOCAL AGENDA 21 IMPLICATIONS

4.1 The grant awarded reflect a positive contribution to the Local Agenda 21 theme "access to facilities, service, goods and people is not achieved at the expense of the environment and are accessible to all" and "Local needs are met locally".

5.0 EQUAL OPPORTUNITIES IMPLICATIONS

5.1 Particular consideration is given to applications which prioritise or maximise community involvement generating interaction within specific groups, communities and organisations.

6.0 MAIN TEXT

6.1 Major Project Grants

Aims of the Scheme

- To increase provision of good quality, best value, services in the cultural sector in Dundee
- To promote social inclusion through sector activity
- To assist non-profit organisations undertake the delivery of arts and heritage projects in Dundee
- To complement the Leisure and Arts Department's priorities and public programme

Assessment Criteria

- The extent to which the aims of the Application meet the Aims of the Scheme
- The relevance of the application to the delivery of quality leisure and arts services in

- Dundee
- The expected impact of Council support on the applicant organisation's ability to deliver leisure and arts services in Dundee
- Evidence of sound organisational and financial management
- Production of a balanced project budget eligible costs up to the sum applied for.

Small Projects Grants

Aims of the Scheme

- To assist non-profit organisations undertake short-term leisure and arts projects in Dundee
- To complement the Leisure and Arts Department's priorities and public programme

Assessment Criteria

- The extent to which the project increases public access to leisure and arts opportunities
- The extent to which the project complements, or adds to, already existing provision
- The impact of Council support on the viability of the project
- Evidence of ability to deliver the project, with sound organisational and financial management
- Production of a balanced project budget.

6.2 Soma Skool is a one day event that was piloted in 2003 in Glasgow and is to be brought to Dundee on 30 October 2004. The core idea behind the event is to break down the main strands of what is required when releasing a record and to encourage young people to become involved in the music industry and the creative industries in general. The event will involve a combination of hands-on workshops, demonstrations, talks and Ideasfactory seminars, and offers young people access to a wide range of industry professionals who can advise them.

It is to be delivered in partnership with Scottish Enterprise, Channel 4's Ideasfactory, Business Gateway, New Deal for Musicians and will involve all the local colleges and universities. The event aims to tie together Soma's music industry contacts and talent with Dundee's creative industries (including Jack's Hoose, Tay Screen, P3, Ink Animations and Clash magazine). The event will be held at Dundee University Students Association.

The total cost of the project is £20,000.

6.3 **Summary of Aims and Objectives**

To inspire the audience and encourage them to become involved in the creative industries.

To enable the audience, by stimulating their creativity and deepening their understanding of the business and technological issues particular to the industry, to attain their own success.

To strengthen the links between individuals, companies and sectors in the Scottish music industry, with the ultimate aim of consolidating its reputation on the world stage.

6.4 **Audience Profile**

The event is expected to attract audiences of 500 from Dundee, Fife, Perth and Angus. It is aimed primarily at the 19 – 30 age group, targeting students and the unemployed. As it covers all elements of the industry from music to journalism to design to marketing, it will be appropriate for many people other than Soma's core music audience of dance music enthusiasts.

6.5 **Schedule:**

Music, Artwork, Video – Main Stage and Breakout Sessions:

Taking the audience through the different stages of releasing a record – making the music, designing the artwork, making the video. With demonstrations on the main stage, the audience will also have the chance to take part in small breakout sessions with Soma artists and producers.

Ideasfactory Seminars

At present 5 seminars are planned, with a wide section of creative industry professionals to be panelists:

- Law & copyright
- Music in TV
- Women in the Music Industry
- Journalism & Photography
- New Media & The Music Industry

Advice Stalls

Advice stalls ranging from Scottish Enterprise, Business Gateway to New Deal for Musicians will be set up all day long to offer guidance and career/start up support to participants.

Software/Hardware Demonstrations

At present, software demonstrations are planned utilising the skills and expertise from the following companies:

- Sound Control
- M-Audio (Abelton Live)
- Rub A Dub hardware kit demonstrations

Question & Answer Sessions

International DJ (who will also DJ at the evening club event at the Reading Rooms) will be available to talk about their career and answer questions from the audience.

7.0 CONSULTATION

7.1 The Chief Executive, Depute Chief Executive (Finance), Depute Chief Executive (Support Services) and Assistant Chief Executive (Community Planning) have been consulted on this report and are in agreement with its contents.

8.0 BACKGROUND PAPERS

8.1 None

**STEVE GRIMMOND
DIRECTOR OF LEISURE AND ARTS
31 AUGUST 2004**