

REPORT TO: ECONOMIC DEVELOPMENT COMMITTEE - 8TH NOVEMBER 2004
REPORT ON: TAYSCREEN
REPORT BY: DIRECTOR OF ECONOMIC DEVELOPMENT
REPORT NO.: 729-2004

1 PURPOSE OF REPORT

1.1 The Committee agreed in 2001 to fund TayScreen until the end of 2004. This report details the success the project has had, outlines proposals for extending funding for TayScreen for a further 3 years and indicates the possibility of extending the partnership to include Fife.

2 RECOMMENDATIONS

2.1 It is recommended that the Committee:-

1. Notes that the project has been very successful to date and that ERDF is secured in reducing quantity until end of 2006.
2. Agrees to the addition of a time limited administration support position for the project and the increase in the number of partners if discussion is positive.
3. Agrees to the project continuing for a further 3 years to end of 2007 as detailed in the report.

3 FINANCIAL IMPLICATIONS

3.1 The project has funding in place to 31st December 2004. ERDF is secured until the end of 2006. The total cost of the project until the end of 2007 with the additional admin support is £173,543. This involves a net contribution from the partners of £152,548. Dundee City Council's contributions can be accommodated in the Economic Development budget for the appropriate year. Anticipated maximum contributions are estimated as follows:-

2004/5	£10,543
2005/6	£12,761
2006/7	£14,832

These sums will reduce if other partners are successfully brought on board.

4 LOCAL AGENDA 21 IMPLICATIONS

4.1 None.

5 EQUAL OPPORTUNITIES IMPLICATIONS

5.1 The posts are employed by Dundee City Council and are subject to the Council's equal opportunity requirements.

6 REPORT

6.1 The project is the lead body in the east of Scotland that aims to attract more film and TV productions to use this area for filming and postproduction. This strategy complements other activities in this area promoting digital media and the creative industries. The current funding partnership includes Scottish Enterprise Tayside, Angus Council and Perth and Kinross Council. The total cost of the project is split equally between the 4 partners. Frontline Consultants recently evaluated the project and this revealed that TayScreen is performing very effectively. To date the economic benefit generated in the region has been calculated at over £850,000 with the number of production days up to 214 to the end of July 2004 since the project started in 2002.

The project currently has some ERDF funding approved for the project to the end of 2006. The project is seeking further funding in order to continue to build on its success.

This next funding phase would include the cost of a part-time administration post as recommended by evaluation and that would free up officer time to concentrate on most added value activity.

Fife has also indicated their desire to join the TayScreen partnership. This would involve both Fife Council and SE Fife and we are still awaiting confirmation of their position. This additional geographical area would require an additional full time administration resource but would not increase the overall cost to partners due to the 6 way split increase from 4 partners.

TayScreen has been in operation since 2002 and is performs very well on a relatively small budget compared to its counterparts in other regions. The film industry offers great economic development potential for regions across the UK. £1.16bn was spent on films made in the UK in 2003, including expenditure on accommodation, local services and the use of subcontractors.

Physical Outputs	Actual 2002	Target 2002	Actual 2003	Target 2003	Actual 2004 to date	Target 2004 to date	TOTAL (ACTUAL)	TOTAL (TARGET) to date	TOTAL (TARGET) to end of 2004
Enquiries received	95	90	121	110	66	60	282	260	320
Number of locations promoted	80	50	145	60	85	35	310	145	180
Number of familiarisation visits per year	3	1	6	2	2	1	11	4	5
Number of enquiries converted per year	10	9	20	12	6	9	36	30	39
Number of filming days	49	12	116	15	49	9	214	36	45
Increase in sales in assisted businesses	173700	40000	196681	60000	112810	40000	483191	140000	180000
Increase in sales (multiplier @1.8)	312660		354025.8		203058		869743.8		
Number of existing businesses assisted	30	12	37	12	11	6	78	30	36

The recent evaluation of the project highlighted its success to date and noted the following performance by the project (2002 - to end June 2004).

The development of TayScreen has resulted in increased activity in productions days and promotion of this area as a filming location. The economic benefit to the area can be seen in direct spending on accommodation and local services, the generation of business for local media and supply companies as well as training and employment opportunities for those interested in this area of work.

The objectives of TayScreen remain the same and are to:-

- Market the diversity of locations;
- Provide a free, comprehensive, timely and confidential service to producers;
- Liaise with the film-makers and appropriate contacts within local authority services, relevant public organisations and the private sector to create a "film friendly" environment;
- Promote post production facilities;
- Contribute to the broader development of film, television and digital media activity.

In addition to the current Film Commissioner post the project will employ a part-time or full-time admin person depending on whether there are 4 partners (current situation) or 6 partners (the inclusion of Fife council and SE Fife). These posts will continue to work throughout the area and make use of facilities across the region to made available by the partners. The admin function will be based in Dundee and will be employed by Dundee City Council.

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 None.

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DATE: 1ST NOVEMBER 2004