

ANGUS COUNCIL

ECONOMIC DEVELOPMENT COMMITTEE
PLANNING & TRANSPORT POLICY COMMITTEE

21 NOVEMBER 2002
28 NOVEMBER 2002

**SUBJECT: TOWNS PROMOTION PROGRAMME/ANGUS AHEAD CAMPAIGN:
REQUEST FOR FINANCIAL ASSISTANCE –
THE MONTROSE HERITAGE TRUST**

**JOINT REPORT BY THE CHIEF EXECUTIVE & DIRECTOR OF PLANNING &
TRANSPORT**

<p>Abstract: This report considers a request from The Montrose Heritage trust towards the cost of developing a video for Montrose and recommends that the Council provide a one-off grant of £1,500.</p>

1 RECOMMENDATION

- 1.1 It is recommended that the Committee agree to a one-off grant of £1,500 to The Montrose Heritage Trust towards the cost of developing a video for the town of Montrose subject to the project being fully completed and monitored by the Montrose Town Partnership and the costs to be met equally from the Economic Development and Planning & Transport Revenue Budgets 2003/2004..

2 INTRODUCTION

- 2.1 Angus Council has received a request from The Montrose Heritage Trust for financial assistance in developing a video for the town of Montrose. This report outlines the background, proposal and financial implications, and recommends the granting of an appropriate contribution.

3 BACKGROUND

- 3.1 The Montrose Society applied for a grant of £750 to develop a community web-site for the town of Montrose and this was approved by the Economic Development Committee on 6 June 2002 (Item 14 refers).
- 3.2 The Montrose Society and the Montrose Heritage Trust are not connected, except through having the same chairman, but share a common aim in promoting Montrose and the Trust will make the contents of this video available to put on the Society's community web-site. Both organisations are working under the Montrose Partnership on this project.
- 3.3 This current request is for unspecified financial assistance to produce a video of the town and its attractions, with short sections covering history, architecture, the arts, sport etc. The video will be an important element of the content of the web-site but will also be available for retail.
- 3.4 The Montrose Heritage Trust discussed the video project with three local production organisations. While all had the technical competence required the Trust opted for the Angus Digital Media Centre (ADMC) at Brechin on grounds of cost and ease of working. The quote from ADMC is for £8, 500.

- 3.5 The Trust proposes that the cost of £8,500 will be met from an application for lottery funding of £5,000, £1,500 from Angus Council, £1,000 from the Trust, and other sponsorship of £1,000.

4 PROPOSAL

- 4.1 The proposal received from the Trust is to produce a half-hour documentary covering the areas mentioned above and filmed over several months in 2003 to cover the changing seasons and local events. The audience will be local residents, visitors, ex-patriots and those with a love of the area worldwide, and the content of the video will be incorporated in the Montrose community web-site.

- 4.2 The Montrose Heritage Trust is very much involved in efforts to encourage visitors to Montrose. It is felt that these efforts should be encouraged by the granting of this request. However it is proposed that if grant is provided, the project should be monitored by the Montrose Town Partnership to ensure the benefits are maximised for the whole community.

5 FINANCIAL IMPLICATIONS

- 5.1 Although no particular sum was requested by the Trust, it is recommended that a grant of £1,500 be made and split equally between Economic Development and Planning & Transport. It is felt that the grant should be payable only on completion of the project and subject to the production of receipts for the costs incurred. The contributions of £750 each from Economic Development and Planning & Transport can be met from their respective Revenue Budgets for 2003/4.

6 HUMAN RIGHTS IMPLICATIONS

- 6.1 There are no human rights implications arising from this report.

7 CONSULTATION

- 7.1 The Directors of Finance and Law & Administration have been consulted in the preparation of this report.

8 CONCLUSION

- 8.1 While the recommendation is to pay the grant to the Montrose Heritage Trust, the project is seen as important for the town as a whole hence the proviso that the project should be monitored by the Montrose Town Partnership.

- 8.2 This project will contribute significantly to other Council initiatives including the Angus Ahead Campaign, Towns Promotion Programme, and the Angus Marketing Pilot which will establish the Angus portal web-site.

NOTE

No background papers, as defined by 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.

DV/ES/MM

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Chief Executive

Alex Anderson
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