Abstract: This report asks the Committee to homologate the decision taken by the Chief Executive in consultation with the Convener of Infrastructure Services to contribute £1,200 to the evaluation of the Tayscreen initiative during the summer of 2004. This review will determine the case for continuing the initiative into 2005/2006.

1 RECOMMENDATION

1.1 It is recommended that the Committee:

a) note that the Council was asked (as one of four funding partners) to contribute to the cost of a consultancy study (during the summer of 2004) to evaluate the performance and impact of Tayscreen;

b) agree to homologate a decision by the Chief Executive to make a Council contribution of £1,200 being an equal contribution by the funding partners (Angus Council, Perth & Kinross Council, Dundee City Council and Scottish Enterprise Tayside); and

c) note that “Frontline Consultants” were appointed to carry out this work.

2 INTRODUCTION

2.1 Members will recall that approval for Angus Council participation and funding of the Tayside Film Commission which was subsequently named ‘Tayscreen’; was given by the Economic Development Committee on 15 November 2001 (Report 1314/01 refers). The Committee agreed to fund the initiative on a three year basis in the first instance at a cost of £8,000 per annum net of ERDF grant.

2.2 Tayscreen has now been operational since 2002 and a review of its performance and impact is required by the summer of 2004 to inform the case for continued partnership funding into 2005 and 2006. The Tayscreen Steering Group, which has officer representation from the three local authorities, and Scottish Enterprise Tayside agreed that this review should proceed. This report identifies the action taken during June and July to appoint consultants to carry out the review and seeks homologation of the decision taken by the Chief Executive to authorise a Council contribution of £1,200 to the review study.

3 REVIEW OF TAYSCREEN

3.1 Tayscreen was established to promote the whole of the Tayside area as a location for commercial film and television production. The three Councils and SET agreed to co-fund the initiative with ERDF grant support initially for a three-year period.

3.2 It was agreed at the outset in 2001, that a review of Tayscreen was required before the end of 2004 to evaluate its performance and impact. Dundee City Council as “lead” partner and administrator of the initiative sought proposals from a number of
consultant specialists. The Steering Group agreed to the appointment of “Frontline Consultants” on the basis of the company’s experience of evaluation, project management and working with the creative and tourism industries – plus this company quoted reasonably close to the envisaged budget for the review study.

3.3 The aims of the evaluation are to review the objectives set for Tayscreen and the extent to which these have been met. These objectives include:

- promoting the area to filmmakers;
- liaising with film makers to maximise economic benefits to the area;
- promoting the area’s post-production facilities;
- achieving a range of output targets for 2002 – 2004; and
- key outputs include the impact of Tayscreen compared to baseline information.

3.4 Consultants will also assess which of Tayscreen’s activities were most effective and will make recommendations to the Steering Group on the case for further support beyond 2004.

4 **FINANCIAL IMPLICATIONS**

4.1 The cost of the study was estimated at £4,000 and Dundee City Council as lead partner asked the other partners to contribute £1,000 to the cost. Frontline Consultants were subsequently appointed at a fee cost of £1200 plus expenses (restricted to 10% of fees).

4.2 On this basis the Angus Council contribution will be up to £1,206 and this sum can be contained within the Economic Development Revenue Budget for 2004/2005.

5 **HUMAN RIGHTS IMPLICATIONS**

5.1 There are no Human Rights implications arising from this report.

6 **CONSULTATION**

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

7 **CONCLUSION**

7.1 It was essential to move ahead with an independent review of Tayscreen to inform the case for further partnership funding support of this initiative post 2004.

**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/SMW/MM
31 August 2004

A B Watson OBE
Chief Executive