Report No 95/04

ANGUS COUNCIL

INFRASTRUCTURE SERVICES COMMITTEE 22 JANUARY 2004

SUBJECT: CELTIC FILM & TELEVISION – TAYSCREEN SHOW REEL OF TALENT

REPORT BY THE CHIEF EXECUTIVE

Abstract: This report asks the Council to approve a financial contribution to the production under the auspices of Tayscreen, of a “showreel” to showcase Tayside screen/animation talent to be launched at the Celtic Film and Television Festival in Dundee in March/April 2004.

1 RECOMMENDATION

1.1 It is recommended that the Committee:

   a) note the proposal to create a “showreel” of screen/animation talent in Tayside under the auspices of Tayscreen which will be launched at the Celtic Film & Television Festival event to be held in Dundee in March/April 2004;

   b) note that Scottish Enterprise Tayside has agreed in principle to meet 50% of the £10,000 estimated cost of the “showreel” provided that Angus, Dundee and Perth & Kinross Councils contribute equal shares of the remaining £5,000 cost – the net cost to the Council being up to £1,700; and

   c) agree, subject to SET contribution being confirmed, to contribute up to £1,700 as an Angus Council contribution to the estimated £10,000 cost.

2 INTRODUCTION

2.1 The Committee will recall that at a meeting of the Economic Development Committee on 15 November 2001, Report No 1314/01 was approved, giving approval for an Angus Council contribution to the establishment of a Tayside Film Commission (Article 9 refers).

2.2 The Council agreed to fund this initiative (now branded as “Tayscreen”) on a three year basis in the first instance, at an estimated cost of £8,000 per annum net of ERDF grant. The Steering Group of Tayscreen is proposing to create a “showreel” of screen/animation and media talent from Tayside to be screened at a major film event which would require additional discrete funding.

2.3 This report outlines the proposal and the request that Angus Council contribute to the cost of the “showreel”.

3 BACKGROUND

3.1 The Tayscreen initiative has only been running for approximately two years and a review of the initiative is due by mid 2004. The Festival organisers expect to attract 500 delegates to the 4 day industry event including producers, directors, commissioning editors, film executives, media students, distributors and schedulers. These delegates will come from Scotland, Ireland, Wales, Cornwall and Brittany -
with further International representatives from the USA expected this year. This will spotlight the Angus, Dundee and Perth & Kinross areas both in terms of the diversity of urban, rural, upland and coastal locations - and the wealth of media talent in the area. The Event also has a website www.celticfilm.co.uk

3.2 The showreel would be used by Tayscreen to:

a) inform and persuade the media and post-production sectors about production and business opportunities in Tayside;

b) attract media projects to the region encouraging them to set up production and post-production facilities;

c) promote the advantages of the region in terms of its diversity of locations, facilities and skills in media production/post-production; and

d) promote the region’s cost effective media operating environment which is well connected both in transport and communications.

3.3 The showreel will be commissioned with an appropriate production facility in Tayside which will be used for promotional purposes during the Celtic Film and TV Festival itself (a three – four day event) and thereafter produced on DVD (a production run of 500) for distribution via Tayscreen and its partners at media trade shows and other events during 2004.

3.4 An outline brief for the project is attached as Appendix 1 to this report – the final brief to be finalised by the Tayscreen partners early in the New Year 2004.

4 FINANCIAL IMPLICATIONS

4.1 The total estimated budget for the project is £10,000 with £5,000 allocated to the production of the showreel and £5,000 for the concept development and production of 500 DVDs for distribution.

4.2 The contract for the production on behalf of the partners of Tayscreen will be with Dundee City Council who are staging the Celtic Film & TV Festival. The logos of the partners will be included on the showreel/DVDs in addition to the Tayscreen logo.

4.3 Scottish Enterprise Tayside has agreed in principle (subject to formal approval) to fund 50% of the cost subject to the three Council partners equally funding the remainder. The net cost to Angus Council would be up to £1,700 and this sum can be contained within the Marketing budget head of the Economic Development Revenue Budget for 2003 – 2004.

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 A significant opportunity has arisen to give a high profile to the Angus, Dundee and Perth & Kinross areas at a national event to be held in Dundee in March/April 2004. A showreel of media talent will greatly assist to promote the locations as well as the media talent across the whole area.

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/SW/MM

18 December 2003

A B Watson
Chief Executive