

ANGUS COUNCIL

INFRASTRUCTURE SERVICES COMMITTEE - 20 JANUARY 2009

SUBJECT: MULTIMEDIA TEAM (ECONOMIC DEVELOPMENT DIVISION) - PROGRESS

REPORT BY THE DIRECTOR OF INFRASTRUCTURE SERVICES

Abstract: This report asks the Committee to note the substantial progress made by the Media Team in meeting the ongoing media requirements of the Economic Development Division from April 2008 to present – particularly in coverage of events and video streaming on the WEB.

1 RECOMMENDATION

1.1 It is recommended that the Committee note

- a) The range of media activity undertaken by the Media team - Appendix 1 to this report refers.
- b) The value of this activity if it had been commissioned externally in comparison to the in-house staffing cost – para 3.2 and Appendix 1 to this report refers.
- c) A copy of a showreel DVD giving a selection of the teams video production output since 1 April 2008 will be circulated to all Elected Members when completed in February.

2 INTRODUCTION

2.1 Members will recall that at a meeting of the Infrastructure Services Committee on 22 January 2008, Report 97/08 “Multimedia Marketing Services Requirement” was approved (article 19 refers) and agreed the recruitment of three part-time staff – noting that this was a ‘best value’ solution and that the costs could be contained within the Economic Development revenue budget. The team was recruited and in post by April 2008.

2.2 This report (for information) now identifies the range of media activity undertaken by the media unit over the period from April 2008 – mid December 2008 demonstrating the expansion of our multi media capability for promotional purposes and, cost benefit outcomes to the Economic Development Division.

2.3 It should be noted that while three part-time staff were recruited, one had left for alternative employment by July. While two staff were able to cover the live events across Angus in terms of video shooting, the staff shortfall meant that post production (editing) capability was reduced. Recruitment is underway for replacement of the vacant post in December 2008.

2.4 Appendix 1 identifies the diverse range of activity undertaken to cover major events in Angus and the comparative cost, had this work been commissioned from the commercial video sector. This includes filming of heritage events, golf, festivals and short film production. The gross cost (in-house) of the Media Unit over the period April – 12 December 2008 was £32.1k. The comparative commercial value of the

work carried out is estimated at £125,000 based on the calculation in Appendix 1, Table 2.

- 2.5 While the actual commissioning of the above level of commercial video production would not have been possible or affordable, it demonstrates the added value and flexibility obtained from the in-house arrangement in being able to respond to changing priorities at short notice to take advantage of filming opportunities as and when they arise – knowing that there is a guaranteed and consistent professional quality standard and full editorial control over content – thus ensuring that our marketing and promotional expectations are being met.
- 2.6 The work carried out covered a full range of professional standard skills on video and audio production and post production, music compositions, animation and motion graphics for direct use on the WEB or as part of DVD production. A ‘showreel’ giving a flavour of the work undertaken will be circulated to all Elected Members of the Council during February.
- 2.7 All of the productions (contained in Appendix 1) will progressively be made available as video clips on www.angusahead.com and other related web-sites. The following highlights should be noted.
- Phoenix Television – A Chinese television company with coverage in 150 million homes in China and 75 million globally. Phoenix TV had already produced 3 x 8 minute films on Angus; about Angus tourism; Glamis Castle and Carnoustie Country, these films being available on www.angusahead.com. In April 2008 Phoenix Television was invited to film the Tartan Day event given that 30 golfers from China participated in this golf tournament. The Managing Director of Phoenix Television agreed to participate but was unable to bring his film crew. For this reason it was agreed that our in-house media unit would produce broadcast quality footage which was then edited by Phoenix Television and broadcast on their “Images of Europe” programme in July 2008. This exercise demonstrated a capability which will be used again with the China Golf Channel, who after seeing the programme and being aware of the growing reputation of Angus in looking after Chinese golf travellers, have invited the Economic Development Division to produce more footage for their channel.
 - Tay Roots. Com – two video films have been produced on the lives of J M Barrie and the Forfar Witches story that can be viewed on www.tayroots.com (as well as on www.angusahead.com) with a further film on Watson Watt near completion. Further productions will now be made covering other notable people, features or events from the historic timeline of Angus so that a library of short video clips will be available on line (and eventually on sale in DVD format) for people interested in finding out more about the story of Angus.
 - Angus Ambassador Awards – full coverage of the Angus Ambassador Awards is now available for viewing on www.angusahead.com. Film clips include all winners and finalists thus providing a legacy of promotion for all concerned. Steps will, where possible, be taken to provide footage for winners and finalists to feature on their own websites to maximise the benefit for all concerned.

3 FINANCIAL IMPLICATIONS

3.1 There are no financial implications arising from this report.

4 HUMAN RIGHTS IMPLICATIONS

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

5 EQUALITIES IMPLICATIONS

5.1 The issues dealt with in this Report have been the subject of consideration from an equalities perspective (as required by legislation). An equalities impact assessment is not required.

6 SINGLE OUTCOME AGREEMENT

6.1 This report contributes to the following local outcome(s) contained within the Single Outcome Agreement for Angus.

- Growth in tourism in Angus is achieved
- Promote effective use of resources

7 CONSULTATION

7.1 The Chief Executive, Director of Corporate Services, Head of Law & Administration and Head of Finance have been consulted in the preparation of this report.

8 CONCLUSION

8.1 The work carried out by the media team has greatly enhanced the multi media and electronic marketing capability of the Economic Development Division by the production of moving images which enrich the content of the various web sites and which showcase the heritage and leisure strengths of Angus. This is being done at an affordable cost giving best value to the Council.

ERIC S LOWSON
DIRECTOR OF INFRASTRUCTURE SERVICES

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.

ECDEV/DV/SMW/FM
14 January 2009

Media Unit Activities (April – end Nov 2008)

Table 1 – List of Projects

1. Tartan Week 2008 incl golf/Phoenix TV	10. Kirriemuir Folk Festival
2. Angus Walking Festival	11. Angus & Dundee Roots Festival
3. Carnoustie Country Classic	12. Brechin Arts Festival
4. Forfar Marafun	13. International Pairs Golf (World Final)
5. Angus Show	14. International Pairs Golf (UK Final)
6. Arbroath Seafront Spectacular	15. Angus Chess Tournament
7. African Drumming	16. Angus Ambassadors Awards 2008
8. Cortachy Highland Games	17. Short Films:-
9. Seafest	<ul style="list-style-type: none"> • J M Barrie (5 mins) • Forfar Witches (5 mins) • Robert Watson Watt (5 mins)

Table 2 – Summary of Comparative Commercial Value of the above (min estimate)

April £	May £	June £	July £	Aug £	Sept £	Oct £	Nov £	TOTAL £
20,200	8,600	9,600	11,200	16,000	18,600	19,200	21,600	125,000

Note: The above value is based on freelance day rates for production and post production activity plus an added commercial supplier profit margin (obtained from an ADMC survey of 'Competitor Costs' 2007 – mid point between lowest to highest company rates).