

NORTH LANARKSHIRE COUNCIL

REPORT

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: SCOTTISH SCREEN LOCATIONS - APPLICATION FOR FINANCIAL ASSISTANCE
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: 30 May 1996	Ref: DW/JG/REP.030	

Background

Members will no doubt be aware of the surge in film and television production in Scotland in recent years and the recent announcement by the Secretary of State of his intention to assist the promotion of the Scottish film industry.

Scottish Screen Locations (SSL) is the body appointed by the Scottish Office to promote film production in Scotland. SSL obtains its core funding from local authorities, and prior to reorganisation was supported by Monklands, Motherwell and Cumbernauld & Kilsyth District Councils, and Strathclyde Regional Council. Project funding is raised from local enterprise companies.

Economic Impact

Film and television productions have a major positive economic impact on the locations in which they film. It is estimated that one third of the shooting expenditure on a film is retained in the local economy on accommodation, catering and other services; in 1994 £22.9m was spent in Scotland, giving a net figure of over £7m spent circulating in the Scottish economies. As well as the immediate impact on the local service (and sometimes manufacturing) sectors, the use of a location for a film or television production also heightens the profile of the area, with important (and long-term) ramifications for tourism. Recent examples include Rob Roy and Hamish Macbeth, both of which have led to major increases in visitor numbers to the Trossachs and Plockton respectively.

Screen Locations Brochure for Lanarkshire

However, it is not just highly scenic locations which are of interest to film makers, who seek a wide variety of urban and rural locations for a diverse range of productions. Scottish Screen Locations has found that one of the most successful methods of showcasing an area's potential is through a locations brochure, which is distributed by SSL to directors, producers and location managers.

A screen locations brochure has now been produced for Lanarkshire, and is appended. The area of Lanarkshire is appropriate as it covers a varied yet unified geographical area with a diversity of townscape and landscape, and the brochure was produced in collaboration with South Lanarkshire Council and with a financial contribution from the Lanarkshire Development Agency. The North Lanarkshire contribution was funded entirely by the former Monklands District Council and has been produced at no cost to North Lanarkshire Council. The Lanarkshire Locations Brochure was taken by SSL to the Cannes Film Festival in May, where there was considerable interest from the industry. In addition, it is the intention of SSL to train an existing member of the Economic Development Unit staff in film production liaison, in order to ensure that any film productions take place with the minimum disruption to the local community and maximum economic benefit.

Funding

At the meeting of 7 December 1995, the Committee agreed to continue the consideration of membership of Scottish Screen Locations. The sum in question is £6,704. Scottish Screen Locations has requested funding from North Lanarkshire Council for the 1996/97 financial year.

Recommendation

Members are asked to:

- (i) Note the production of the Lanarkshire Locations Brochure.
- (ii) Approve, in principle, funding of Scottish Screen Locations.
- (iii) Consider the level of financial assistance to Scottish Screen Locations along with other joint venture funding for outside organisations.



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For further information contact G Smith, Head of Business Development and Property.