



AGENDA ITEM NO.1.....

To: ECONOMIC DEVELOPMENT COMMITTEE	Subject: ENVIRONMENT TASK FORCE VIDEO	
From: DIRECTOR OF PLANNING & ENVIRONMENT		
Date: 23 rd November 2000	Ref: DR/REP753	

1 Purpose of Report

- 1.1 The purpose of this report is to inform the Committee of the production of a promotional video for the Environment Task Force option of the Government's New Deal programme in Lanarkshire.

2 Sustainability

- 2.1 This project meets the sustainable development policy adopted by the Council through Local Agenda 21 by addressing elements of the sections listed below:-
- Section 1 "Building Planning and Land Use"
 - Section 2 "Natural Environment"
 - Section 3 "Economy and Work"
 - Section 4 "Housing"
 - Section 5 "Transport"
 - Section 6 "Waste, Resource and Energy"
 - Section 7 "Pollution"
 - Section 8 "Social Needs"
 - Section 9 "Arts, Culture and Leisure"
 - Section 10 "Participation and Democracy"
 - Section 11 "Partnership and Funding"

3 Background

- 3.1 North Lanarkshire is leading a consortium, in partnership with South Lanarkshire Council, to deliver the Environment Task Force option of the New Deal across Lanarkshire, under contract to the Employment Service. The day to day delivery is managed within the Economic Development Unit of the Planning and Environment Department.
- 3.2 To promote the Environment Task Force and to encourage participation amongst its target audience of unemployed 18-24 year olds in Lanarkshire, a requirement was identified by the Council, in discussion with its partners, for the development of a short promotional video to be used within job centres and other appropriate outlets.

4 Environment Task Force Video

- 4.1 The video aims to highlight the positive aspects of participating in the ETF to unemployed 18-24 year olds in Lanarkshire who are eligible for New Deal and keen to move into full-time employment.

- 4.3 The video also promotes the message that ETF participants can help to improve the quality of life for local communities through these projects.
- 4.4 Examples of best practice ETF projects in Lanarkshire are featured in the video covering theatre arts, energy efficiency, industrial painting and environmental landscaping projects. Recent trainees on these projects explain how taking part in the ETF has greatly helped their chances of finding employment.
- 4.5 The video was filmed and produced by the Lanarkshire Video Arts Centre, based at the Modyrval Centre in Motherwell, which is a training project that offers local individuals, businesses, community and voluntary organisations the opportunity to learn the full range of video production skills.

5 Budget

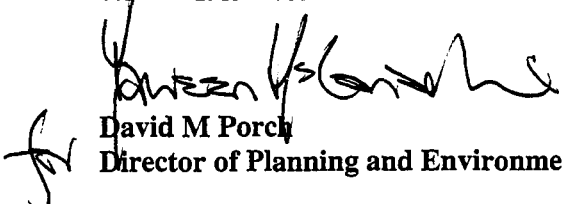
- 5.1 The total cost of producing the ETF video has been incurred at below normal market levels as it was produced as part of a training project. Total costs will be no more than £5000. This includes the costs of filming and editing of four ETF projects and the recording of a professional voiceover. This cost will be funded from the marketing budget allocated as part of the ETF contract issued to the Council by the Employment Service.

6 Distribution of Video

- 6.1 Copies of the ETF video will be distributed to Employment Service for presentation to the target audience in job centres throughout the Lanarkshire district.
- 6.2 Copies of the video will also be forwarded to appropriate offices in North and South Lanarkshire Councils and to training providers and agencies involved with the ETF and New Deal.

7 Recommendations

- 7.1 It is recommended that the Committee note the contents of this report.


David M Porch
Director of Planning and Environment

For further information please contact David Rodger, Marketing Officer, Tel: 01236 616367.

27th October 2000