
FILM IN ARGYLL AND BUTE

1.0 EXECUTIVE SUMMARY

This report provides an overview of the work of the council in attracting inward investment into Argyll and Bute from the screen industries and the economic opportunities that this brings to the area including the opportunities to promote and market the area as well as the increased opportunity that this provides from a tourism perspective.

Development of Screen Industries fits with government targets for developing the economy and is identified as a growth sector. This is part fuelled by the UK's 25% tax relief for film and high end TV production and the new Scottish £1.7 million Production Growth Fund. In addition, it is hoped that an announcement of a film studio for Scotland will be made soon.

The screen industries have the potential to not only bring production spend to the local economy but to be a catalyst for the growth of the tourism industry in Argyll based on film tourism or simply through advertising the area. For the year January 2015 to November 2015, Argyll and Bute received 106 enquiries and there have been 48 productions filmed during the year with one proposed. This has resulted in a production spend of £524,500, with 603 cast and crew involved and 118 filming days.

RECOMMENDATIONS

That members note the contents of this report and the accompanying presentation both of which provide an update on the service that we offer to the screen industries, the resulting enquiries that we receive, productions that are being filmed in Argyll and Bute, the economic benefit that results and the benefit that this brings in attracting tourism to the area

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2.0 SUMMARY

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3.0 RECOMMENDATIONS

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4.0 DETAILS

- 4.1 Development of Screen Industries fits with government targets for developing the economy and is identified as a growth sector. In April 2014 Creative Scotland (CS) published its 10-year Strategic Plan, ***Unlocking Potential, Embracing Ambition***. This presented a shared vision for the arts, screen and creative industries for the next ten years. At its heart is a set of ambitions and priorities that will focus and inform the work of CS as well as their funding guidelines and decisions over the period 2014–2017. Following on from this in October 2014 Creative Scotland published its ***Film Strategy 2014-17***, <http://www.creativescotland.com/resources/our-publications/plans-and-strategy-documents/film-strategy-2014-17> detailing priorities for the film sector over the next three years. The Film Strategy explains how CS will work with the sector and public partners within the context of the ambitions and the opportunities that the screen industry sector play in growing the economy of Scotland.
- 4.2 There are a number of tax incentives that are provided at a UK and Scottish Government level to attract the screen industries to the UK and Scotland. In April 2015 the UK Government announced a new £2million Tax Credit Advance facility

offering loans against the proceeds of the UK Film, High –End TV, and Animation Tax Credits. Following on from this, in September 2015, CS announced a new £1.7 million Production Growth Fund which gives film and television drama producers a new incentive to base their production in Scotland. CS has stated that a national film studio is fundamental to developing the screen sector, and they are hopeful that an announcement on this will be made in the near future. The location of a national film studio in the central belt close to Glasgow would have the potential to bring benefit to Argyll and Bute given the proximity of some of our area to the central belt “within an hour of Glasgow” . Anything within this travel distance has proven an important criterion for attracting filming into Argyll and our more popular locations include Luss, Glen Douglas, the Rest and Be Thankful and Cowal

- 4.3 Creative Scotland facilitates a Screen Locations Network made up of mostly local authority film offices, including Argyll and Bute, who work to an agreed protocol. This protocol is based on providing information on locations, crew etc and facilitating productions in the area as well as promotion of locations. CSL work closely with The British Film Commission (BFC) and British Film Industry to promote production in the UK. International enquiries are fed into CSL, who in turn pass this on to local film offices. CSL have a recce fund of £80,000pa for Scotland, with a ceiling of £3,000 per recce. This is available to productions considering Argyll and Bute as a location.
- 4.4 For the year Jan 2015 to December 2015, Argyll and Bute received 110 enquiries and there have been 48 productions filmed during the year with one proposed. This has resulted in a production spend of £524,500 with 603 cast and crew involved and 118 filming days. Within the year this included:
 - Filming on Islay and Jura for a **Kode and Hologic** commercial consisting of 46 cast and crew for four days.
 - A feature film remake of **Whisky Galore**. This involved a cast and crew of approximately 80 at Geilston House and Gardens for five days and 48 for two days at Luss.
 - **Florence and the Machine** latest video featuring “Queen of Peace” and “Long & Lost” was filmed at Easdale Island and Ellenabeich and involved 2 days of filming, with 65 cast and crew members, six of which were locally cast. To date there has been over 3 million viewings of the YouTube video with many comments on the fantastic cinematic visuals of the location.
 - Two BBC productions, each comprising of a cast and crew of 60. These were **From Darkness**, a new drama filmed around Tayvallich, Ardfarn and Ellenabeich for nine days and recently shown on prime time Sunday evening, and still to be aired, **Stag**, a BBC comedy filmed around Glen Douglas, The Rest and Be Thankful, Glen Kinglas and Garelochhead Training Camp for 13 days.
- 4.5 Screen industries development meets with our Single Outcome Agreement (SOA) objective of ‘Our Economy is Diverse and Thriving’. In addition, the **Strategic Action Plan for Culture, Heritage and Arts in Argyll and Bute, March 2014**, aims to identify how the film sector can be an economic and tourism generator for the area.
- 4.6 As members will be aware the Council was part of Highlands and Islands Film Commission and the large majority of enquiries came through the Commission and

were then disseminated to the relevant partners, in 2014 we developed a standalone data enquiry system and branding for Argyll and Bute which is accessed via the Councils Filming web page (<http://www.argyll-bute.gov.uk/business-and-trade/filming-argyll-and-bute>). This allows us to promote our area more effectively and to be able to provide a more flexible and responsive service to the screen industries.

4.7 To ensure a quality screen industries service within Argyll and Bute and to maximise on the economic benefit from an increase in the number of productions taking place we have continued to improve the service that we offer. This includes continuing to develop the web pages and the service that we offer and working with Visit Scotland and Argyll and Isles Tourism Partnership to promote Argyll and Bute through film tourism.

4.8 Positive feedback is being received on a regular basis from location managers, production companies, producers and directors in regard to the area itself and the service we offer. An example of this was received from the Film Producer involved in Florence and the Machine

“We had an amazing experience filming in Argyll and Bute and everyone was incredibly helpful in us achieving such a great couple of days of filming”.

Additional resources within the Economic Development and Strategic Transportation Section will allow us to further build on the work undertaken to date and ensure that the service continues to be reflective of the needs and requirements of our customers across the screen industry.

5.0 CONCLUSION

5.1 The value of screen industries within the UK and Argyll and Bute has increased due at least in part due to the UK Tax Relief. Argyll and Bute has welcomed major film productions to the area including the remake of Whiskey Galore. We are continually developing our website and services on offer to take advantage of this growth sector and the economic opportunities that it can bring to our area, and proactively market the area for film tourism.

6.0 IMPLICATIONS

6.1	Policy	SOA1 The economy is diverse and thriving.
6.2	Financial	None, from within existing departmental budget and through CSL and Visit Scotland contributions.
6.3	Legal	None.
6.4	HR	None.
6.5	Equalities	None.

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| 6.6 | Risk | If we do not continue to develop our film office we could lose productions to other areas in Scotland and beyond. |
| 6.7 | Customer Services | Website allows greater interaction with customers. |

Executive Director of Development and Infrastructure
Policy Lead – Cllr Aileen Morton
9 December 2015

For further information contact: Arlene Cullum, Snr Development Officer (01436 658727) or Audrey Martin, Projects and Renewables Manager (01546 604180).

APPENDICES

- 1) Screen productions in Argyll and Bute

Screen productions in Argyll and Bute during 2015

Project Title	Production Company	Project Type
Mark Watson	ICON FILMS	Other
Lost Suppers	STV	Factual
The One Show - Campbeltown Picture House	BBC	Outside Broadcast
Grand Designs	Boundless Productions	Documentary
Ten Pieces Take Over Days	BBC - Scottish Symphony Orchestra	Reality
Florence and the Machine	Location Scotland	Music Video
Hayman's Way	STV	Travel
Expedition Unknown	Ping Pong Productions	Travel
Ford Mustang		Corporate
Hobbs Clothing Co	Location Scotland	Stills
Calum's Cabin	ITV	Documentary
From Darkness	BBC Manchester	Drama Single
Good Morning Scotland	BBC	News
Grand Tours of the Scottish Islands	Timeline Films	Travel
The Adventure Show	Triple Echo Productions	Travel
Escape to the Country	Boundless Productions	Factual
Stella Artois		Commercial
Stag	BBC	TV
Berghoff	Location Scotland	Commercial
Barones de la Cerveza	Nippur Media	Documentary
Dog Food Commercial	Greenroom Films	Commercial
White Stuff		Stills
Highlands: Scotland's Wild Heart	Mara Media Ltd	Natural History
Sean Batty Coast to Coast Cycle Challenge	STV	Charity
Expedia	Tourism Media Pty Ltd	Other
Story of Scottish	BBC Scotland	Documentary

Art - William McTaggart	Factual	
Open Skies	Electron Libre	Travel
Wildlife Weekend	Hello-Halo.tv	Natural History
Flux	Utopia productions	Student
Hurst Magazine	Fight Gravity Films	Short Film
National Cycle Route 78	Sustrans	Travel
One Show - Basking Sharks	BBC Bristol	Documentary
National Lottery	ITN Productions	Outside Broadcast
Countryfile - Jubilee Bridge	BBC - Bristol	Outside Broadcast
The Flame	Raindog	Other
Whisky Galore	Whisky Galore Movie Ltd	Feature
Beechgrove Garden - Bute	BBC	Factual
FilmG Competition	Dunoon Grammer School	Student
James Martin Cooking Series	BBC Bristol	Documentary
Oban Mod	Caledonia TV	Documentary
Dé a-nis?	BBC Scotland	Children
BBC Scotland Cookery Programme	BBC Scotland	Factual
Kode and Hologic Medical Company	LS Productions	Commercial
Take Me Out	Thames TV	TV
Swiss TV on WHW		Travel
Livingitup.org.uk	Maverick TV	Outside Broadcast
Nightlife		Short Film
Canon	Tangerine Productions	Corporate