

Ref (SOA, CO & SO)	Outcome (by year 5)	Actions to achieve outcome	Success measures (in year)	Lead partners
1.1.4, CO1 & ET01	Argyll and Bute is a leading location for screen industry productions.	Attract production activity to Argyll and Bute – through marketing and promotion of the area, developing the skills of the screen industries sector, identifying and developing potential locations and providing incentives.	Identify opportunities to take forward these actions in partnership with agencies and practitioners and develop an action plan. By Dec 2014.	ABC/CSL/Screen HI/Skillset/Highland Film Commission.
1.1.4, CO1 & ET01	Argyll and Bute is a leading location for screen industry productions.	Facilitate production – through free provision of local knowledge, contacts and expertise, and to supply appropriate information on locations, facilities and crew.	Establish 'Film in Argyll' stand alone website and further develop photographic library of locations. By October 2014.	ABC/CLS.
1.1.4, CO1 & ET01	Argyll and Bute is a leading location for screen industry productions.	Work with Creative Scotland and other agencies, whether local or national, to facilitate production, and to act as the key contact for production in the area.	Attend Screen Location Network meetings and related events such as Film Festivals for example Cannes. Ongoing.	ABC/CSL
1.1.4, CO1 & ET01	Argyll and Bute is a leading location for screen industry productions.	Examine the pros and cons of becoming a film commission - with assistance from Scottish Film Commission and examining other film commissions.	Visit to European Film Commission Event in Turin and options appraisal.	ABC/CSL
Ref (SOA, CO & SO)	Outcome (by year 5)	Actions to achieve outcome	Success measures (in year and medium term)	Lead partners
1.1.4, CO1 & ET01	Argyll and Bute is a leading location for screen industry tourism.	Through map of locations and development of trails, development of promotional material and working with tourism partners.	Develop a marketing plan for the area. February 2015.	ABC/Visit Scotland/AITC.

Notes

CSL = Creative Scotland Locations

Screen HI = Screen Highlands and Islands

HI Film Commission = Highland Film Commission

AITC = Argyll and the Isles Tourism Co-operative