

FILM AND TELEVISION STRATEGY

CONTENTS

1. SUMMARY
2. INTRODUCTION
3. THE IMPORTANCE OF FILM AND TELEVISION ACTIVITY IN THE HIGHLAND COUNCIL AREA
4. THE HIGHLAND COUNCIL'S ROLE AND OBJECTIVES
5. ACHIEVEMENT OF OBJECTIVES
6. MONITORING, EVALUATION AND REVIEW OF STRATEGY

APPENDICES

1. FILM AND TELEVISION RELATED ACTIVITY IN THE HIGHLAND COUNCIL AREA: CURRENT STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS
2. SUMMARY OF PUBLIC SECTOR/NON-PROFIT MAKING ORGANISATIONS INVOLVED IN FILM- AND TELEVISION-RELATED ACTIVITY IN THE HIGHLANDS
3. SUMMARY OF FILM- AND TELEVISION-RELATED FACILITIES, SUPPLIES AND SERVICES IN THE HIGHLAND COUNCIL AREA
4. CINEMA PROVISION IN THE HIGHLAND COUNCIL AREA
5. REFERENCES
6. KEY CONTACT NAMES AND ADDRESSES

1 SUMMARY

1.1 This document:

- ☞ identifies the economic, cultural and social importance of film- and television-related activity in the Highland Council area;
- ☞ identifies the Highland Council's role and objectives in relation to film- and television-related development in the Highlands; and
- ☞ defines a comprehensive film and television development strategy which clearly identifies and co-ordinates the activities of the various Highland Council services involved;
- ☞ expresses the Highland Council's commitment to working in partnership with all those in the public, private and voluntary sectors who have an interest in film and television-related development in the Highlands.

2 INTRODUCTION

2.1 Film and television activity is expanding rapidly at global level. Within the Highlands, it is important economically, culturally and socially, and its importance is growing.

2.2 In Highland economic development terms, commercial film- and television-related activity has been increasing markedly over recent years, with local businesses generating significant income from supplying film- and television-related goods and services. Employment and training opportunities are opening up as the area establishes itself on the film and television map, and the Highlands are seeing the tourism benefits of Highland locations appearing on cinema and television screens worldwide. However, film and television is a fiercely competitive market on a world-wide scale, and it will require concerted effort and innovative joint working to ensure that the Highlands maintain and develop current levels of activity in a sustainable way.

2.3 Film and television play a significant role in our social and leisure time, and production in the Highlands of blockbusters such as "Braveheart" and "Rob Roy" have further focused attention on the cinema as a leisure activity. Cinema going and watching television are national pastimes; cinema attendance figures in Scotland are now in excess of 10 million per annum (124 million in the UK), having increased annually by 10% in recent years.

2.4 Film and television provide an ideal medium for the promotion and development of our culture and heritage; the significant investment already made in Gaelic television and broadcasting shows what can be achieved. Ever-advancing technology will provide increased opportunities for individuals, groups and communities in the Highlands to produce their own film and video while the Internet and cable television networks have the potential to take locally-produced film and television programmes to audiences world-wide.

2.5 It is vital that the inter-relationship in film- and television-related activities between economic development needs and cultural and social opportunities is not overlooked -the amateur video makers of today may become the commercial film-makers of tomorrow, for example, while the increase in professional film and television facilities and services in the Highlands will undoubtedly make the media more accessible to community groups of all kinds.

2.6 The Highland Council believes, therefore, that there should be a holistic approach to the development of film and television-related activity in the Highlands which reflects - and, indeed nurtures - the inter-relationship between economic development, cultural and social development and education.

2.7 This document, which is the authority's first comprehensive film strategy,

identifies the Highland Council's objectives for film development in the Highlands and defines a comprehensive strategy which clearly identifies and co-ordinates the activities of the various Council services involved. Equally, it identifies the necessity for, and commitment of, the Highland Council to work closely with all those in the public, private and voluntary sectors who have an interest in film- and television-related development in the Highlands.

2.8 It is important that this Strategy is monitored and reviewed; it should be flexible and open to comments and amendment to ensure that it meets - and continues to meet - the Highland Council's objectives and the needs and aspirations of people in the Highlands, whether they are employed in film- and television-related activities or have an interest in film and television for recreational, cultural or educational reasons.

3 THE IMPORTANCE OF FILM AND TELEVISION ACTIVITY IN THE HIGHLAND COUNCIL AREA

3.1 Film and television activity is increasing steadily throughout the world as technology becomes more accessible and the market for leisure-related activities grows.

3.2 At international level, the total annual value of the film industry (including television) is estimated currently around £60 billion. This figure is expected to rise to £80 billion by the year 2010.

3.3 British film and television businesses in 1994 had a balance of payments surplus of £93 million, and the net earnings of the industry were £208 million.

3.4 1994, which saw "Braveheart", "Rob Roy" and "Loch Ness" filming in the Highlands, was an exceptional year in terms of film activity in the Highlands. The estimated spend in Scotland on film-related goods and services was £20 million, of which £12 million was spent in the Highland Council area. Although this scale of activity can certainly not be expected every year, the Highland area has now established itself on the film and television map. The challenge in maintaining and developing the use of Highland locations by incoming film and television companies lies, however, in convincing them that the wide range of locations we can offer are suitable for much more than just the "kilt-movie" type of features which have been in vogue recently. There is also a need to make incoming film and television companies aware of the range of specialist services and skills available locally and to encourage them to make use of these whenever possible rather than sourcing them outwith the Highlands.

3.5 Statistics compiled by The Highland Council's Economic Development Service in conjunction with Scottish Screen Locations show that the "bread and butter" spend (from films, television, commercials, magazine photograph shoots etc) were in excess of £1.4 million in 1995 and are likely to be in excess of £2 million in 1996. The trend looks set to continue upwards even without the boost of the large scale productions seen in 1994. However, there is intense and growing competition for business, not just

from traditional centres of film and television activity like Hollywood but across the globe, and, indeed, from within the United Kingdom and other parts of Scotland.

3.6 Although concentration often focuses on attracting incoming film and television companies to the Highlands, there is a growing indigenous industry in the Highlands which needs to be promoted and supported. Opportunities to provide film- and television-related supplies and services have been opening up and there is undoubtedly further development potential both for specialist businesses and for businesses which can incorporate film and television services within a wider range of activities. A measured approach is vital, however, to ensure that the scale of development realistically reflects the market and is sustainable in the long-term.

3.7 Gaelic television has enjoyed particular support and growth in recent years, with the two-fold benefit of promoting Gaelic language and culture while also complementing and indeed helping to develop the wider film and television infrastructure within the Highlands. Gaelic feature film activity is also increasing - "As an Eilean", which was released in 1995, was the first full-length feature film made in the Gaelic language and played to critical acclaim at film festivals around the world.

3.8 Access to mainstream film in the Highlands is increasing through the provision of itinerant services. Initiatives such as "Filmobile" and Eden Court Theatre's Outreach Programme currently provide access to mainstream cinema to many remote communities in the Highlands. In 1997, a purpose-built mobile cinema project supported by Highlands and Islands Enterprise, Highland local authorities and the Scottish Film Council will provide access to mainstream film for a further 24 Highland communities, complementing existing services. Recent demonstrations of "Electronic Cinema" have highlighted future opportunities to broadcast/transmit mainstream film and live performance into communities using either ISDN2 (Integrated Services Digital Network - land lines) or satellite technology.

3.9 New television broadcasting licences in 1997 will provide an opening for the further development of independent Highland television services. Increased choice in service could enable a broader range of programmes, including news and documentary items specifically focused on the needs of the Highland area. Opportunities would follow to produce film and video for local transmission. The use of Internet technology and accessing cable television networks would provide an opportunity to promote our culture and heritage to national and international audiences.

3.10 The spin-off for tourism from film and television is important. The appearance of Highland locations on large and small screens world-wide undoubtedly promotes the area as a holiday and visitor destination on a scale which would be prohibitively expensive if it had to be paid for. It was estimated that Scotland's tourist industry was boosted by around £2 million in 1995/96, mainly as a result of "Braveheart" and "Rob Roy". Further research being undertaken for Scottish Screen Locations, Scottish Enterprise and the Scottish Tourist Board during 1996/97 will identify the spin-off in more detailed terms. Opportunities to use films with Highland locations or themes as vehicles to market the area as a visitor destination should be maximised, while the

potential of visitors as customers of film screening venues in the Highlands should not be overlooked.

4 THE HIGHLAND COUNCIL'S ROLE AND OBJECTIVES

4.1 Given the importance of film and television-related activity to the Highland Council area economically, culturally and socially as outlined in Section 2, a strategic approach is essential if current levels of activity are to be maintained, if strengths and opportunities are to be maximised, and if action is to be taken to address weaknesses and threats (see Appendix 1).

4.2 The Highland Council's primary involvement in film and television activity is through its Economic Development Service and Cultural and Leisure Services. Other services - particularly Education, Roads and Transport, Planning and Protective Services and the Northern Constabulary - are often involved in providing advice, services and facilities to film-makers working on location in the Highlands.

4.3 Working in partnership effectively with other Council Services and relevant organisations in the public, private and voluntary sectors is essential to ensure that the limited resources available are used to the best possible advantage. A summary of the various roles, responsibilities and activities are provided in the Appendices.

4.4 The objectives listed below have been identified on the basis of the examination of the film-related strengths, weaknesses, opportunities and threats outlined in Appendix 1 in the context of the Council's various roles, responsibilities and resources and its Statement of Goals and Values.

- **OBJECTIVE ONE** To promote and support private sector film- and television-related activity in the Highlands in order to generate and safeguard employment and income in a sustainable way.
- **OBJECTIVE TWO** To support the development of video and film production as a leisure-time activity in the Highlands.
- **OBJECTIVE THREE** To promote the development of film- and television-related training and education in the Highlands and raise awareness among young people in the Highlands of the career opportunities the film and television industries offer.
- **OBJECTIVE FOUR** To work in partnership to maximise opportunities for direct access to film and television for recreational, cultural and educational purposes.
- **OBJECTIVE FIVE** To support the use of film and television in promoting Highland culture and heritage, including Gaelic language and culture, to the people of the Highlands, Europe and world-wide.
- **OBJECTIVE SIX** To maximise the potential of film- and television-related

tourism development opportunities.

➤ **OBJECTIVE SEVEN** To lobby for the provision of taxation concessions for the film and television industry in Scotland, and to promote the provision of financial assistance for the film and television industry in the Highlands.

➤ **OBJECTIVE EIGHT** To encourage and facilitate co-operation and information exchange among public and private sector organisations, community groups and individuals involved in film and television in the Highlands.

5 ACHIEVEMENT OF OBJECTIVES

5.1 OBJECTIVE ONE: To promote and support private sector film- and television-related activity in the Highlands in order to generate and safeguard employment and income in a sustainable way.

Recent years have demonstrated the potential for commercial film and television-related support services to generate income and jobs in the Highlands. Current levels must be sustained and opportunities for sustainable development identified and promoted. Development work must aim not only to encourage film and television companies from outwith the Highlands to use Highland locations and services but also to promote and support the indigenous film and television industry.

The Highland Council, primarily through its Economic Development Service, will promote private sector film-related development, including promoting Highland locations to the international film and television industry and supporting the sustainable growth of Highland-based film and television-related activity. In particular, the Council will:

a) offer a free and comprehensive film liaison service to the film industry under the banner of "The Highlands of Scotland Film Commission" operated by the Economic Development Service. It is likely that the current liaison service will shortly be subsumed into a new Highlands and Islands film liaison service operated by the area's local authorities in partnership with Highlands and Islands Enterprise. (See note below). In addition to operating and developing its current film information and liaison services, the Economic Development Service will also work closely with Cultural and Leisure Services, to build a network of contacts and information on sports, leisure, heritage and art, and film- and television-related voluntary sector groups.

Note: discussions are currently at an advanced stage with Highlands and Islands Enterprise and the various local authorities in the Highlands and Islands with a view to establishing a film liaison service for the entire area. It is anticipated that The Highland Council, through its Economic Development Service, will become a partner in the new liaison service and that the "The Highlands of Scotland Film Commission" will be subsumed into the new network. In line with the recommendations of the

"Scotland on Screen" report published in April 1996, the new service will have responsibility for providing film liaison services and marketing locations in the Highlands and Islands. It will work closely with Scottish Screen, the British Film Commission and other relevant agencies.

b) market the Highland Council area as a location for the making of films and television programmes, in conjunction with the proposed new Highlands and Islands film liaison service (see above), Scottish Screen, the British Film Commission as appropriate, through a promotional campaign which will include promotional publications, trade newsletters and/or news releases, representation at film and television industry exhibitions, targeted advertising campaigns, familiarisation visits for film executives, and investigation of the marketing opportunities offered by the Internet and CD-ROM technology.

c) market to the international film and television industry the specialist supplies and services available from Highland-based companies, and encourage film and television companies coming in to the Highlands to use Highland-based services and personnel wherever possible. This will include the production and distribution of a Highland film services directory, and the maintenance of a Highland film services database by Economic Development Services. Investigation and development of the promotional opportunities offered by the Internet and CD-ROM technology will also be pursued.

d) identify and promote sustainable film- and television- related business development opportunities (including those identified in Appendix 3) to Highland businesses; this will include working with Highland businesses (including those in the accommodation sector and others) to increase their awareness of the demands of the film and television industry and to encourage them to tailor their services to these demands.

e) work with Highland-based film and television businesses to identify their business support and development needs, and work in partnership with these businesses and the relevant business support agencies, particularly Highlands and Islands Enterprise and the Local Enterprise Company network, to address these needs in a practical way.

f) assist film- and television-related business start-ups and expansions which meet the criteria of Highland Opportunity Limited, Highland Prospect Limited, Highland Equity Capital and the Prince's Scottish Youth Business Trust, and liaise closely with other agencies providing business start-up and expansion assistance, notably Highlands and Islands Enterprise and the Local Enterprise Company network.

g) encourage high professional standards among providers of services to the film industry to ensure that film and television companies are not deterred from filming/returning to film in the Highlands by unreasonable prices or poor service.

h) work with The Highlands of Scotland Tourist Board (HOST) to make suitable information available to film and television companies on the accommodation available in the Highlands.

5.2 OBJECTIVE TWO: To support the development of video and film production as a leisure-time activity in the Highlands.

The medium of video and film offers a unique opportunity for communities to promote local issues through the production of community based drama and documentary. Opportunities for communities to produce their own videos would serve to strengthen community cohesion and identity. Promoting locally produced video programmes through the Internet and cable television networks would ameliorate geographical isolation by enabling potentially world-wide access to information about Highland culture and heritage. It would also raise the profile of Highland issues in the international arena. A partnership approach with the Community Education Service is important as many of the identified issues can best be approached through their network of community-based officers. Joint working will also maximise the use of existing local contacts and knowledge within their existing community development model.

The Highland Council, primarily through Cultural and Leisure Services and the Education Service, will:

- a) identify relevant community groups and individuals and encourage opportunities for networking and skill development.
- b) investigate opportunities to enable access to video and television equipment and facilities for amateur film makers, communities and individuals.
- c) promote opportunities for the showing of community-produced film. The new mobile cinema service in 1997 will provide one potential outlet for community based viewing, while the development of local television and the Internet will provide opportunities both nationally and internationally in the future.
- d) encourage and seek support for community productions which use the Gaelic language and/or promote Gaelic culture.
- e) encourage the development of and promote the use of local talent.

5.3 OBJECTIVE THREE: To promote the development of film- and television-related training and education in the Highlands and raise awareness among young people in the Highlands of the career opportunities the film and television industries offer.

There is currently a shortage of film- and television-related training opportunities in the Highland Council area. Opportunities to develop media education in the formal and informal education sectors, along with awareness of film-related leisure activities and career opportunities also need to be raised. Care must be taken to ensure that the promotion of career opportunities and professional/vocational training provision realistically reflects the film- and television-related job market in the Highlands.

The Highland Council, primarily through Cultural and Leisure Services, will:

a) work with the relevant agencies (eg. Scottish Screen, Highlands and Islands Enterprise and the Local Enterprise Company network) to identify the film- and television-related training needs of the private sector, individuals and community groups in the Highlands (such as animation, scriptwriting, music, soundtrack and performance production), and to work with the relevant agencies to promote the take-up by people in the Highlands of training opportunities (such as the film and television SVQs initiative launched by Highlands and Islands Enterprise and Scottish Broadcast and Film Training Ltd). In particular, the Council will seek opportunities to build on national initiatives such as "Movie Makars" and make them more accessible to people in the Highlands.

b) link training opportunities for professionals closely with the needs of community groups; for example, workshops in set design, lighting and wardrobe could be developed for community groups while offering professionals the opportunity to progress their skills through training for trainers.

c) work in partnership with the Education Service, Scottish Screen and other relevant agencies to promote educational and out of school opportunities for young people which encourage an interest in film and the media generally.

d) encourage in partnership with other adult education and training providers (eg. The Community Education Service), the establishment of both specialised and general video and multi-media courses in different parts of the Highlands.

e) promote the inclusion of higher education courses in film and television and media generally in the curriculum of the University of the Highlands and Islands.

5.4 OBJECTIVE FOUR: To work in partnership to maximise opportunities for direct access to film and television for recreational, cultural and educational purposes.

Access to mainstream cinema in the Highlands is limited, and there is a need to develop innovative ways to make film available to smaller communities, particularly in isolated areas of the Highlands. There is a need to provide access to a wider choice of film both in cinematic style and cultural diversity, providing individuals the opportunity to see and appreciate all aspects of world cinema. Appendix Four details current film screening facilities in the Highlands. Currently the BBC and Grampian Television have bases in Inverness providing predominately a news based service for the Highlands. New restricted service licences for television will open up opportunities for a wider choice of Highland based and focused programming in 1997.

The Highland Council, primarily through Cultural and Leisure Services, will:

a) work in partnership with Scottish Screen, Hi-Arts and cinema providers to maximise direct access to film for recreational and educational purposes for Highland communities.

b) seek to ensure that a flexible approach is taken to community facility development, with cinema provision being considered as part of any planned development.

c) work closely with Scottish Screen, cinema providers and other relevant agencies to maximise opportunities for the public to access a wide range of cinematic styles and cultural experiences.

d) lobby for the provision of quality television reception throughout the Highlands in support of those communities who currently do not receive an adequate signal.

e) support the development of television services based in the Highlands and support opportunities to develop and maintain independent Highland television services and promote community opportunities within them.

f) support existing local film societies and encourage the establishment of new local film societies.

5.5 OBJECTIVE FIVE: To support the use of film and television in promoting Highland culture and heritage, including Gaelic language and culture, to the people of the Highlands, Europe and world-wide.

The scope for using film and television to safeguard and promote Highland heritage and culture has already been demonstrated in the Gaelic context thanks to substantial government investment in Gaelic broadcasting in recent years.

The Highland Council, primarily through Cultural and Leisure Services, the Gaelic Select Committee and the Economic Development Service, will:

a) work in partnership with other agencies to identify and support opportunities to promote Highland heritage and culture through film and television.

b) work with Gaelic development and broadcasting agencies to ensure that specific opportunities to promote Gaelic language and culture through film and television continue to be identified and realised.

c) The Highland Council Archive Service will collect, preserve and make available, in conjunction with Scottish Screen, the film heritage of the Highlands. In particular, ensure that all significant work commissioned by the Highland Council is submitted to the Scottish Film Archive for preservation. This joint approach will provide a unique opportunity to access historical and current archive material for educational and personal interest purposes. It also opens up the potential to make some of the most important historical film records in the Highlands available to the general public through the library network and other facilities.

d) develop, in the longer term, a database of Highland locations used by film makers. Amongst other uses, such a database would permit the development of special events and exhibitions for Highland residents and visitors.

5.6 OBJECTIVE SIX: To maximise the potential of film- and television-related tourism development opportunities

The spin-off effect from film and television activity in terms of tourism-related income and jobs has become clear.

The Council, through Economic Development and Cultural and Leisure Services, will work with other agencies to:

- a) maximise the tourism-related potential of films and television programmes with Highland locations and themes through the development of film-related tourism information and marketing materials, film-themed tourist trails, organisation and promotion of exhibitions and special events etc; and
- b) encourage tourism-related needs and opportunities to be considered in the development of film screening facilities, for example, by including visitors as a potential user group in the planning of new facilities and in the development of programming schedules, and by promoting cinema facilities and programmes to visitors.

5.7 OBJECTIVE SEVEN: To lobby for the provision of taxation concessions for the film and television industry in Scotland, and to promote the provision of financial assistance for the film and television industry in the Highlands.

In a competitive international marketplace, the lack of financial assistance and taxation concessions places the British film and television industry at a disadvantage in relation to some of its competitors, and, in particular, can act as a disincentive to overseas film-makers filming in British locations.

Although this objective ties in closely to Objective One (promoting private sector film- and television-related development in the Highlands), it is considered to be of such fundamental importance to the development of the industry in the Highlands that it has been identified as an objective in its own right.

The Highland Council, through its Economic Development Committee, will:

- a) identify, in partnership with other agencies and the private sector, the obstacles to development which the current fiscal situation creates, and lobby for the introduction of appropriate tax incentives to encourage the film industry (whether based in Britain or overseas) to use British film locations, production facilities, and film-related supplies and services; and
- b) seek, in partnership with other agencies and the private sector, to identify, develop and promote means both of providing financial assistance to support and develop the indigenous Highland film industry, and to encourage film and television companies from outside the Highlands to make their films and programmes in the Highlands. This will include identifying and promoting existing sources of public finance (at Scottish, UK and European level in particular) to ensure that their take-up in the Highlands is maximised, and lobbying for the provision of additional film finance funds for the Highlands, especially for script development and film production purposes.

5.8 OBJECTIVE EIGHT: To encourage and facilitate co-operation and information exchange among public and private sector organisations, community groups and individuals involved in film and television in the Highlands.

The inter-relationship between private sector film-related activities, cinema provision, and film-related arts, community development, heritage and culture activities is not always fully appreciated, and there is a risk that opportunities for cross-fertilisation and co-ordination are being missed.

The Highland Council, primarily through Cultural and Leisure Services and the Economic Development Service, will:

- a) encourage networking opportunities for private and public sector organisations and community groups and individuals involved in film and television in the Highlands to share experiences and information and to identify training needs.
- b) investigate opportunities, in conjunction with the Scottish Arts Council, to establish a central information and advice service for relevant groups in the Highlands working up Lottery applications. The recently-restructured Lottery Funds offer new opportunities for film- and television-related activity which need to be explored and developed. In addition, the Lottery application process is quite complex, especially for smaller groups, and, therefore, ways of helping groups in the Highlands to work up applications need to be investigated and developed.
- c) investigate, and promote as appropriate, the need to encourage the establishment of new associations and of regional contact points for national organisations.
- d) encourage and strengthen links between the film exhibition (screening), film production and educational sectors.
- e) support the production and circulation of directories of contacts and the organisation of local seminars etc to raise awareness of film-related opportunities and encourage networking.
- f) establish a mechanism to ensure the regular exchange of information, joint project planning and monitoring of progress between Council Services and with relevant organisations in the public, private and voluntary sectors.

6 MONITORING, EVALUATION AND REVIEW OF STRATEGY

6.1 It is important that this Strategy is monitored and reviewed; it should be flexible and open to comments and amendment to ensure that it meets - and continues to meet - the Highland Council's goals and values and the needs and aspirations of people in the Highlands, whether they are employed in film-related activities or have an interest in film and television for recreational, cultural or educational reasons.

6.2 Links with other Highland Council services with an interest and/or involvement in film and television activity will be maintained and developed by Economic Development and Cultural and Leisure Services to ensure that the needs and objectives of these services are accommodated within the Strategy.

6.3 Contacts with organisations and individuals involved in film and television in the Highlands will be developed, and input from them in relation to the implementation and review of the Strategy will be encouraged.

6.4 The Strategy will be incorporated into the Service Plans, Management Action Plans and Personal Action Plans of the relevant services. These Plans will detail work programmes and targets for each particular year in the context of resources available.

6.5 Close working between the Economic Development Service, Cultural and Leisure Services and the Education Service at officer level will be vital for the successful implementation of the strategy, and a mechanism to ensure the regular exchange of information, joint project planning and monitoring of progress will be developed.

6.6 A joint report will be submitted by the Directors of Economic Development and Cultural and Leisure Services to their committees on an annual basis. This will report on progress during the year, set out priorities for the coming year and recommend, as required, amendments and additions to this Strategy.

APPENDIX 1

FILM AND TELEVISION-RELATED ACTIVITY IN THE HIGHLAND COUNCIL AREA: CURRENT STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

While the Highland Council area enjoys undoubted strengths and opportunities in film-making terms, there are also weaknesses and threats which must be addressed if the current level of film-related activity is to be sustained and developed and the maximum economic, social and cultural benefits achieved.

1. STRENGTHS

- a) The area has attractive and varied scenery, a rich history, a range of historic buildings and a distinctive culture. Together this gives the area a very strong "natural" resource base.
- b) The quality of light, atmosphere and the long summer days in the area.
- c) An increasing number of businesses have become involved in providing supplies and services, and have learnt a lot about the particular needs of the film industry.
- d) The Highlands and Islands can now offer high-quality studio facilities thanks to the opening in 1996 of the Stornoway film studio development.
- e) Recent activity has familiarised many key people in the film industry with the area and its strength as a location will be relayed to others.

- f) The pro-active and promotional support activities of the Highland Council through the Economic Development Service and Cultural and Leisure Services, including its personal contacts with key decision makers have helped to put the area on the film-making map.
- g) The relevant economic development support agencies in the Highlands have appreciated the benefits of promoting film and video production and encouraging local involvement.
- h) There are a large number of artists living in the Highland Council area with experience in a range of relevant art forms who will not yet have had any involvement in film or video production but who have the talents to make a contribution.
- i) Advanced telecommunications now allow electronic links between people working from home, for example in animation, both within the Highland Council area, and nationally and internationally.
- j) improved communications to and within the Highlands - particularly the increase in UK and European air links with Inverness.
- k) The "ring-fenced" funding available for Gaelic television production has helped to provide a base-load of work for some businesses and individuals.
- l) Tourism promotion sends complementary messages to film and video location decision-makers, and vice-versa.

2. WEAKNESSES

- a) Individuals and businesses developing their skills and capabilities to serve the film and video companies which visit the Highlands for varying, but normally short periods of time will generally need other sources of work to survive.
- b) The specialist support sector in the Highlands is geographically fragmented and relatively thin because of the lack of continuity in demand.
- c) Many businesses and individuals have not yet appreciated the potential income benefits of becoming involved in the film and video industry or, where they have had an involvement, have not geared up to maximise potential benefits.
- d) Research has identified somewhat critical feedback on the quality and flexibility of businesses that have supplied film personnel on location. There is scope for the development of a wider choice of mobile catering services providing services customised to the very demanding requirements of the film industry.
- e) The Highland Council area lacks training facilities and courses for the development of specialist skills.
- f) Skilled people, especially actors, musicians, technicians, etc, will tend to leave the area once they have gained the expertise to command full-time or near full-time employment in the industry. This, though, would be true of most areas.

- g) Film-makers need to go to Central Scotland or beyond for post-production facilities.
- h) There are no studios in the Highland Council area other than the limited Grampian Television facility in Inverness, although the recent opening of the Stornoway studio complex (adjacent to the Grampian Television studios) now provides a high quality studio facility north of the Central Belt.
- i) There is a lack of finance for all aspects of film and video.
- j) There is a lack of co-ordination between the various public sector agencies with an interest in film development (although the situation is improving).
- k) There is a risk that the inter-relationship between private sector film-making and film-related arts/community development/heritage activities is not appreciated, and that opportunities for cross-fertilisation are being missed.
- l) Voluntary sector activity needs to be fully identified and strategically supported.

3. OPPORTUNITIES

a) There are opportunities in each of the "sectors" supplying the film and television industry, although care must be taken not to encourage unrealistic expectations. Businesses which can service various target markets including film and television companies - ie not rely solely on film and television-related trade - offer particularly good prospects, Opportunities which have been identified include:

- ☞ improved catering services
- ☞ a mobile business centre
- ☞ more flexible accommodation services
- ☞ enhanced promotion of local courier services
- ☞ four-wheel drive vehicles
- ☞ animation
- ☞ strengthening the mobile telephone signal in remote areas
- ☞ hire of technical equipment
- ☞ provision of basic indoor studio facilities
- ☞ soundtrack production (including environmental and wildlife sound recording)
- ☞ runners/"fixers" (who can use their local knowledge of locations and film and television services/personnel to save incoming film and television producers time and expense).

b) The enthusiasm which many young people have for video and for using computers could be channelled into training them in producing video and creating computerised animation, providing the most talented with future work opportunities and the Highland Council with many potential small business start-ups.

c) The growth in tele-working (from home or from local tele-centres) offers opportunities for Highland-based employment in areas such as computerised

animation, video, music, etc. The falling price of the relevant software is making both diversification and experimentation more viable.

d) Increased networking between film industry businesses and individuals in different parts of the Highlands would help strengthen the sector through collaboration, sharing experience and contacts, etc.

e) People with artistic skills (perhaps, especially, in the field of music where there is a resurgence of interest in the Highlands, as witnessed by the Feis movement) could become professional or semi-professional if they could combine film and television work with live performing. The latter, by itself, may not be sufficiently remunerative to allow individuals with family responsibilities to pursue their artistic interest.

f) Businesses and individuals who have gained experience through involvement in Gaelic productions could diversify into the mainstream.

g) The Filmobile project and the new mobile cinema service (due to commence in Summer 1997) offer the opportunity to showcase locally-produced material, including productions which might appeal to the tourist market, as well as serving its main function of taking new feature films to outlying parts of the Highlands.

4. THREATS

a) If the support sector in the Highlands is not developed as fast or as coherently as in competing areas, film and video business opportunities will be lost. The Highlands face fierce competition, not just from traditional film and television centres such as Hollywood but from countries worldwide and, indeed, from other parts of the UK (including other areas of Scotland).

b) Hollywood may turn against the kind of historical dramas for which the Highlands provide suitable locations. We need to demonstrate the wide range of locations we can offer to avoid falling victim to the fickleness of film fashion.

c) Film companies are very well placed to compare the standards of local service with that available elsewhere in the world. While acknowledging the demanding nature of their custom, studies have indicated that the quality and flexibility of service provided generally does not match their needs.

d) There have been instances of local providers exploiting film companies by charging rates above the normal average for the time of year for the standard of service provided and therefore risking "killing the golden goose"

e) Despite the wide range of information available on the range of accommodation in the Highlands from area tourist boards and other sources, research indicates that many film companies seem to need greater support in accessing this for particular areas

f) There is an appreciable need for fast, reliable, inexpensive, and flexible courier services, and existing provision in the Highland Council does not appear to be well-known to film and television companies.

APPENDIX 2

SUMMARY OF PUBLIC SECTOR/NON-PROFIT MAKING ORGANISATIONS INVOLVED IN FILM- AND TELEVISION-RELATED ACTIVITY IN THE HIGHLANDS

1 HIGHLANDS AND ISLANDS ENTERPRISE/LOCAL ENTERPRISE COMPANY NETWORK

The Highlands and Islands Enterprise network (HIE) has substantial powers and resources to support and encourage economic and social development in the Highlands and Islands, with powers including finance for business; provision of factories and offices; training programmes; assistance for community and cultural projects; and measures for environmental renewal. The network's Local Enterprise Companies (LECs) in the Highland Council area (Caithness and Sutherland Enterprise; Ross and Cromarty Enterprise; Skye and Lochalsh Enterprise; Inverness and Nairn Enterprise; Lochaber Limited; and Moray, Badenoch and Strathspey Enterprise) provide frontline delivery of assistance and advice and are backed up by the network's strategic core body based in Inverness.

In film and television development terms, the network's activities include:

- ☛ training and human resource development: in collaboration with relevant Scottish agencies, the network is involved in various national development projects, including, recently, a Scottish Broadcast and Film Training Ltd initiative to promote and encourage the take-up of SVQs (Scottish Vocational Qualifications) in the broadcast, film and video industries throughout Scotland. Individuals based in the Highlands may also apply through their LEC for financial assistance to acquire recognised film and television qualifications.
- ☛ business development: individuals or companies who have commercially viable plans to set up or develop businesses in the film and film-related sectors are eligible to apply to their LEC for financial assistance in the same way as businesses in other sectors.
- ☛ community and cultural development: through the network's Community Action Grant scheme and other social development programmes, the network may assist non-commercial film-related projects which help strengthen communities - particularly where this involves local cultural activity. Projects recently assisted include the successful National Lottery application for a mobile cinema project which will take films to the remoter parts of the Highlands and Islands and assistance for the prestigious annual "Movie Makars" screen-writing training event, organised by the Scottish Film Council and The Scottish Film Production Fund and based in the Highlands since its inception in 1991.

2 HIGHLANDS AND ISLANDS ARTS LTD (HI-ARTS)

Hi-Arts is a company limited by guarantee with charitable status set up by Highlands and Islands Enterprise to promote the Arts in the Highlands and Islands. It takes a proactive approach to cinema provision and has successfully bid for lottery funding for a mobile cinema for the Highlands. The construction of the mobile cinema is under way and it will go into service across the Highlands in early summer 1997. An operating company has been set up to operate the cinema and Cultural & Leisure Services, Education and Media Officer will act as Liaison Officer for the Highland Council.

Hi-Arts have also established a Cinema Provision Working Group with representatives from the Scottish Film Council, The Highland Council, Eden Court Theatre, The Highlands of Scotland Tourist Board (HOST) and from private sector interests.

3 SCOTTISH SCREEN

Following recommendations outlined in the "Scotland on Screen" report jointly funded by Scottish Enterprise and Highlands and Islands Enterprise, and published in April 1996, April 1997 will see the launch of the new "Scottish Screen" agency. This new agency will be funded by central government and will assume responsibility for the activities of the current Scottish Film Council, Scottish Screen Locations and the Scottish Film Production Fund and Scottish Broadcast and Film Training Ltd.

a) Scottish Film Council

The Scottish Film Council is the national public body charged with promoting the moving image in Scotland. Its aims are to encourage understanding, appreciation and enjoyment of the medium, to help production, to preserve the nation's film and television heritage, to promote high-quality training, and to widen access to all aspects of moving pictures. The Scottish Film Council is almost wholly funded by the Scottish Office.

The main strands of the service are exhibition (screening), production, training, education, archive and information.

The Film Council believes the greatest number of people should be able to see the widest range of films in the best possible conditions. A large proportion of their resources go into supporting regional film theatres (such as Eden Court), film societies and film festivals. The Film Council's current priority is to develop opportunities in rural areas, and special funding is available for innovation in film and video screening.

The Film Council works to support specialist agencies such as Scottish Screen Locations and the Scottish Film Production Fund in stimulating the Scottish production industry.

Film Council initiatives such as "Movie Makars" and "Opening Shots" (see below), have helped develop the skills of Scottish writers, producers and directors.

ii Movie Makars

This prestigious annual event organised by the Scottish Film Council and The Scottish Film Production Fund has been based in the Highlands since its inception in 1991. Movie Makars provides training for screenwriters and producers and addresses two issues: screen writing for drama and an understanding of the film and television industries. The event is not intended to teach screen writing but offers opportunities to learn via exposure to excellence and debate, case studies and analysis. It has been financially supported by the Highland Council and the former Inverness District and Highland Regional Councils from the outset. There have been many benefits in return, from the expenditure the week-long event injects into the economy to the opportunity to expose producers and screenwriters to the unique culture and heritage of the Highlands.

ii Opening Shots

This event is for writers completely new to film and is essentially a satellite of Movie Makars. It comprises a three day workshop based at Cromarty on the Black Isle. Participants are introduced to basic screen writing concepts and are provided with an overview of the opportunities available to them through television and short film schemes.

The Scottish Film Council works closely with schools, colleges, universities and Scotvec in the provision of vocational courses and special funds are earmarked for novice film making. The Film Council is a leader in the development of media education in the UK, especially in schools and colleges. A wide range of teaching packs have been written and established and specialist teacher training courses established. The Council was instrumental in establishing the Association for Media Education in Scotland.

The Film Council is also the home of the Scottish Film Archive. The material (non-fictional) has been preserved, restored and catalogued and represents the moving image history of Scotland. It is responsible for numerous publications, newsletters and fact sheets and provides access to a broad range of information including European funding for media through "Media Antenna".

b) Scottish Screen Locations

Scottish Screen Locations, the national film commission for Scotland, was established in 1990 following a recommendation by the then Scottish Development Agency. The remit was to market Scotland world-wide as a location and production base for film and television and give a comprehensive and free liaison service to incoming film-makers.

Most local authorities in Scotland agreed to contribute to running costs with annual subscriptions based in a per capita formula at Regional and District level with additional subscriptions from television broadcasters and from a number of independent production companies and facility houses. Following the restructuring to Scottish Screen, local authorities in the Highlands and Islands will no longer subscribe to Scottish Screen Locations but the strong film location and marketing links which The Highland Council and its predecessor, Highland Regional Council, have built up over the years will continue.

The Highland Council Economic Development Service, through its film commission, will remain an active member of the recently-formed Scottish Film Commission Network which consists of Scottish Screen Locations, the Edinburgh and Lothian Screen Industries Office, The South West of Scotland Film Commission and the newly-formed Glasgow Film Commission.

c) Scottish Film Production Fund

The remit of the fund is to encourage and stimulate film production in Scotland. Development funding of up to £15,000 is available for narrative fiction projects. Short film production is supported through a number of schemes including the "Tartan Shorts" initiative and its Gaelic equivalent "Geur Ghearr". The Scottish Film Production Fund also administers the Glasgow Film Fund and acts for the Scottish Arts Council on matters relating to film production.

d) Scottish Broadcast and Film Training Ltd

This is a private company funded by the film, television and video industry in Scotland to deliver training which meets the industry's own priorities.

4 THE HIGHLANDS OF SCOTLAND FILM COMMISSION

As part of its wide range of economic development and business support activities, The Highland Council's Economic Development Service operates a film liaison service which is marketed under the banner of the Highlands of Scotland Film Commission. The service began in 1990 as part of the Scottish Screen Locations initiative (see above).

The former Highland Regional Council's film liaison service became associate members of the British Film Commission in 1992 and became full members in 1995 when it then adopted the title "The Highlands of Scotland Film Commission". This new status was automatically transferred to the new Highland Council service.

The service involves close liaison with area office staff, other Council services and with a wide range of public and private film and TV related agencies and companies to promote the area's locations to the film industry and to assist film and TV companies when they are operating in the area. This includes giving free advice and information on locations, permission, services and facilities, personnel, travel and accommodation.

The commission is a member of the Scottish network of film commissions which includes Scottish Screen Locations, the Edinburgh & Lothian screen Industries office, the South West of Scotland Screen Commission and the newly-formed Glasgow Film Commission which organises joint marketing and trade exhibition activities.

Through its membership of the Scottish network, the Highlands of Scotland Film Commission is also a member of the British Film Commission, a government-funded body established in 1991 to promote the United Kingdom as an international production centre. The British Film Commission hosts regular meetings of the UK

Film Commission Network and organises British attendance at major film exhibitions such as "Locations 97" in Los Angeles and the Cannes Film Festival.

The Highlands of Scotland Film Commission is also a member of the Association of Film Commissioners International (AFCI) which is a non-profit making organisation founded in 1975 by a small group of American Film Commissions. There are now over 200 members world-wide. The Association aims to provide educational resources and training to member commissions for the purpose of promoting professional standards of service and support to location filming for film and TV production. It runs a recognised annual training course for film commissions, "Cineposium" and also organises and runs Locations Expo, the main trade show for film commissions, held near the centre of the industry in Los Angeles.

Note: discussions are currently at an advanced stage with Highlands and Islands Enterprise and the various local authorities in the Highlands and Islands with a view to establishing a film liaison service for the entire area. It is anticipated that The Highland Council, through its Economic Development Service, will become a partner in the new liaison service and that the "The Highlands of Scotland Film Commission" will be subsumed into the new network. In line with the recommendations of the "Scotland on Screen" report published in April 1996, the new service will have responsibility for providing film liaison services and marketing locations in the Highlands and Islands. It will work closely with Scottish Screen, the British Film Commission and other relevant agencies.

5 HIGHLAND COLLEGES AND ADULT LEARNING OPPORTUNITIES

a) Inverness College

The college offers a number of media related study programmes which include elements relating to film and television. These are National Certificate Media Studies, National Certificate Media Production, HND Applied Communications and National Certificate Design Studies.

b) Thurso College

The college offers both full-time and evening classes in media studies with elements relating to film and television. These include National Certificate Media Studies and a National Certificate in Modern Music. Modules from these courses are available on a drop in basis. A National Certificate is being proposed in traditional Scottish music.

c) Sabhal Mor Ostaig

Sabhal Mor Ostaig professional development awards (post HNC/HND) leads to a Diploma in Gaelic Television. Through the Gaelic Television Training Trust which is supported by the major television companies students are offered a two year course, one year based at the college and one year in work placement.

The college also offer Higher National units in Fundamentals of Radio Broadcasting which is part of the HNC/D in Gaelic and Communications Skills and HNC in Gaelic

Performing Art - units offered are: Media Skills; Radio Drama and Media Skills; Television/Video Performance and Production.

d) University of the Highlands and Islands

The momentum is now building up towards the establishment of the University of the Highlands and Islands. The opportunity to promote higher education in media studies relating to film and television needs to be raised and supported by The Highland Council in partnership with the all the relevant agencies and private sector providers.

e) Community Education

The Highland Council, through its Education Service, offer modules in Media Studies (Film) Scotvec and Acting (Small Scale Production) Scotvec as evening classes. The Community Education Service has an extensive network of community-based education workers. It is important that links between Services are established to share information and build on existing community development practice.

A Highland Council Education Officer is based at Eden Court Theatre, establishing close co-operation between Eden Court and the Council. The Officer has specific remit for the arts and schools, and represents an important link in taking forward initiatives within the strategy.

6 COMATAIDH TELEBHISEIN GAIDHLIG (Gaelic Television Committee)

The committee was established under the provisions of the Broadcasting Act 1990 as is a statutory corporation. A total of £9 million in contracts each year generates employment for 500 people,(an estimated equivalent of 300 full-time posts throughout Scotland), of which in excess of 60% are Highlands- and Islands-based.

Through the Gaelic Television fund grants are made available for:

- ☛ financing the making of television programmes in Gaelic, primarily with a view to the broadcasting of such programmes for reception in Scotland. Financing and training of persons employed or to be employed in connection with the making of such programmes and for other purposes connected or related to the making of such programmes.
- ☛ financing the undertaking of research into types of television programmes in Gaelic that members of the Gaelic-speaking community would like to broadcast.

7 PRÒISEACT NAN EALAN (National Gaelic Arts Project)

The Network Gaelic Arts Project, established in 1987, aims to promote arts activities throughout the medium of Gaelic by initiating and providing support for educational, community and commercial developments. The project runs a regular programme of workshops for actors, potential directors and writers. Courses are available on a part time study or workshop basis. The development programme includes support for a

range of drama activities such as theatre in education, youth theatre and professional drama plus film and television initiatives.

8 CELTIC FILM AND TELEVISION ASSOCIATION

The Celtic Film and Television Association was founded in 1981 at the second Celtic Film Festival. It is an organisation of film makers and broadcasters working in Brittany, Cornwall, Scotland, Wales and Ireland and its aims are:

- to develop television, film media culture and video production relevant to the languages, cultures and aspirations of its member nations and regions.
- to promote the education and training of skills relevant to such development and to encourage co-operation between members.

The Association organises an annual self-funding festival/conference to celebrate film and programme making in the Celtic countries. Up until 1996, the Association was based in Inverness and the Association received support from Highland Regional Council through the Gaelic Committee and the Libraries and Leisure Committee. Although the Association has moved to Glasgow where it currently shares accommodation with other organisations including the Scottish Film Council, BAFTA Scotland, PACT, the Scottish Film Production Fund and Scottish Screen Locations, it retains strong links with the Highlands and with The Highland Council.

9 BRITISH ACTORS' EQUITY ASSOCIATION ("EQUITY")

Equity represents the interests of UK performing artists ranging from actors to choreographers, stunt performers and television announcers. It has in excess of 45,000 members and provides a range of services including a registration service which identifies particular categories of actors for producers. The union has a Scottish branch based in Glasgow.

10 BECTU (Broadcasting Entertainment Cinematograph and Theatre Union)

BECTU is the UK trade union for workers for film, broadcasting and the arts. It currently has c. 42,000 members and represents permanently employed and freelance staff in television, radio, film, cinema, theatre and entertainment. These include clerical and general workers, manual crafts, and technical grades covering every aspect of film production.

The union provides comprehensive but flexible pay and hour arrangements and a procedure for resolving any difficulties which may emerge on shoots. BECTU has also been a major driving force behind a number of industry training schemes aimed at maintaining and developing skills among new entrants to the industry. The union has a Scottish branch based in Glasgow.

11 PACT (Producers Alliance for Cinema and Television)

PACT is a trade association which represents employers in the film and TV production. PACT has currently 1,300 members, mainly independent producers and production companies. Membership is also open to financiers, facility companies, studios and aspiring producers. Among other services, PACT offers advice on a range of subjects from trade union agreements to employment law.

APPENDIX 3

SUMMARY OF FILM-RELATED FACILITIES, SUPPLIES AND SERVICES IN THE HIGHLAND COUNCIL AREA

The Highlands can offer a range of specialist film and television-related facilities and services.

1 Television, studio and specialist television/video services

BBC and Grampian Television both have broadcast bases in Inverness. Their presence is valued and provides direct input of Highland issues into their programming.

Although many films are shot out-of-doors, especially in the Highlands to take advantage of the scenery, film companies often need large space, quickly, but for short periods, for wet-weather cover, production facilities, interior shots, etc. Buildings such as disused hangars and large warehouses etc are an important asset, and steps are being taken by The Highland Council's Economic Development Service to identify the location and ownership of such buildings and to make this information readily available to film companies. The feasibility of providing purpose-built studio facilities in the Highland Council area needs to be explored longer-term.

In the meantime, the recently-opened studio complex in Stornoway, which offers high-quality facilities for film and television companies including studios, storage, wardrobe and office accommodation etc, is a valuable addition to the facilities available in the Highlands and Islands.

There are a small number of TV/video and technical service companies operating in the area, mostly serving specialist markets and with limited editing facilities. Local camera staff, technicians, etc, have been used, and although film and television companies generally prefer to use more familiar technicians and facilities based elsewhere, there is a need to promote to them the facilities, personnel and services available in the Highlands and encourage their use.

2 Actors and Extras

Highland residents wishing to make a career in acting, whether in films, theatre or both are virtually obliged to leave the area, though they would be well placed to be given parts in films set in the Highlands if they can achieve prominence. The late Robert Urquhart, before he moved back to Ullapool, was an example, but there have been few. Perhaps the best known Highland actor at present, Mathew Zajac from Inverness, is currently based in London. As film activity in the Highlands increases,

however, and local young people see the potential opportunities, more may be tempted to try to take the big step from school or local amateur drama to professional status.

3 Music/Musicians

There is a small number of small, independent studios in the area, including Phil Cunningham (Aigas), and Riverside Music Co (Alness), but the Highland Council area also has a comparatively large number of other people with musical ability and there has been a recent resurgence in interest in Highland music. There is considered to be scope for encouraging the establishment of courses concentrating on the composition of film scores, possibly using the existing small independent studios. Many musicians and singers from the area, especially Gaelic singers, have appeared in films and television programmes, but, as with actors, retaining full-time residence in the Highland Council area is unlikely once prominence is achieved. The area lacks music promoters and agents, and encouraging this activity would help greatly to add value to the musical talents clearly evident in the area.

4 Animation

Animation offers potential opportunities to develop locally based skills in the various techniques involved. This visual art form lends itself to the Highland situation with the possibility of people working from home, either using computers or traditional hand drawn materials. Companies already in existence such as Animax Studios or the Clown Jewels could provide advice. The latter are currently establishing an "Electronic Arts Network" in Ross and Cromarty, as a pilot for a Highland wide network which could generate a lot of new interest from people capable of making a part-time living from producing sequences, library music, etc. The Scottish Film Council also has specialist knowledge of animation. Eden Court Theatre ran a number of successful animation workshops these were over-subscribed giving an indication of the interest in this field of work.

Animation lends itself well to tele-working, and there are special opportunities arising from the digital telecommunications which already exists in the Highlands, allowing the transmission and receipt of large amounts of electronic image data inexpensively and with no degradation of image for cartoons, animations, or, indeed any other media related category. This can be achieved to and from terminals on the digital network anywhere in the world. However, development must be undertaken in a sustainable manner and reflect the market for such services.

5 Screen Writing

Building on the success of "Movie Makars" and "Opening Shot" initiatives (see Appendix 2), and utilizing Moniac Mhor near Beaully (the only Scottish outpost of the Arvon Writing Foundation), there are definite opportunities to encourage more screen writing to take place in the Highlands. It would be possible to incorporate theatre or other creative writing as elements of such a course.

BBC Scotland has been running its very successful Tartan Shorts competition for the past two years, the top three screen plays from which are being turned into

productions for broadcasting. There were 57 applications in the first year, and 100 in 1994, and the recent Oscar-winning film based on Kafka is sure to stimulate more entries.

6 Transport

There are several Highland firms offering vehicle hire, including at least two which specialises in supplying off-road and film specific vehicles. However, due to the inaccessibility of many remote locations, film companies need to be able to hire appropriate vehicles, especially four-wheel drive, with little or no advance notice. There is also a definite demand for a wider choice of vehicles to be readily available, such as Range Rover, Land Rover, Espace, caravanettes, and pantechincons.

7 Catering

There is a small number of Highland firms offering external catering services - but mostly these are hotels and restaurants providing outside services for wedding parties, etc.

8 General Services

Film and television company personnel on location in the Highlands have the same needs as other visitors to the area - shopping, eating out, leisure and recreation, etc, but because of the nature of their business their requirements can be very demanding: speed of response and tolerance of anti-social hours are crucial factors. In general, suppliers of all kinds in the area could benefit from this market, but the production companies need to know where to find supplies quickly, and only wish to deal with suppliers who can meet their very demanding requirements.

APPENDIX 4

CINEMA PROVISION IN THE HIGHLAND COUNCIL AREA

1 Private Sector

Mainstream provision in the Highlands is limited to La Scala Cinema, Inverness, Studio Cinema, Fort William and the Aviemore Mountain Resort which may be subject to demolition and redevelopment into a multi-functional venue including continued cinema provision. A cinema facility in Thurso and a multi-plex in Inverness are currently being considered.

In Portree, Aros Ltd is a private limited company - the first to be awarded significant lottery funding towards the development of a multi-functional arts venue. Cinema provision is an integral part of the overall project. Aros are very committed to both their staff and to the local community and Gaelic is seen as central to their work. Opening in Autumn 1997, programming will be mostly mainstream plus archive material, with a role also for the Portree Film Society (the only known active film society in the Highland Council area).

Filmobile, which is a private enterprise, provides an itinerant service to the east coast of Scotland and currently operates in the Highlands an itinerant service to Wick, Thurso and Tain. There is scope for expansion of the service especially where potential audiences are larger than can be accommodated by the mobile cinema. The service provides two showings of mainstream film per visit, one family and one adult. Filmobile was recently successful with a lottery bid for purchasing upgraded equipment.

2 Eden Court Theatre

Eden Court is one of several Regional Film Theatres which attract funding from the Scottish Film Council for a Film Development Officers Post. Funding is also linked to providing a broader range of films which may under normal circumstances not be commercially viable to other cinema. The post is responsible for programming of film at Eden Court. Where appropriate educational opportunities are linked to film screenings such as pre- and post-film lectures and information sheets. The Film Development Officer ran a tour show of 16mm film in July/August 1996 covering a total of nine small venues which was subsidised by the Highland Council. The tour show could complement the mobile cinema provision by providing a service to more inaccessible venues.

3 Mobile Cinema (Hi-Arts)

A successful lottery bid by Hi-Arts has enabled the development and construction of a purpose-built mobile cinema in 1997, which will provide access to mainstream film for approximately 24 Highland communities, complementing existing itinerant services. An operating company has been set up with Cultural & Leisure Services, Education and Media Officer acting as Liaison Officer. Hi-Arts have also established a Cinema Provision Working Group with representatives from the Scottish Film Council, The Highland Council, Eden Court, The Highlands of Scotland Tourist Board and from private sector interests.

APPENDIX 5

REFERENCES

1 "Highland Film Industry - a study to assess the current and potential film-related supplies and services in Highland Region, with recommendations on the opportunities identified for development", produced by Independent Northern Consultants for Highland Regional Council's Development Committee, May 1995.

2 "Scotland on Screen - the development of the film and television industry in Scotland", produced by Hydra Associates by Scottish Enterprise and Highlands and Islands Enterprise, April 1996.

3 Scottish Screen Data - Second Edition, published by the Scottish Film Council.

APPENDIX 6

KEY CONTACT NAMES AND ADDRESSES

For further information please contact:

Evelyn Johnston
Education & Media Officer
Cultural & Leisure Services
Tel: 01463 702063 Fax: 01463 711177

Tricia Shorthouse
Film Commissioner
The Highlands of Scotland Film Commission
Cultural & Leisure Services
Tel: 01463 710221 Fax: 01463 710848

Address: Council Offices
Glenurquhart Road
INVERNESS
IV3 5NX