

REPORT TO: ENVIRONMENTAL SERVICES COMMITTEE ON 16TH APRIL 2008

**SUBJECT: SCOTTISH HIGHLANDS & ISLANDS FILM COMMISSION 61ST
CANNES FILM FESTIVAL 2008 – CIVIC REPRESENTATION**

BY: DIRECTOR OF ENVIRONMENTAL SERVICES

1. REASON FOR REPORT/URGENCY

- 1.1.1 To consider Civic support for a “Moray Focus Event” to be held at the 6th Cannes Film Festival 2008, hosted by the Scottish Highlands & Islands Film Commission
- 1.2 This report is submitted to the Committee in terms of section E 10, 47 of the Council's administrative scheme.
- 1.3 In order that the Committee can formally consider appropriate Civic support for the efforts made by Moray companies.

2. RECOMMENDATION

- 2.1 The Committee consider appropriate Civic support for the “Moray Focus” event to be held on 19th May in Cannes.**

3. BACKGROUND

- 3.1 The Moray Council has been a member of the Scottish Highlands & Islands Film Commission (SHIFC) since 1997. SHIFC is run by a partnership of 5 Local Authorities comprising this Council, the Highland Council, Orkney Islands Council, Shetland Islands Council, Comhairle nan Eilean (Western Isle Council) and Argyll & Bute Council. The head office of the partnership commission is based in Inverness and is operated by the Highland Council. The Commission promotes the partnership areas of these authorities to the film industry through a liaison service and a wide range of marketing materials together with attendances at major industry events.
- 3.2 Other benefits include:
- Inclusion in all high quality promotional material
 - Access to bespoke Internet database system, which holds over 60,000 location images and records, which allows each partner area to tailor location brochures to prospective location managers.
 - Regular training is provided to local authority officers.
- 3.3 Moray projects currently in progress or completed are:
- BBC Restoration project
 - The Haven (TV)
 - Relocation Relocation (TV)
 - Glenfiddich (Commercial)
 - BCCoast (TV Documentary)
 - Scottish Music CD (Stills Shoot)

- Travel Asia & Beyond (Travel)
- Big Lottery Peoples Millions (STV)

- 3.4 As part of the Commission's work to promote the area, SHIFC annually attends trade fairs, either as part of stands co-ordinated by Scottish Screen or on an independent basis, attending such exhibitions are Locations Exp, Santa Monica, and the prestigious Cannes Film Festival. SHIFC has been represented in Cannes since 1994, where they have raised global awareness of the area as a great location for filming and a good base for crews and top-class facilities and services. In addition there is a large trade presence of over 300 film commissions world-wide including film and production facilities from a vast amount of companies who attend Cannes to promote their products and services.
- 3.5 SHIFC, over the past three years has provided an opportunity for each Council partner to promote their locations, but also try and attract any positive film-related business to the area, not only for the immediate direct economic impact through use of accommodation, transport and other local services, but also for the longer term exposure.
- 3.6 The promotion in Cannes gives Moray direct access to around 1800 industry professionals, many of whom have an intention to film or an interest in filming in the Highlands and Islands, a wide range of agencies who support the industry and an extensive network of national and international business contacts.

4. THE PROPOSALS

- 4.1 A "MacBeth" theme will be the focus of a specially organised Moray event where there will be an opportunity to gain film business for the area and improve our profile as a filming location. As part of the promotion we will be featuring some of our local food and drink companies who have donated a range of produce free of charge. 300 specially selected industry guests will be invited to attend the Moray event where they will sample quality food and drink products as well as having the opportunity to see what Moray has to offer in the way for film locations, services etc.
- 4.2 The following companies have confirmed their sponsorship:
- **Gordon & MacPhail (Benromach Distillery)** will be the main whisky sponsor, providing complimentary whisky as well as being the main sponsor of the Villa, which will be named "Benromach Villa".
 - **Lossie Seafoods** will provide smoked salmon
 - **Johnstons of Elgin** has developed a corporate "Scottish Highlands & Islands Film Commission Tartan". In addition, joint marketing embroidered labels and swing tags have been produced for products such as scarves. The tartan, which is to be registered

through the Scottish Tartans Authority, will be launched at the Moray event. In addition, their design team is creating a “Catwalk” item in partnership with a Highland Designer, which will be showcased on the “red carpet”.

- **Buckie Bears** will create a “Moray Bear” which will incorporate the Scottish Highlands & Islands Film Commission Tartan.
- **MacBeths, Butchers, Forres**, will provide quality haggis, black pudding and meat
- **MacLeans Highland Bakery** will provide “Land of Macbeth” shortbread
- **Scottish Tartans Authority** – Brian Wilton the director has recently written a book about tartan for the National Trust for Scotland and has donated 6 signed copies, which will be presented to key industry people.
- Local organisation **Out of the Darkness Theatre Company** will also provide a DVD on the work they do, to which local film star Kevin McKidd is Patron of the theatre company.
- **HIE** are funding the development of the Cannes Venue Webster

4.3 In turn the companies have benefited from the purchase by SHIFC of 60 metres of tartan, 500 wool scarves and, 300 miniatures of whisky which will be used for corporate gifts. The companies will also benefit in being featured in a specially designed “Cannes Venue” website created by two local companies, Moviesite and Seabridge. Seabridge who are based in Forres are currently creating a MacBeth Trail and book and this will be launched at the Cannes event.

5. MARKETING AND PROMOTION

- 5.1 The aim of attending such an event is to raise awareness of the Highlands and Islands as a location for filming as well as a good base for crew and facilities. This includes the promotion of the area as being “film friendly” and showcasing what can be offered in terms of quality food, drink and accommodation as well as interesting culture and heritage.
- 5.2 This year the Moray focus will have a theme of “MacBeth”, which is based on a script on the true story of the historical figure.
- 5.3 SHIFC will be contracting a professional PR consultant to cover all of the media pre, during and post Cannes. Last year the consultant secured the equivalent of over £69,000 media coverage.
- 5.4 A DVD is currently being composed to show an overview of the Moray area, its heritage and quality companies. This will be featured on a loop system within the venue throughout the festival period. A number of promotional materials will also be on display.
- 5.5 SHIFC is currently arranging a number of meetings for those who are looking to film specifically in the Highlands and Islands area

6. SUMMARY OF IMPLICATIONS

(a) Corporate Development Plan/Community Plan/Service Improvement Plan

The proposal is consistent with the relevant objective relating to best value and sustainable development stated in the Corporate Development Plan.

(b) Policy and Legal

There are no legal implications as a result of this report.

(c) Resources (Financial Risks, Staffing & Property)

There are no financial implications to The Moray Council, but one member of the Development Services Team staff will be required to attend the festival for 3 days from 17-19 May. Food and accommodation costs are met by SHIFC.

(d) Consultations

None.

7. CONCLUSION

7.1 Moray continues to promote its locations through the SHIFC network, with the opportunity in Cannes giving Moray direct access to about 1800 industry professionals, many of whom have an intention to film or have an interest in filming in the SHIFC area. It will also allow us to raise our profile globally as a filming location. The business connection from each sponsor provides an excellent opportunity to create business opportunities within the area and further afield and generally provide a platform to promote their quality products.

7.2 The Moray Council holds a key role in creating a “one stop shop” approach to film enquiries in response to frequent requests from film companies looking for specific locations. Permissions for road closures, use of industrial buildings, etc. can require a quick response and it is only by working closely with other departments within the Council and liaison with other bodies such as the Police that this can be done effectively.

7.3 Moray will be the focus as this prestigious event and Civic support from the Moray Council is appropriate.

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Background Papers: Cannes Report 2007 available
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