

## SUBMISSION FROM TAYSCREEN

Dundee City Council and its industry support agencies Digital Dundee and FifeScreen+TayScreen welcome the opportunity to respond to this inquiry. Broadly these agencies provide business and economic development support and advice to the screen, games and digital media sectors. These are key strategic development areas for Dundee and the Fife Tayside region.

FifeScreen+TayScreen is also the Screen Commission for the Councils of Angus, Fife and Perth & Kinross.

### **1. The role of public sector agencies and the effectiveness of the support they provide**

Dundee City Council and those of Angus, Fife and Perth & Kinross support the games, screen and creative industries by offering local business support services delivered through agencies Digital Dundee, FifeScreen+Screen and in conjunction with organisations such as Culture Trusts, Scottish Enterprise, Business Gateway, Job Centre Plus and Chambers of Commerce. This includes demographic, geographic and economic information for businesses, signposting sources of assistance and helping establish a range of growth funds to support development.

Dundee is the location of one of Europe's most accomplished hubs for computer games and mobile digital content development. As export driven industries, games and application development along with other digital media combine to form a key sector for the city. This site is a hub for information, links for projects and information related to Dundee.

Dundee and the Fife Tayside region offer a first class location for companies involved in game development activity with skilled staff drawing on a workforce within the city and a 30 to 60 mile catchment. The industry is a significant and growing source of employment in the area and currently has over 30 game related companies developing in the city. This development hub covers a number of gaming sectors from social, mobile, hand held to console. There is also a strong support sector including recruitment, sound production, and tools/engine companies.

Historically Dundee, and the city-region, Tayside, have always been a hot-bed of creative talent, particularly in the publishing, design and music industries. With the University of Dundee's Duncan of Jordanstone College of Art and Design and the University of Abertay's School of Arts, Media and Computer Games, the city is a breeding ground for innovation and skills. The Centre for Capitalising on Creativity at the University of St. Andrews is an excellent initiative aimed at fostering collaboration between creative and business practitioners and Dundee & Angus, Fife and Perth UHI Colleges have creative industries departments offering a wide range of skills and expertise.

Today, Dundee has an expanding cluster of businesses, organisations and individuals engaged in the digital media and creative industries sector. There are over 350 businesses operating in the area of digital media in Tayside with the majority of these based in Dundee, employing over 3,300 people and generating a

combined annual turnover well in excess of £185 million. The sector has experienced growth in employment of 225% since the year 2000.

Computer games and electronic entertainment, software development, animation, film & TV, graphic design, publishing and music are just some of the specialised services in which Dundee companies excel. Dundee is also home to the largest internet service provider in Scotland, brightsolid.

### **Role of Digital Dundee**

Any company locating in or around Dundee is supported by Digital Dundee, a public/private initiative aimed at promoting and growing the digital media and games sectors in the city and wider region. Digital Dundee focuses on three main areas led by the private sector:

#### **1. Training & Company Development**

Working with Scottish Development International and funding companies to get to GDC and

other major events

Close work with the Universities on events, professional development & graduate programmes

Scheduled competitions for schools and career advice for entry into the sector

Organise industry and social events, including working with national trade bodies UKIE, SGN &

TIGA

#### **2. Recruitment & Retention**

Assistance with recruitment issues and city sell

Sharing best practice

#### **3. Marketing & PR**

Promote the industry as a career choice

Through its Overseas Marketing Development Grant, Digital Dundee works with Scottish Development International to assist Dundee companies to attend key industry events for the games sector such as GDC and Gamescom held in the USA and mainland Europe. Companies supported include Tag, Binary Pumpkin, Future Fossil and Beartrap Games.

The Dundee Development Grant (start-up grant ) has been used by a number of start-up companies to accelerate growth in their business. This has supported companies including Quartic Llama, Fleet Collective and Live Visualisation.

## **Role of TayScreen**

FifeScreen+TayScreen is a member of the Scottish Locations Network and Screen Facilities Scotland and reference is made to responses by these organisations in addition to responses by Creative Scotland with whom TayScreen and both organisations collaborate.

The office markets the region to attract production and post-production and provides a free service to support projects coming to the area and to Scotland.

The office also support regional companies with business advice providing specialist input on working in the screen sectors.

TayScreen also developed North Sea Screen Partners, a Euros 6million EU project funded by North Sea Interreg to support production, post-production and skills development across the region and foster collaboration between Scottish companies and those in the partner countries of Denmark, England, Germany, Netherlands, Norway and Sweden.

### **2. The role of the private sector in supporting the video games and the TV and film sectors**

Companies such as Outplay, Ruffian, Guerrilla Tea, Denki, Cobra, Ninja Kiwi, Yo Yo Games and Tag Games all operate within the city. This creates an eclectic mix and strong community that can help support each other's project work when required.

TayScreen also welcomes and is pleased to help develop and support Initiatives such as Fife Film Crew and Tay Film Crew as networking forums for companies and freelancers working in the screen sectors. These groups are invaluable to help ongoing mapping of the sectors in the regions to provide evidence that the region is playing a growing role in the development of these sectors in Scotland.

### **How the issues that hinder the growth of creative industries can be overcome and how to capitalise on opportunities**

We refer to the response by the Scottish Locations Network.

### **3. How to retain in Scotland those with the necessary creative skills**

It is essential to support and foster increased commercial opportunities for business development and employment. To this end, it would be helpful for support funds and resources to be devolved to regional support networks.

### **4. How to support those in the TV and film and video games industries to develop business skills**

It is essential to foster collaboration between industry and the academic/skills training sectors in addition to offering effective business training skills that are realistically oriented around the creative industries.

### **5. Examples of successful international strategies for growing these sectors**

We refer to the response by the Scottish Locations Network.

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