



Fy Nghyf / My Ref: CM29207

Eich Cyf / Your Ref:

Dyddiad / Date: 16th December 2014

Councillor Craig Williams
Chairperson Economy & Culture Scrutiny Committee
City of Cardiff Council
County Hall
Atlantic Wharf
Cardiff
CF10 4UW

Item 9 Appendix C2

Annwyl / Dear Councillor Williams

Scrutiny - Economy & Culture Scrutiny Committee - 6 November 2014

Thank you for your letter dated 11th November and for inviting myself and officers to attend the 6th November Economy and Culture Scrutiny Committee meeting. I appreciate your support for the work of the Film Unit, and for the Cabinet Report recommendation to continue the work of the Film Unit through a more sustainable self-funded model.

In terms of the economic impact, this is indeed a key reason for our support of the Film Unit, especially given, as outlined in the report, that the TV and film sector supports directly or indirectly almost 2,500 jobs in the city. However, calculating the economic impact of the Film Unit itself is far from an easy process which would require a degree of modelling and based upon subjective data. Furthermore the study would relate to a specific period of analysis, and therefore not necessarily provide a reliable predictor of future performance. Such a study would also require significant resource, potentially exceeding in cost the current shortfall of the Film Unit. It is not considered prudent use of limited funds to undertake such a study in these circumstances given both the financial context facing the Council as well as the uncertainty and relevance of any results. However, we would be prepared to support any invitation from the Committee to consider this area in more detail, or to co-operate with a study undertaken by another organisation.

With regards the use of the Corporate Initiatives Fund, it should be noted that our aim is to support the services delivered by the Film Unit on an ongoing basis, and this fund would therefore not be appropriate to support the continuation of service

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delivery from a funding source designed to support discrete projects and initiatives. I am sure that you can also appreciate that whilst having funding in reserve to support additional projects or events would be desirable for Cardiff City Council; the current financial position means that there is no scope for us to provide further support.

In terms of the need for a single point of contact, this is something that officers will address in developing a more sustainable model for the Film Unit. Through discussions to develop service level agreements with the large media companies we will by default ensure that the Film Unit becomes the single point of contact for their activities. For smaller filming activities this is something that will be addressed through putting in place the correct internal procedures.

Thank you again for your time and for listening to the presentation on the Cardiff Film Unit. The views of the Economy and Culture Scrutiny Committee are appreciated and will be taken on board in developing a more sustainable future for the Film Unit.

Yn gywir,
Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Phil Bale', with a long horizontal stroke extending to the right.

**CYNGHORYDD / COUNCILLOR PHIL BALE
ARWEINYDD, CYNGOR DINAS CAERDYDD
LEADER OF THE CITY OF CARDIFF COUNCIL**