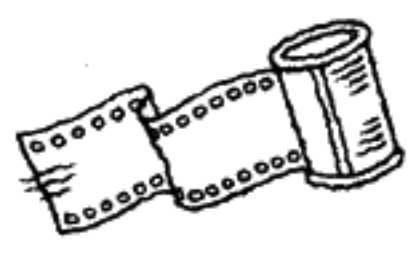


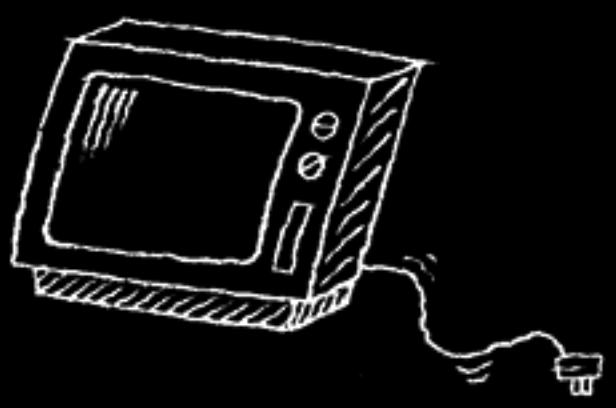
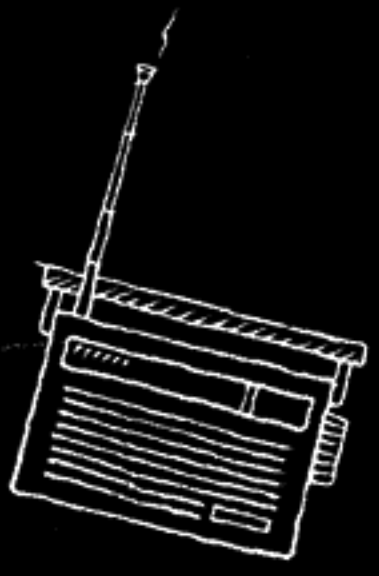
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MEDIA DEVELOPMENT AGENCY



prospectus



Foreword

The City Council is determined to take full advantage of the emerging industries and jobs which are being created in the new information society in which we are all living.

In 1987 we received a comprehensive report on the steps we should take to encourage the creation of the necessary facilities within the Birmingham area for Media and Communications. Amongst the initiatives which are now being pushed ahead are:

- *a MEDIA ZONE which will be based in Digbeth and where a creative and stimulating environment will be established to encourage such activity. The Zone will also be a major new venue for local people and visitors to Birmingham.*

- *a MEDIA ENTERPRISE CENTRE will be established in the Media Zone, with an opening scheduled for 1990. This will provide spaces for 60/70 businesses with common services and facilities.*

- *a DESIGN AND MEDIA CENTRE which will provide a major new cultural and exhibition facility for the TV, Film and Media industry as well as a unique Design facility. Detailed feasibility on this project will commence in 1988.*

The first stage in this process will be the establishment of the MEDIA DEVELOPMENT AGENCY. This prospectus which seeks your support, and where possible, financial commitment to the Agency set down the tasks and objectives for its activities.

With your help it is intended to set up the Agency during this year and have it in operation before the end of 1988.



*Councillor Albert Bore
Chairman of Economic Development Committee,
Birmingham City Council*



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April 1988

Birmingham City Council
Economic Development Unit,
Development Department,
Baskerville House,
Broad Street,
Birmingham B1 2NA.
Telephone: 021-235 4919

WHY DOES BIRMINGHAM NEED A MEDIA DEVELOPMENT AGENCY?

1. *The Media sector is one of the most creative and fast growing industries in the UK and Europe. The sector is also very important for the wider ranging impact it has on business, community and education opportunities.*

2. *There is always some confusion when considering the nature of the Media sector. There are now seen to be clear creative links between the following activities which in this prospectus are taken to be Media activities.*

These are:

- *Film, Television and Video
(broadcast, corporate, community)*
- *Photography*
- *Radio*
- *Music*
- *Journalism, Print and Design*

3. *These activities already provide a wide variety of jobs in the City and can provide an important source of new jobs and economic activity for Birmingham to replace those lost in other industries in recent years. The strengths which Birmingham already has in this sector and which could be further exploited were highlighted by the study commissioned from Comedia by the City Council in 1986 and which was completed in the summer of last year (i).*

4. *Since the Comedia report was received by the City's Economic Development Committee progress has been made on a number of its detailed recommendations:*

● *the establishment of a MEDIA ZONE. Such an area has only recently been declared for Digbeth and work will now continue to ensure that it is developed*

and used for the benefit of all media users. The MEDIA ZONE will contain the main components of the City's Media Development Strategy.

● *the opening up of a MEDIA ENTERPRISE CENTRE to provide office and workspace with shared facilities as appropriate. A building has now been identified for conversion which will provide up to 70 spaces of various sizes. It is anticipated that, subject to final conversion costs, the MEDIA ENTERPRISE CENTRE will be open in 1990.*

● *the creation of a MEDIA CENTRE which will provide a major new venue for the showing, promotion and display of media products and activities. Detailed discussions are now taking place to establish a unique facility in Birmingham which will provide a focus for both Design and Media activity. A DESIGN AND MEDIA CENTRE will incorporate facilities to serve business, visitors to the City, local residents and media and design organisations. The DESIGN AND MEDIA CENTRE will not open until its location and financing arrangements have been secured, and is therefore unlikely to be before 1992.*

● *the improvement and coordination of TRAINING PROVISION is now being progressed and an initial Training Plan is currently being prepared with the full involvement and participation of Birmingham Colleges, Polytechnics, West Midlands Arts, CSV, and Voluntary groups. The statement is anticipated to be available during the Summer 1988 for wider consultation and involvement.*

(i) "Birmingham Audio-Visual Industry" Comedia (April 1987) reported to Economic Development Committee July 1987.

5. The key recommendation to the City's Economic Development Committee was that a MEDIA DEVELOPMENT AGENCY should be established.

6. There are many reasons why this is vital if Birmingham is to secure as much of the growth in Media activity as possible. They are all concerned with the rapid pace of change which all media organisations face in the next few years, but especially in Birmingham.

- The impact of the Peacock Committee's recommendations on Broadcast Television will be fundamental to the growth of the independent film and television sector and on their future locational decisions. Birmingham must provide the right support to encourage the development of the independent sector.

- The advent of the Cable Franchise in Birmingham (currently advertised by the Cable Authority) will pose new opportunities for local television, video and film output.

- The use of Direct Broadcast by Satellite (DBS) is at yet not fully quantified but it will have an impact on Birmingham as a potential user and location.

- The Government's Green Paper on Radio broadcasting will lead to legislation for the development of community radio. Other changes to the radio spectrum are also likely to lead to increased demand for development of local radio services.

- The opening of the International Convention Centre in 1991 will provide an additional market opportunity for Birmingham to exploit.

- The dramatic increase in design interest at national and regional level. The possibility of a fourth Product Design and Advisory Centre being located in Birmingham is being actively pursued.

7. To be set against these are the facts at present that:

- Birmingham is the second largest city in Britain in terms of population, but only the fifth largest city in terms of audio visual activity.

- Birmingham also currently suffers from a 'leakage' to London both in terms of 'brain' and 'work drain', which has led to a gap in locally available higher level skills. In the corporate sector, nationally oriented Birmingham based firms tend to use London based companies for corporate video and advertising work.

8. A MEDIA DEVELOPMENT AGENCY WILL PROVIDE A MEANS TO DEVELOP THE ENTIRE SECTOR FOR THE BENEFIT OF LOCAL BUSINESSES, LOCAL PEOPLE AND MEDIA ORGANISATIONS.

THIS PROSPECTUS SETS OUT THE TASKS FOR THE AGENCY, TOGETHER WITH AN OUTLINE FOR ITS OPERATION AND FINANCING.

IT IS NOW VERY MUCH UP TO YOU TO LOOK AT WAYS IN WHICH YOU CAN SUPPORT THE AGENCY FINANCIALLY OR IN KIND.

THE TASKS OF THE AGENCY

9. *The prime task of the MEDIA*

DEVELOPMENT AGENCY is to act as the key agency for the development and encouragement of the media sector in Birmingham.

10. The MEDIA DEVELOPMENT AGENCY will work to the following objectives:

- to provide advice, assistance, and support to media organisations whether they are in the commercial sector, voluntary organisations or community groups.
- to promote Birmingham as an essential and prominent media location for the UK.
- to liaise with other media interests to secure a higher profile for Birmingham in the media world and also to work towards the further development of new initiatives.

11. In fulfilling these objectives the MEDIA DEVELOPMENT AGENCY will undertake a number of essential functions. Since the completion of the Comedia report for the City's Economic Development Committee, discussions have taken place with many groups, organisations and other people who are directly concerned with the media sector. The Comedia report has also been widely distributed to local audio visual and photographic interests.

12. These discussions are reflected in the functions outlined in this prospectus for the Agency:

- To promote and market the Media sector
- To provide consultancy, advice, assistance on financial sources and information support
- To help in the coordination of media training provision
- To identify and stimulate new facilities for the Media sector in Birmingham.

The Promotion Function

13. This is a key role for the Agency to undertake as it will fulfill the following tasks:

- to promote Birmingham as a place where media activity can be successfully undertaken
- to help Birmingham media organisations (corporate, community, voluntary) promote themselves and penetrate new markets
- to improve distribution networks locally for media material and also to assist local organisations gain access to national and international distribution facilities

14. The MEDIA DEVELOPMENT AGENCY in undertaking these tasks will itself be promoted and in the first months of the Agency's existence much effort will go into establishing linkages between the MDA and local organisations. Discussions have already been held with Centre Focus for example on video distribution and the staffing of the Agency will reflect these tasks.

15. The activities which would be undertaken initially by the MDA include:

- presentations and meetings with financial institutions, Chambers of Commerce, media businesses, other media organisations and interests to further the development of the sector and improve understanding.
- to participate in trade fairs, exhibitions and conferences where media interests are represented.
- to draw up appropriate marketing and distribution information and help local businesses and organisations promote and market themselves.
- to publicise Birmingham as a "Media and Communications City".

- to create a directory of media resources in Birmingham and the West Midlands in conjunction with other appropriate organisations which would be used as a marketing tool

- to establish as appropriate a "Birmingham Media Association" to bring together media interests, industry, finance and public bodies in order to pursue the interests of the media sector in the City and to advise and assist the MEDIA DEVELOPMENT AGENCY in its work.

The Consultancy, Advice and Information Function

16. The Agency will play an essential role in the provision of help, and advice to all types of organisations, the key tasks are:

- to provide advice, information and consultancy as appropriate to media organisations which are in Birmingham or are intending to establish in Birmingham

- to act as an initiator of new media business or community projects by bringing ideas, projects and people together

- to establish information and data bases for the use of the Agency in its prime tasks, by other media organisations, and by people

17. The MEDIA DEVELOPMENT AGENCY will liaise and maintain close contact with other organisations including West Midlands Arts, local financial institutions and the City Council which may be able to provide help and assistance. Discussions have already taken place with MIDI (Music Industry Development and Information) about their future role within the Agency in support of the music industry.

18. The activities which will be undertaken initially by the MDA include:

- providing advice on available contacts and resources for financial support, consultancy and other specialist media advice

- providing in depth advice and consultancy as appropriate on a fee basis

- creating data sources and information which can be published

The Training Function

19. The provision of an adequate level of training within the Birmingham and West Midlands is essential for the sustained development of the media sector. This is therefore a key task for the Agency. The key tasks are:

- to coordinate, in conjunction with training providers, the delivery of media training

- to publicise training provision to the media sector and to those intending to enter the sector

20. The MEDIA DEVELOPMENT AGENCY will liaise and maintain close contact with the training providers and funders in Birmingham and the West Midlands. Links will also be maintained outside of the region to the national media training facilities. A Training forum has already been initiated in advance of the Agency being established in order to establish an initial statement for improvements in local training provision. The Agency will participate fully in the Forum when it is in operation. It is anticipated that the MSC will also be actively involved.

21. The activities which will be undertaken initially by the MDA include:

- to participate fully in the already established Training Forum

- to create a data base of available training facilities in the media sector
- to promote the provision of training
- to work towards the upgrading and expansion of training facilities in line with anticipated demand.

The Stimulation Function

22. The MEDIA DEVELOPMENT AGENCY will play a vital role in identifying new opportunities for the expansion of the sector in Birmingham. It will also be closely involved with the City's Media Development Strategy, which includes the MEDIA ENTERPRISE CENTRE, and the DIGBETH MEDIA ZONE.

23. The Agency's tasks are therefore:

- to assist in the development of new media related initiatives
- to act as a catalyst for the further development of the sector in Birmingham

24. The MEDIA DEVELOPMENT AGENCY will work closely with the City Council and with West Midlands Arts in fulfilling these tasks. The Agency will also ensure that other necessary infrastructure such as venture capital can be made available.

25. The activities which will be undertaken initially by the MDA include:

- to promote the concept of the DIGBETH MEDIA ZONE
- to promote the development of the MEDIA ENTERPRISE CENTRE
- to assist in the feasibility of the DESIGN AND MEDIA CENTRE
- to investigate the potential of a media production development fund.

THE STRUCTURE OF THE AGENCY

26. To succeed in its overall aim and tasks, the MEDIA DEVELOPMENT AGENCY must be a partnership between the media sector, financial institutions, community and voluntary organisations, and public authorities such as West Midlands Arts as well as the City Council. Without the support of all these organisations it will not be able to achieve its goals nor indeed obtain the necessary level of commitment and financial support for success.

27. The Agency will therefore be established as a company limited by guarantee, with a Board of Directors. The Board Members will be drawn from:

- the principal funding agencies
- financial institutions
- media interests in the corporate and community

sectors

and will define policy, draw up the Agency's Strategic Plan, and agree the annual plan and budget.

28. The 'Birmingham Media Association' which is to be established (paragraph 15) will assist the Board, as it will be representative of a wide range of interests.

29. It is anticipated that in view of its activities, the Agency may be capable of Charitable status and this will be explored.

30. The MEDIA DEVELOPMENT AGENCY will be led by a Director responsible for:

- the corporate and financial well-being of the Agency
- the management of the staff of the Agency
- the identification of new sources of funding for the Agency's activities

31. The staff of the Agency will initially include:

- the Director
- secretary
- research and information assistant
- promotions assistant
- training coordinator
- media distribution coordinator
- music industry development officer

32. It is anticipated that further staff will be required to further develop the industry in Birmingham but that these will be separately justified with the growth of the sector.

FINANCING THE AGENCY

33. *The MEDIA DEVELOPMENT AGENCY will be a jointly financed project between the public and private sectors.*

34. *The City Council will finance part but not all of the costs of the venture. It is therefore important that a substantial cost of the Agency is provided from non-City Council sources.*

35. *In seeking financial support the City Council is conscious that organisations would not reasonably wish to commit themselves to an open-ended financial commitment to the costs of the Agency. There will therefore be an opportunity for organisations to make a financial contribution in the form of one-off capital payments or as multi-annual revenue contributions towards costs.*

36. *Consideration will also be given to introducing an annual subscription scheme for organisations in the media sector in Birmingham and the West Midlands.*

37. *The Appendix shows the probable cash flow of the Agency, based on the staffing proposals set down in this prospectus. The precise costs will be subject to a more detailed analysis once an indication of potential financial support is obtained from the distribution of this prospectus.*

38. *The City Council will also be approaching the Department of Employment for possible funding of the MEDIA DEVELOPMENT AGENCY under the Local Employment Agencies scheme.*

HOW YOU CAN HELP

39. *The City Council intends to establish the MEDIA DEVELOPMENT AGENCY as soon as possible during 1988. This can only be achieved with your help and assistance.*

40. *The timetable for action is:*

- *a decision from your organisation on the level of your financial support towards the activities of the Agency by June 1988.*

- *the completion of legal arrangements for the establishment of the Agency by early September 1988.*

- *the appointment of a Director for the Agency by end October 1988.*

- *the launching of the Agency by end November 1988.*

41. IN ORDER TO GET THE AGENCY LAUNCHED THE CITY COUNCIL IS LOOKING FOR AN INDICATION, BY 13 JUNE 1988, OF THE LEVEL OF FINANCIAL CONTRIBUTIONS WHICH WOULD BE FORTHCOMING.

Appendix

The MEDIA DEVELOPMENT AGENCY's indicative budget is outlined here in draft form. It is subject to detailed discussion in the light of the support and commitment which is forthcoming from potential sponsor of the Agency.

Description	year 1	year 2	year 3	year 4
Staffing				
Director	20,000	21,000	22,050	23,150
secretary	8,000	8,400	8,800	9,250
research assistant	12,000	12,600	13,200	13,900
promotions assistant	12,000	12,600	13,200	13,900
training co-ordinator	15,000	15,750	16,500	17,300
distribution co-ordinator	15,000	15,750	16,500	17,300
music industry officer	15,000	15,750	16,500	17,300
SUB-TOTAL	97,000	101,850	106,900	112,300
Other Costs				
Rent/office overheads	10,000	11,000	12,000	13,000
promotion and launch	13,000	5,000	10,000	5,000
travel/subsistence	4,000	4,000	4,000	4,000
seminar costs	6,000	6,000	6,000	6,000
information packs/ directories/databases	15,000	15,000	15,000	15,000
Other costs	10,000	10,000	10,000	10,000
SUB-TOTAL	58,000	51,000	57,000	53,000
TOTAL COSTS	155,000	152,850	163,900	165,300
Income Subscription scheme	10,000	15,000	30,000	30,000
NET COSTS	145,000	137,850	133,900	135,300



The indicative budget includes the following assumptions:

(i) An allowance for staff pay to rise by 5% per annum.

(ii) The staff costs include all overheads such as NI.

(iii) The staffing identified in the budget is for a start up situation. The Agency may require additional staff resources at a future date but these will need to be resourced and identified in a separate growth bid.

(iv) Income will come from advertising in Directories of information, seminars, and participation in events. Income will also be generated by staff of the Agency undertaking some limited consultancy assignments.

(v) It is assumed that the Agency will move into the MEDIA ENTERPRISE CENTRE upon the Centre's completion.

(vi) No allowance is made for the impact of charitable status if that is obtained, nor for the outcome of negotiations with the Department of Employment on Local Enterprise Agency status.

(vii) No estimate has been undertaken of potential subscription income.

