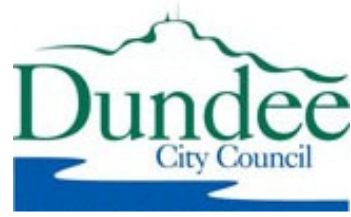


Dundee City Council

Evaluation of Tayscreen Film Office



What our client wanted

Public sector funding partners in Tayside wanted to evaluate the effectiveness of their regional film office, Tayscreen. The evaluation was to be used to make decisions about future developments and funding.

What Frontline did

We assessed the extent to which Tayscreen was achieving its objectives and targets, including its impact on the local economy and in promoting the profile of Tayside as a film-making location.

In the evaluation we:

- reviewed existing information including; stakeholder consultation, benchmarking and competitive analysis
- interviewed partners and funders, service users and local suppliers to assess their views on performance, whether their expectations had been met and the impacts achieved
- benchmarked Tayscreen against other film offices to identify examples of good practice that might offer learning

What difference we made

The evaluation calculated the significant economic benefit generated by Tayscreen. As a result, the partners committed to provide funding for a further three years. The findings also highlighted the need for additional resource, leading to job creation in the area. Tayscreen also implemented our recommendation to increase their catchment area to include Fife, and they secured financial support from Scottish Enterprise Fife and Fife Council to do this.