

PROJECT FINANCE

Funding Partners	Scottish Enterprise Glasgow and Channel 4
Eligible Costs (£)	£899,670
ERDF Support (£)	£209,130
Priority/Measure	Western Scotland Objective 2 Programme 2000-06 - Priority 1, Measure 1.2 – Enhance SME advice and support services to develop a competitive and innovative business base

PROJECT PERFORMANCE

Indicator	Target	Achievement	% Target Achieved
No of business/sectoral networks supported	36	29	80.56%
No of existing businesses receiving advice	43	115	267.44%
No of instances of advice to existing businesses	69	158	228.99%
Total no of instances of assistance to existing businesses	69	157	227.54%
Increase in sales in existing businesses (£ million)	5.95	5.67	95.29%

The project, started its second phase in July 2001 and quickly established itself as a fundamental part of the regional infrastructure supporting media content development.

By March 2003, the project had worked with over 40 small and medium sized businesses (SMEs) in the region, helped companies to achieve in excess of £3 million of increased sales, organised more than 20 networking events and provided training to over 130 people.

The Centre's facilities proved extremely beneficial in providing the right environment to help companies focus on the quality and market relevance of their programme ideas. A number of ideas researched and developed onsite have successfully converted into television programmes for the main UK broadcasters.

Two sample success stories

1. Aberdeen-based Tern Television used the Research Centre incubator units to work on programme proposals while exploring the possibility of setting up a base in Glasgow. The company achieved early success by winning a 13-part television series for a digital channel – a new market for the company. Tern Television has now established a permanent fully-staffed office in Glasgow and has recently secured two more series.

2. The Research Centre also attracted inward investment from further afield with a London based company, Angel Eye, initially using an research and development incubator unit to scope the market in which time it secured three network television commissions from Channel 4 and the BBC. Following this success, the company secured staff and premises in Glasgow.