



Screen Futures

Objectives

Led by Napier University's School of Design and Media Arts in conjunction with the Screen Academy Scotland, (a collaboration between Napier University and Edinburgh College of Art, and funded by Skillset and the Scottish Executive), this project will use the ground breaking new Film School to target under represented communities and cultural groups in order to maximise the opportunities for business creation.

Activities

- Appointment of a Project Officer
- Identification of specialist support available to Film Industry entrepreneurs
- Identification of role models and use of learning journeys to develop individuals with potential for business start up in the Film Industry for under represented communities and cultural groups
- Awareness raising of issues and solutions
- Establishment of incubation and networking centres for Film Industry business ideas
- Involvement in signposting databases and information guidance for business start up in the Film Industry



Outcomes

- Awareness raising and dissemination of solutions to assist the development of increased numbers of under represented communities and cultural groups in business start up in the Film Industry
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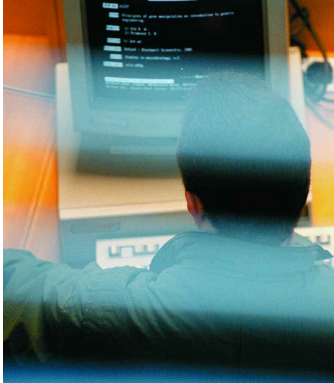
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Strategic Significance and Mainstreaming



For the Further and Higher Education sector this project represents a major opportunity to communicate, network and partner the minority ethnic community through the exchange of ideas regarding Film and Media issues. This will facilitate the further integration of this community into Higher Education as a viable career pathway.

For further information on Equal at Napier, please contact Ed Craig,
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Findings to date

Initial findings from a study being undertaken on behalf of Screen Futures by researchers at Robert Gordon University have revealed considerable geographic variation across Scotland in the level and focus of business advice and support available both to screen business entrepreneurs as a whole and specifically to those in the EQUAL target groups. Preliminary findings on the barriers to take-up of business advice services have highlighted a number of issues including perceptions of advisory services' receptiveness to target groups, differing cultural attitudes to the screen industry as a viable career and the complexity of the business support landscape. These issues are being investigated further in the second stage of the research, focussing on the experiences of business support users from the target groups.

Progress to date

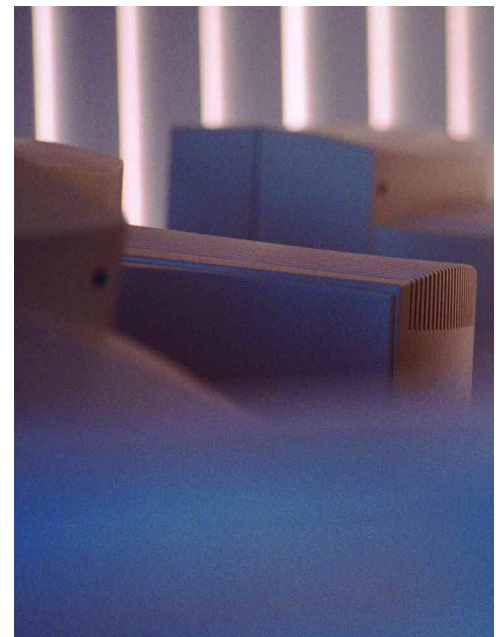
Findings from the first stage research have been fed into the development of the online toolkit and signposts and links with advisory bodies are being developed to further publicise the project and attract potential beneficiaries to register via the website. The Napier University networking centre at Merchiston Avenue was officially opened on August 17th.

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