



CFO name: New Media Scotland

Reference number (GMS): G200801047

Lead officer's recommendation

Summarise your reasons for assessing the application as you have (drawing out the strengths and weaknesses of the proposal and highlighting any specific risks):

New Media Scotland has an important role to play in supporting artists, those that currently work with art and technology and those that are interested in exploring the relationship between the two. Through commissions and exhibition opportunities the organisation helps artists to develop new work and brings that work to audiences in Scotland and internationally.

The recent focus on audience development in the organisation offers significant potential to increase participation in the arts. Technology is present in all aspects of daily life and the organisation has the potential to bring the arts closer to people by developing projects that use the tools that they are familiar with (such as mobile phone technology, and the internet).

New Media Scotland has outlined a programme that is focussed and that will generate a higher profile for the organisation and the work that it supports. The planned developments are logical and will help to build a more secure base from which the organisation can achieve its ambitions. Funding levels are modest and would enable staged growth in line with current capacity / capabilities.

The organisation has experienced a period of upheaval since the resignation of its Artistic Director last year. The Board and Executive Director have worked hard to resolve the issues that have arisen from this and the organisation has achieved a stability that will enable growth / development.

The main risk attached to New Media Scotland is the ability / capacity of the staff and Board to deliver the programme that has been outlined. The organisation has been through a significant period of upheaval and the team is relatively new and therefore untested. However, the organisation is more focussed, the Board is operating more effectively, the plans are interesting and offer good potential. Scotland could benefit from an agency that is effectively promoting arts and technology and that is able to work strategically with a range of partners to support artists and to increase public participation.

The Scottish Arts Council should consider increased investment to New Media Scotland to enable it to achieve the plans outlined in the application. In order to mitigate the risks that have been identified the Scottish Arts Council should award time limited (3 year) agency/development funding. If New Media Scotland fail to achieve agreed targets the Scottish Arts Council should withdraw funding and invest it in the promotion of art and technologies by some other means.

Assessment:

Medium

Areas of concern:

Identify areas of concern drawn from the assessment which will inform the funding agreement for 2006/7 and future agreements / 12 month development plan (as applicable)

Board to continue to undertake training and to work effectively – recruitment of additional Board members as identified

Development issues:

Identify development issues drawn from the assessment which will inform the funding agreement for 2006/7 and future agreements / 12 month development plan (as applicable)

Establish and maintain a motivated staff team

Maintain core programmes such as THE UPGRADE! SCOTLAND, Beep and Host

Deliver Community Green and negotiate with BBC to programme the Big Screens

Fundraise effectively to support identified projects

Lead Officer:

Date: 2/12/05

Print name: Amanda Catto

Stage 2**Decision and authorisation**

CFO name: New Media Scotland

Reference number (GMS):G200801047

Stage 2: Head of Department recommendation within the context of the sector ecosystem**Category for support****Important**

Based on the lead officer's assessment and match with the department ecosystem, summarise your reasons for assessing the application as you have (drawing out the strengths and weaknesses of the organisation and highlighting any specific risks). Identifying development areas.

New Media Scotland has an important role to play as a leading agency for the development and promotion of art and technology. The organisation has an evidenced commitment to supporting artists and is developing a programme that will increase public interest and develop new opportunities for people to participate in the arts. While more arts organisations are embracing technology there is still scope for an agency that is working at the forefront of developments in this field and that can generate a high public profile for its work.

New Media Scotland has faced a number of challenges in the past 2 years and has worked hard to regain stability and to rebuild its programme. The first indications are that the new focus in the organisation is positive and being well received by artists and arts organisations. The outline programme and the objectives identified in the audience development plan suggest that New Media Scotland could fulfil Scottish Arts Council's aims well into the future.

The Visual Arts Department considers that there is a role for New Media Scotland to play in the future. The field of arts and technology offers exciting possibilities for artists to develop new work and for the public to get involved. The agency has highlighted opportunities that are innovative and that could have a significant impact on people in their everyday lives. The Department would therefore recommend that New Media Scotland is considered for an increase in core funding within both an optimum and standstill scenario.

There are risks attached to future support but these could be mitigated by offering fixed funding ie development / agency funding with agreed targets. If the organisation cannot deliver the plans that are outlined here then Scottish Arts Council investment could be removed and applied elsewhere.

Decision authorised:

Head of Department
Print name: Amanda Catto

Date 2/12/05

By 11 November 2005

Stage 3: Head of Department recommendation within the context of the Corporate Synthesised scenario			
CFO name: New Media Scotland		Reference number (GMS): G200801047	
Category for support		Flexible	
New Media Scotland can make a significant contribution to the Scottish Arts Council's new priorities. The field of arts and technology offers exciting possibilities for artists to develop new work and for the public to get involved. As this field is fast moving and it is likely that other organisations will emerge that could deliver a similar programme it is recommended that New Media Scotland is awarded flexible, artist led funding for two years from 2007/08, with an increase to support developments in programme.			
Recommendation authorised: Head of Department Print name: Amanda Catto			Date 15/2/06 By 14 February 2006

Stage 4: Group Heads			
Recommendation and authorisation			
CFO name: New Media Scotland		Reference number (GMS): G200801047	
Category for support		Flexible	
Agree with the recommendation for flexible funding status as an artist led organisation, from 07/08.			
Decision authorised: Group Head Print name: Jim Tough			Date By 14 February 2006

Stage 5: Creative Arts Committee			
Recommendation and authorisation			
CFO name: New Media Scotland		Reference number (GMS): G200801047	
Category for support		Flexible	
Agreed as per Managers/Group Heads recommendations.			
Committee Chair Print name: Jane Jeffrey (Vice Chair)			Date 24 February 2006

Stage 6: Council			
Decision			
CFO name: New Media Scotland		Reference number (GMS): G200801047	
Category for support		Flexible	
Approved flexible funding as per Managers/Group Heads and Committee recommendations.			
Chairman Print name: Richard Holloway		Date 28 February 2006	

End of Assessment