

## URGENT ACTION – ORION TELEVISION

**EXECUTIVE MEMBER:** Councillor C Giel  
**LEAD OFFICER:** Fergus McMorrow  
**REPORT AUTHOR:** Keith Parker

### Summary and Recommendation:

Executive is asked to note the Urgent Action taken to secure a production by Orion Television to cover Whitehaven

## 1. INTRODUCTION

- 1.1 An opportunity arose late in July to secure a production by Orion Television to cover Whitehaven. Initially £7,500 was requested to ensure Whitehaven would be included in the company's production schedule although, due to the quality of opportunity presented by the town to Orion TV this was scaled down to £7,000.
- 1.2 The production will be shown on national television and will result in the Council gaining a DVD of the programme. Both of these will be of great marketing value for the town and the borough more generally. Whilst the programme is intended to focus on some of the town's history, it will also include filming in the Beacon and reference to the changes being made for the future.

## 2. CONCLUSION

- 2.1 This production provides a unique opportunity to gain some very cost effective promotional material for Whitehaven and the Council with a DVD of the film available for use afterwards, and, as such, was felt to be something to be taken advantage of. To have not given the commitment to secure the production would have meant the production team would have gone elsewhere and Whitehaven would not gain the media coverage that has now been guaranteed.

## 3. FINANCIAL AND HUMAN RESOURCES IMPLICATIONS (INCLUDING SOURCES OF FINANCE)

- 3.1 £7,000 has been committed although it is likely the funding will come from alternative sources as outlined in the Urgent Action.

#### **4. PROJECT AND RISK MANAGEMENT**

- 4.1 Although some officer support is being given to the production company there are not considered to be any project or risk management issues

#### **4. IMPACT ON CORPORATE PLAN**

- 4.1 By assisting in the promotion of Whitehaven as a destination this Urgent Action helps underpin our economic sustainability objectives.

#### **List of Appendices**

Appendix A – ORION TELEVISION – URGENT ACTION 05/09

**List of Background Documents: None**

**List of Consultees: Corporate Team; Ian Curwen; Cllr Giel**

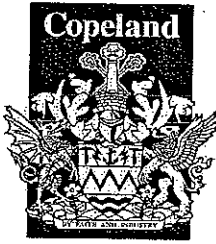
#### **CHECKLIST FOR DEALING WITH KEY ISSUES**

Please confirm against the issue if the key issues below have been addressed . This can be by either a short narrative or quoting the paragraph number in the report in which it has been covered.

Impact on Crime and Disorder	none
Impact on Sustainability	Supports economic sustainability
Impact on Rural Proofing	none
Health and Safety Implications	none
Project and Risk Management	none
Impact on Equality and Diversity Issues	none
Children and Young Persons Implications	none
Human Rights Act Implications	none
Monitoring Officer Comments	No comment
Section 151 Officer Comments	No comment to add

Please say if this report will require the making of a Key Decision YES/NO

ITEM 14.  
AP



Ref Number	Date Issued	Officer/Dept	Rec'd by Secretariat	Reported to the Executive
05/09	31 July 2009	F McMorrow	SL/09	2SL/09
Prior to processing this form it must be referenced by the Secretariat				

REQUEST FOR AGREEMENT TO URGENT ACTION UNDER EXECUTIVE PROCEDURE RULES

ORION TELEVISION

STAGE A

Portfolio: Development Strategy	Originating Officer: Fergus McMorrow
Date of next Executive meeting: 25 August 2009	
Action proposed: Contribution to Orion TV towards TV series featuring Whitehaven's heritage and tourism, to be filmed early August.	
Financial/Resource Implications: £7,000 contribution. To be taken out of Image of Copeland Fund if partners agree and if not the Copeland Employment Initiative Fund.	
Reason(s) for urgency: The filming schedule is tight as limited slots are available with the artist presenter and therefore an early go a head is required.	
Implications of not taking action before next Executive: Loss of marketing and publicity for the town of Whitehaven.	
Comments of Head of Legal & Democratic Services on grounds of urgency: <i>Agreed on the basis that without funding being agreed, there would be a serious effect on services delivery, bearing in mind the benefits available from the film.</i>	

Certified and Agreed as Urgent: Signed: M. V. DC  
Dated: 3/3/09

STAGE B

Ref No

<b>Portfolio Holder</b> Comments on action proposed:  Action: AGREED/NOT AGREED Signature: <u>C. A. Esail</u> Dated: <u>4/8/09</u>
<b>Overview and Scrutiny Chair</b> Comments on action proposed:  Action: AGREED/NOT AGREED Signature: <u>John Kane</u> Dated: <u>4/8/09</u>
<b>Head of Finance and <del>Business Development</del> MIS</b> Comments on action proposed:  Action: AGREED/NOT AGREED Signature: <u>M. C. ...</u> Dated: <u>3/8/09</u>
<b>Head of Legal and Democratic Services (Monitoring Officer)</b> Comments on action proposed:  Action: AGREED/NOT AGREED Signature: <u>M. V. DC</u> Dated: <u>3/3/09</u>
<b>Other Consultees (State Name)</b> Comments on action proposed:  Action: AGREED/NOT AGREED Signature: ..... Dated: .....


DEPUTY  
SECTION  
151  
OFFICER  
IN ABSENCE  
OF HEAD  
OF FINANCE

STAGE C

Ref No	
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To be completed by Originating Officer

I certify that Stages A and B of this procedure have been completed and the Urgent Action proposed will be implemented on or after the date of this certification

Signature:  Dated: 5.8.09

For: *Seamus McMoran*