

APSE Commercialisation, Income Generation & Social Value Network

The Growth of Film in Argyll

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Why does film matter in Argyll and Bute?



Brings inward investment



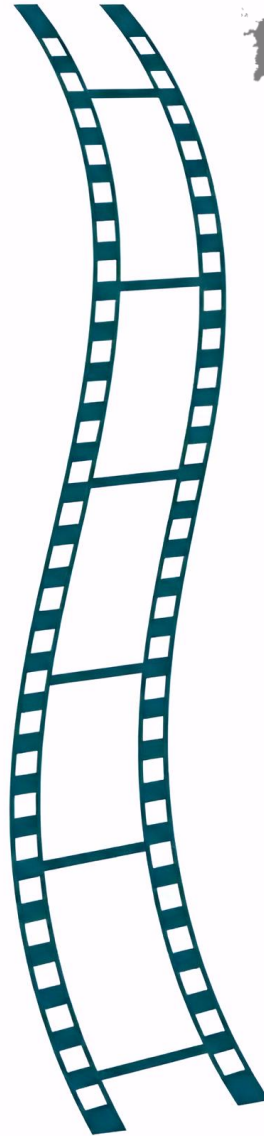
Supports rural economies



Promotes tourism



Creates local opportunities



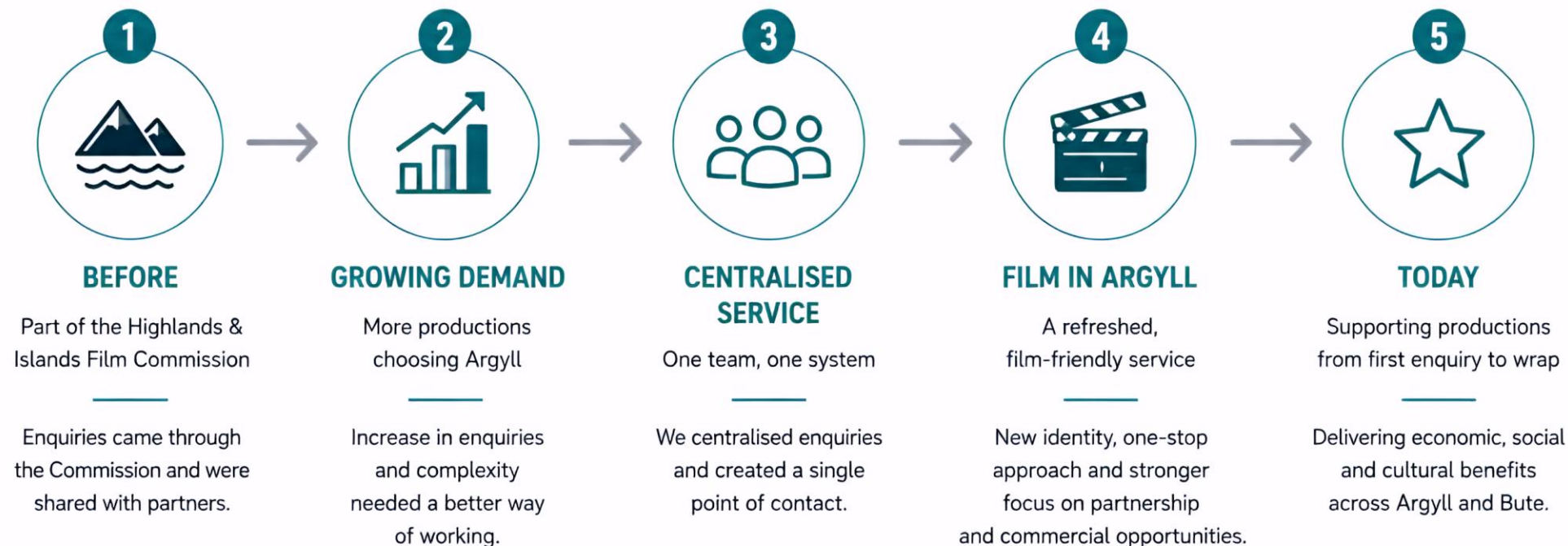
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Why We Created Film in Argyll

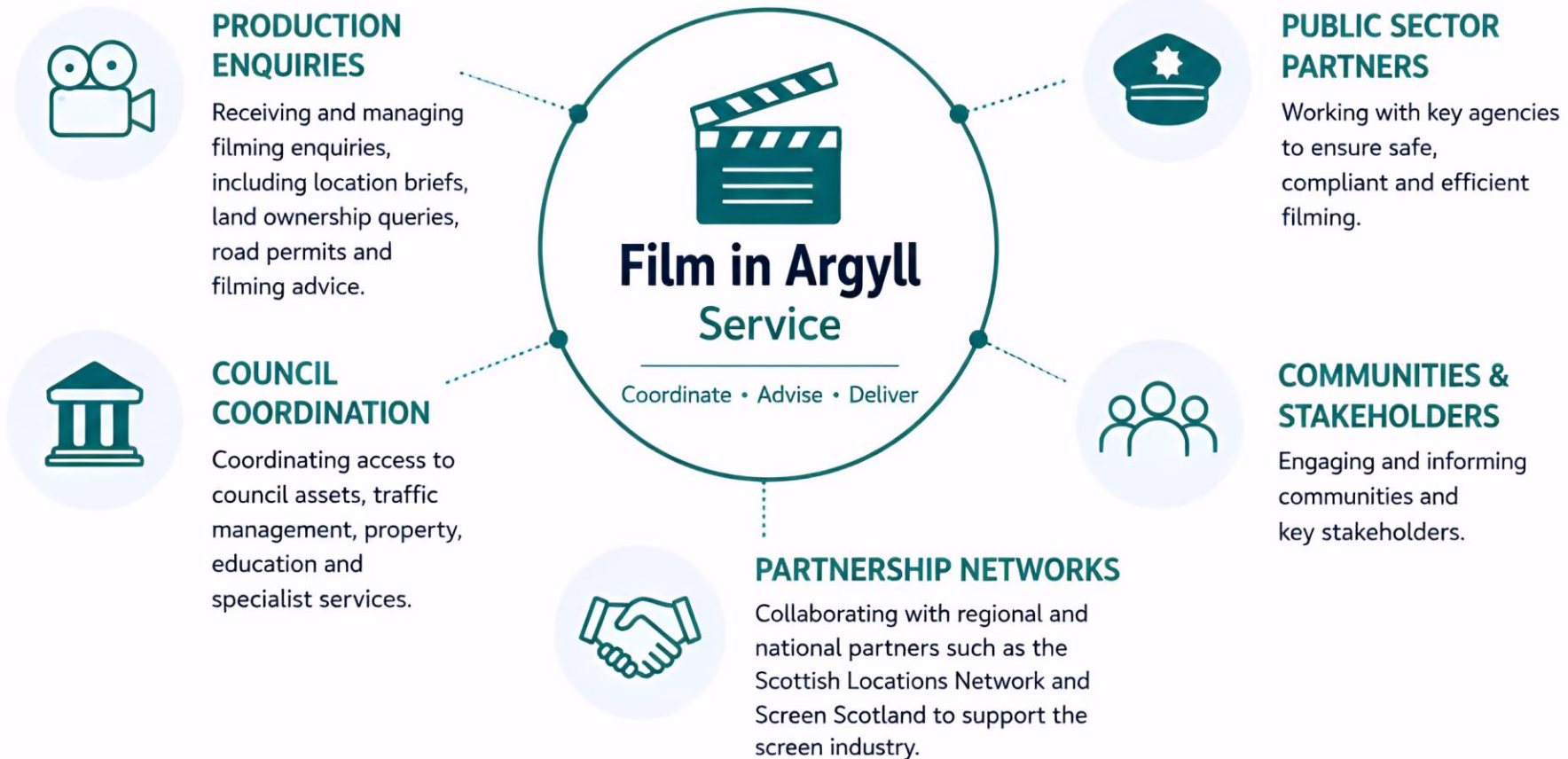
Evolving an existing service to better support the screen industry

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Our Operating Model

How Film in Argyll coordinates filming across Argyll and Bute



One point of contact coordinating filming across Argyll and Bute. **Connecting people, places and partnerships** to support successful productions.

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Delivering Economic Value

Every production creates value for Argyll and Bute



Every production creates value – both **directly** through income to the Council and **indirectly** through significant spend within the local economy.



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Commercialising the Service

Why Argyll and Bute Council introduced a commercial approach

In 2018, the Policy and Resources Committee approved a new commercial approach for filming on council assets. The aim was to create a sustainable, transparent and film-friendly service that supports inward investment and delivers value for Argyll and Bute.



1 SUSTAINABLE SERVICE

Introduced a transparent charging model to recover the costs of facilitating filming and ensure the service is sustainable for the future.



2 MAKING BETTER USE OF COUNCIL ASSETS

Unlocking the commercial potential of council-owned buildings, land and infrastructure for the benefit of the local community.



3 CONSISTENT & FAIR

Creating a clear, transparent and consistent approach for all productions, reducing uncertainty and delays.



4 SUPPORTING INWARD INVESTMENT

Encouraging productions to choose Argyll and Bute while maximising the economic and social benefits they bring to our communities.



5 REMAINING FILM FRIENDLY

Balancing commercial charging with a flexible, solution-focused approach that continues to attract productions and build strong industry relationships.

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Five Years of Economic Impact

Estimated local production spend generated by filming in Argyll and Bute



Film production brings real, measurable economic value to Argyll and Bute. Local production spend has increased by **more than 15x since 2020**, reaching a record **£4.8 million** in 2025.



Figures are estimates of local production spend and include direct spend with local businesses and service providers.



Source: Argyll and Bute Council – Environment, Development and Infrastructure Committee Reports 2020–2025

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PRODUCTIONS WE'VE SUPPORTED

1 BLACK MIRROR: LOCH HENRY



Platform: Netflix

What: Episode of the hit anthology series (Season 6, Episode 2) filmed across 18 locations.

Filmed in: Inveraray & Arrochar

2 THE DIPLOMAT



Platform: Netflix

What: Political drama series (Season 2) with international storylines.

Filmed in: Inveraray & surrounding areas

3 THE UNDERTOW



Platform: Netflix

What: Psychological thriller feature film starring Jamie Dornan.

Filmed in: Isle of Mull

4 THE NEST



Broadcaster: BBC

What: Gripping psychological drama starring Martin Compston.

Filmed in: Cape Cove, Loch Long

5 BALAMORY



Broadcaster: BBC

What: Return of the iconic children's series.

Filmed in: Tobermory, Isle of Mull

6 THEN CAME YOU



Type: Feature Film

What: Heartfelt coming-of-age story filmed in stunning Scottish locations.

Filmed in: Lochgilphead, Ardkinglas, Inveraray & Loch Goil

7 JURASSIC WORLD: FALLEN KINGDOM



Studio: Universal Pictures

What: Major Hollywood blockbuster – scenes filmed for the global hit franchise.

Filmed in: Loch Long

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CHALLENGES & LESSONS LEARNED

Over the past five years we have grown and adapted our service.

These are the key challenges we face and the lessons we've learned along the way.



CHALLENGES



Delivering across a large, rural and island geography



Tight production timescales



Coordinating multiple council services and external partners



Balancing filming requirements with community impact



Limited local authority resources



LESSONS LEARNED



Early engagement is key



Strong partnerships deliver better outcomes



A single point of contact builds confidence



Flexibility helps attract productions



Clear communication prevents issues

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FUTURE AMBITIONS

We are committed to building on our success and continuing to grow Film in Argyll as a sustainable, commercial and high-impact service.



1

GROW THE NUMBER OF PRODUCTIONS

Attract more film, television and commercial productions to Argyll and Bute, increasing our profile and economic impact.



2

INCREASE INWARD INVESTMENT

Maximise the economic benefits to our communities through increased spend, jobs and skills development.



3

CONTINUE COMMERCIALISING COUNCIL ASSETS

Proactively identify and promote locations and assets to generate income and support service sustainability.



4

STRENGTHEN STRATEGIC PARTNERSHIPS

Build and maintain strong relationships with partners across the public, private and third sectors to deliver shared outcomes.



5

PROMOTE ARGYLL AND BUTE INTERNATIONALLY

Position Argyll and Bute on the global stage as a distinctive and film-friendly destination with world-class locations.



6

DEVELOP A SUSTAINABLE, RESILIENT FILM IN ARGYLL SERVICE

Continue to evolve our service, diversify income streams and invest in our team, tools and processes for the future.

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FUTURE AMBITIONS

Building on our success to drive continued growth, investment and opportunity for Argyll and Bute and Scotland's screen sector.

SCREEN SECTOR GROWTH & OPPORTUNITY FOR ARGYLL AND BUTE

A GROWING NATIONAL INDUSTRY



- The screen sector is a priority growth industry for both the UK and Scottish Governments, supported through investment funds, talent development programmes and tax incentives.
- Screen Scotland leads national sector growth in partnership with enterprise agencies and industry stakeholders.
- Argyll and Bute's Economic Strategy supports screen sector development under the "Prosperity" outcome.

STRONG ECONOMIC GROWTH



- Screen sector GVA increased from £627m (2021) to £718m (2023).
- Industry remains on track to reach **£1bn GVA** by 2030.
- Growth continued despite the 2023 writers' strike, driven by increases in TV production and independent film.
- Early 2024 indicators show further growth in production, exhibition and film tourism.

OPPORTUNITIES FOR ARGYLL AND BUTE



- Expansion of studio infrastructure across Scotland is generating more production activity.
- New **Stirling Studios** (opening 2026) is expected to increase location-shoot opportunities.
- Argyll and Bute benefits from its proximity to the Central Belt and offers:
 - **The Factory at MACC Business Park** – internationally promoted through Screen Scotland.
 - Potential office and support space for productions.

OUR COMMITMENT



We will continue to work in partnership with Screen Scotland, enterprise agencies, industry and government to harness opportunities, attract investment and deliver lasting economic and social benefits for Argyll and Bute.

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ANY QUESTIONS?

THANK YOU

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