

16th September 2024

↙ A Vision for Economic Growth and Community Development



PRESENTED BY
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Hello!

I'm Sam, Last year I responded to a newspaper article, i got inundated with responses and MFR even spoke about it. Due to unforeseen circumstances it took me a while but now I'm here presenting this to you in the hope that we can build something great together.



Marc brought the articles to my attention, so i'm currently blaming him for my additional workload!





ABOUT US

At Openbrolly we are a tech company, we've been selling SaaS products to the creative industries for over 20 years. We have worked with huge film offices, production companies and some of the biggest production teams the UK has ever seen. But..... we've never taken on a project as BIG as building a studio. *I've never even built a shed!!*

The First Ministers “Programme for government” announcement

REVIEW THE WAY THE CULTURE SECTOR IS SUPPORTED, INCLUDING A REVIEW OF CREATIVE SCOTLAND AS PART OF OUR COMMITMENT TO ENSURING EXCELLENCE IN SCOTLAND’S PUBLIC SERVICES. THIS WILL ALSO HELP TO ENSURE THE DISTRIBUTION OF ADDITIONAL FUNDING IN THE MOST EFFECTIVE WAY POSSIBLE.

MAINTAIN OUR COMMITMENT TO INCREASE FUNDING FOR CULTURE AND THE ARTS SO THAT IT IS **AT LEAST £100 MILLION MORE A YEAR BY 2028 29**.

- SUPPORT SCREEN SCOTLAND TO DELIVER ON ITS STRATEGY TO 2030, ENSURING THE SCREEN SECTOR CAN REACH OUR GOAL OF **£1 BILLION GROSS VALUE ADDED TO THE SCOTTISH ECONOMY BY 2030**.
- PRESS THE PUBLIC SERVICE BROADCASTERS TO **INCREASE PRODUCTION FROM SCOTLAND**.



SO, WHY MORAY?

Unique Locations: Moray offers diverse landscapes, making it a desirable location for film production.

Economic Growth: The film industry is a significant driver of economic activity. **Community Benefits:** Job creation, skills development, and tourism boost





Vision

"To create a state-of-the-art, sustainable, and multipurpose sound studio and event venue that honors the legacy of Geoff Wilcock. This facility will serve as a beacon of innovation, community, and environmental stewardship, fostering creativity and collaboration while championing a net zero, net waste future. We envision a vibrant space that not only enhances the local economy through job creation and tourism but also supports the well-being of our community, businesses, and the environment for generations to come."



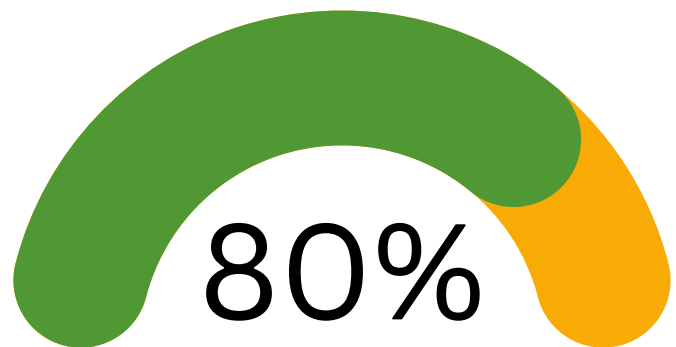
Mission

"Our mission is to build and operate Wilcock Studios, a cutting-edge facility dedicated to sustainability, inclusivity, and community engagement. We aim to provide world-class training, creative spaces, and event services that cater to diverse needs, from sound production to corporate events. By integrating green spaces, onsite amenities such as catering, childcare, and a well-being center, as well as offering office space and accommodation partnerships, we strive to create a thriving hub that boosts the local economy, supports businesses, and serves as a welcoming space for all."

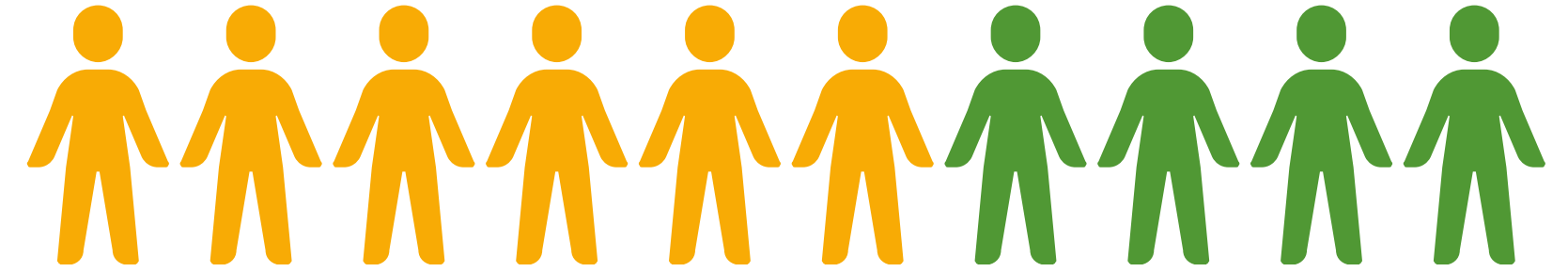
BENEFITS TO THE COMMUNITY & ECONOMY



**Economy impact estimated
at £50m PA**



Boost in tourism



Estimated

200+ full time jobs

500+ part time jobs,

Increasing:

- **Skills**
- **Development**
- **Training opportunities**

SUSTAINABILITY



Net Zero Emissions: The studio will be designed to achieve net zero carbon emissions.

Energy Efficiency: Solar panels, wind turbines, and energy-efficient designs.

Net Zero Waste: Commitment to reduce waste to zero through recycling and waste management strategies.

Eco-Friendly Materials: Use of sustainable building materials in construction.

Multipurpose

Versatile Usage:

The studio will double as a venue for events, conferences, and exhibitions.

Revenue Generation:

- Event Hosting: Potential to host 50+ events annually, generating additional revenue.
- Conference Facilities: Attractive to businesses looking for unique locations.

Spacing Requirements:

- Sound Stages: 30,000 sq. ft.
- Event/Conference Space: 10,000 sq. ft.
- Office Spaces: 5,000 sq. ft.
- Well-being Centre: 2,000 sq. ft.
- Childcare Facilities: 1,500 sq. ft.
- Catering Facilities: 3,000 sq. ft.



FILM NEGATIVE



FILM NEGATIVE

THE HYBRID REVENUE MODEL



Office Space Rental Revenue Potential:

Estimated £20 per sq. ft. per month.

Annual Revenue:

£1.2 million from 5,000 sq. ft. of leased office space.

Childcare Facilities Revenue Potential:

Weekly fees generating up to £150,000 annually.

Well-being Centre Revenue Potential:

Monthly memberships generating £240,000 annually.

Profit Margins:

Office Space: 70% profit margin.

Childcare Facilities: 60% profit margin.

Well-being Centre: 65% profit margin.



THE DESIGN

Architectural Vision:

Sustainable Design: Modern architecture with eco-friendly materials.

Natural Integration: The building will blend with the surrounding landscape.

Facilities:

Sound Stages: 30,000 sq. ft. of high-tech soundproof stages.

Outdoor Areas: 10,000 sq. ft. of landscaped gardens.

Car Park: 4 acres with 500 parking spaces and electric vehicle charging stations.

Green Spaces: Dedicated green spaces for recreation and relaxation.



Land



Ask Mike
any land
questions!



66 Acres of Land: Offered for community-led projects.

Optimal Location: Centrally located for accessibility to key transport links.

Community Involvement: Local community participation in planning and development.

Catering facilities & partnerships

CATERING FACILITIES:

- 3,000 SQ. FT. AREA WITH FULLY-EQUIPPED KITCHEN.
- ABILITY TO SERVE 500 MEALS PER DAY.
- FOCUS ON LOCAL, SUSTAINABLE PRODUCE.

LOCAL PARTNERSHIPS:

- COLLABORATION WITH LOCAL HOTELS AND B&BS FOR ACCOMMODATION.
- BOOST TO THE LOCAL HOSPITALITY SECTOR BY HOUSING FILM CREWS AND VISITORS.
- PARTNERSHIP WITH RESTAURANTS FOR ADDITIONAL CATERING OPTIONS.



Industry Support

REGIONAL HUB:

- THE STUDIO WILL SERVE AS THE CENTRAL HUB FOR FILM PRODUCTION IN THE HIGHLANDS.

INDUSTRY GROWTH:

- ATTRACT INTERNATIONAL PRODUCTIONS TO THE REGION.
- INCREASE THE VISIBILITY OF THE HIGHLANDS IN GLOBAL CINEMA.

TOURISM IMPACT:

- FILM-INDUCED TOURISM COULD SEE A 25% INCREASE IN VISITS TO KEY HIGHLAND LOCATIONS.
- ENGAGE WITH VISITSCOTLAND TO PROMOTE MORAY AND THE HIGHLANDS AS A FILMING DESTINATION.

GAINING ATTENTION:

- HOSTING HIGH-PROFILE PRODUCTIONS AND FILM FESTIVALS.
- ACTIVE SOCIAL MEDIA CAMPAIGNS AND PR TO PROMOTE THE STUDIO GLOBALLY.



Student Involvement

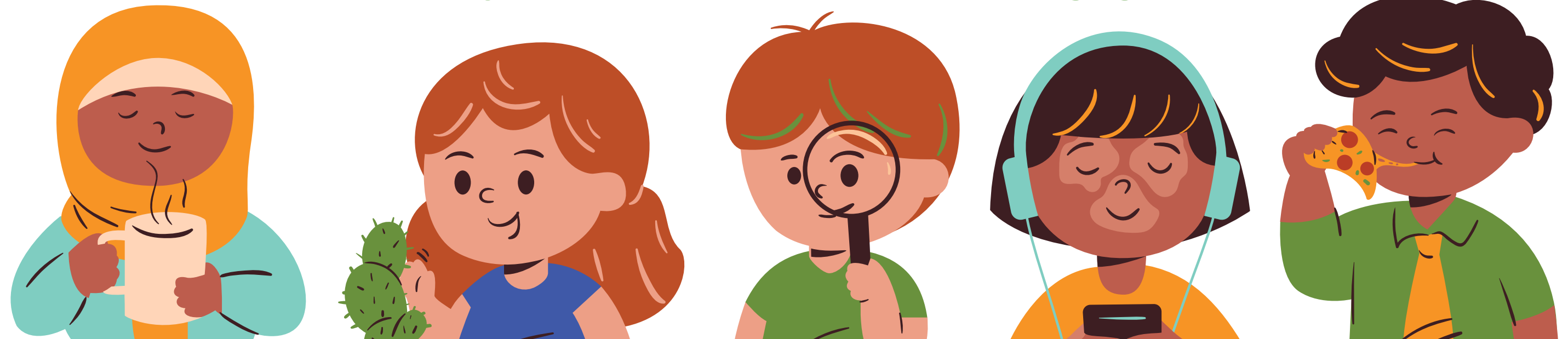


Film Students: Willing to volunteer, shooting interviews of each other, community, local businesses as part of their studies

Engineering/Computer Science Students: Creating 3d designs of the studio with creative freedom and creating interactive and immersive stories as part of their studies

Possible involvement form marketing, events!

All students have been invited to join a student working group the “The studio’s future”





Virtual Studio

With the use of Openbrolly's technical team we can open a virtual studio allowing students, the community and the industry to create podcasts, live streaming events, YouTube videos, or conducting virtual meetings!



COMMUNITY INVOLVEMENT



The community will be invited to sign up to our Build the studio newsletter to find out more about the ongoing process, how they can be involved and where and when they can join the meetings

Business Set Up Options



Community Cooperative:

Owned and operated by the community, with profits reinvested locally.



Joint Venture:

Partnership between film industry players and local businesses.



Public-Private Partnership (PPP):

Collaborative ownership between government and private entities.

Funding Streams



01

Government / Lottery Grants/funds:

- Apply for Scottish and UK government grants focused on creative industries and sustainability.

02

Private Investment:

- Attract investment from private equity firms interested in the film industry.

03

Crowdfunding:

- Engage the local community and film enthusiasts through crowdfunding campaigns.

04

Commercial Loans:

- Secure loans from banks with favorable terms for green projects.

EQUIPMENT & INVESTMENT



EQUIPMENT REQUIRED:

- HIGH-DEFINITION CAMERAS, LIGHTING RIGS, GREEN SCREENS, EDITING SUITES, SOUNDPROOFING, AND POST-PRODUCTION FACILITIES.

ESTIMATED INVESTMENT: £3 MILLION.

TERMS OF INVESTMENT/OWNERSHIP MODEL:

- INVESTORS COULD OWN SHARES IN THE EQUIPMENT WITH REVENUE-SHARING AGREEMENTS.

LEASING MODEL:

EQUIPMENT COULD BE LEASED TO PRODUCTION COMPANIES AT A DAILY RATE, ENSURING CONSTANT REVENUE FLOW.



Exposure & collaboration

COMMUNITY ENGAGEMENT:

- ENGAGE THE COMMUNITY AND INVOLVE DIY SOS FOR THE BUILD.
- GENERATE PUBLICITY AND SUPPORT FOR THE PROJECT.

MEDIA COVERAGE:

- ATTRACT ATTENTION FROM NATIONAL AND INTERNATIONAL MEDIA.
- POTENTIAL TO FEATURE THE BUILDING PROCESS IN A DOCUMENTARY OR SERIES.





Shared Spaces

FOR THOSE OF YOU WHO WOULD LIKE TO FIND OUT MORE, BE A PART OF THE WORKING GROUP AND SUPPORT THE BUILD THE STUDIO PROJECT, WE WOULD LIKE TO FIND OUT MORE ABOUT WHAT YOU COULD OFFER IN TERMS OF TIME, SKILLS ETC.

THERE IS A QUESTIONNAIRE THAT WOULD BE GREAT TO BE COMPLETED.

WE WOULD LIKE TO BE COMPLETELY TRANSPARENT THROUGHOUT THE ENTIRE PROCESS THEREFORE WE WILL CREATE A SHARED WORKING SPACE WITHIN OPENBROLLY FOR THE GROUP TO COMMUNICATE.





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