

3 DARE TO BE DIGITAL COMPETITION (AN319-2002)

The Economic Development Department has been approached by the University of Abertay and Scottish Enterprise Tayside (SET) to support the "Dare to be Digital" Competition to be run in the City during the July/September period in 2003. The competition will build on the success of previous years which was run by Abertay. The competition has been expanded to target students throughout Scotland and aims to develop their digital ideas into commercial products or prototypes. The City Council has supported both the University and SET in this project in each of the last two years.

The programme is successful and has led to five teams going forward from the 2002 programme to set up companies to develop their ideas. The programme is also increasingly able to attract sponsorship with both the BBC and Henderson Loggie having already agreed to contribute to the 2003 programme. Other sponsors are being sought.

This is an excellent opportunity to work with the Council's partner agencies in the promotion of and development of the Dundee digital media sector. It is therefore proposed that Dundee City Council provide funding support of £15,000 towards total budgeted costs of £132,700, comprising:-

(a)	Dundee Endeavour award	£500
(b)	Marketing and PR costs	£10,000
(c)	Team production budgets	£1,200
(d)	Contribution towards students' allowance	£3,300

The winning team will receive £2,500 cash and the runners up £1,000 and the third prize is the "Dundee Endeavour" award of £500 to be sponsored by Dundee City Council and presented to the team viewed by the judging panel as having made most effort/progression during the competition.

The PR and marketing work for the 2003 competition starts in January 2003 and the expenditure will be met by contributions from the Economic Development Department revenue budgets for 2002/2003 and 2003/2004.