



RECORD OF DECISION TAKEN UNDER DELEGATED POWERS OUTLINED IN THE CONSTITUTION – Part 3 Section 16

DELEGATED OFFICER DECISION TAKEN BY:
PORTFOLIO AREA:

Martin Kelly - Strategic Director of Place

Growth and Development

SUBJECT: COVID MEDIA ARCHIVE

1. DECISION

To approve the Council's acquisition of an unique media archive documenting the COVID experiences of the Borough - on its residents, care and health services, local businesses and others - during the global pandemic. Subject to approval, the cost of this acquisition will be funded from the Council's COVID recovery programme.

2. REASON FOR DECISION

Given the unprecedented nature, scale, duration and impact of COVID on the Borough, the report recommends this unique media archive be secured as a comprehensive resource that documents a range of local experiences and initiatives. The archive would provide a rich source of contemporary information as well as a historical record for future generations to research and review.

3. BACKGROUND

This report seeks Council approval to acquire, at a cost of £72,000, an unique media archive documenting the COVID experiences of the Borough - on its residents, care and health services, local businesses and others - during the global pandemic.

The archive acquisition from Pixeleyed Pictures, an independent filmmaker, would benefit from matched and in-kind services valued at £126,000, including 27 days of filming and post-production editing and data services. The archive has over 127 hours of high quality video that captures key themes, service initiatives, personal stories and key phases of the pandemic. For example, the development and operation of the Council's Food Hub is comprehensively documented. The (media) data provided will be collated, indexed, and transferred to the Council for storage and safekeeping. The wider public use of this archive will be curated and developed by our cultural and library services.

Given the unprecedented nature, scale, duration and impact of COVID on the Borough, it is recommended this unique media archive be secured as a comprehensive document that records a range of local experiences and initiatives, and from various community perspectives. The archive would provide a rich source of contemporary information (a storybook of the Borough's experiences) as well as a historical record for future generations to research and review.

The cost of this acquisition would be covered by the Council's COVID recovery programme.

Subject to approval, a licence agreement will be agreed with Pixeleyed Pictures to enable them to complete their filming work, and include this material within the media archive. The agreement would also grant archive access to Pixeleyed Pictures to enable them to work with partners like UCLAN on educational materials / programming and documentary opportunities.

If approved, the licence agreement will be framed by our legal services to protect the reputation of the Council and Borough in any third party use or broadcast of archive material.

4. KEY ISSUES AND RISKS

There are no key issues or risks in acquiring the COVID media archive.

5. FINANCIAL IMPLICATIONS

The Council's funding contribution would be drawn from its COVID recovery programme. There is funding provision to cover this one off / non-recurring cost.

6. LEGAL IMPLICATIONS

Subject to approval, legal officers will frame a licence agreement to protect the reputation of the Council, and agree a pragmatic approach to allowing access to material for specified uses such as educational programming purposes.

7. OPTIONS CONSIDERED AND REJECTED

The Council could choose not to secure the archive but we would risk losing the opportunity to acquire an unique contemporary (and over time historical) record of the Borough's COVID experience. Documentary evidence made more important given Blackburn with Darwen is one of the places in England most impacted by the global pandemic.

6. DECLARATION OF INTEREST

All Declarations of Interest of the officer with delegation and the any Member who has been consulted, and note of any dispensation granted should be recorded below:

VERSION:	1
CONTACT OFFICER:	Clare Turner
DATE:	7 February 2022
BACKGROUND DOCUMENTS:	N/A
Signed:	
Director – Martin Kelly	Date: