

Dear Ofcom,

We are writing in response to your consultation on the review of regional TV production and programming guidance.

It is extremely disheartening that local actors are not included in the criteria for a production to qualify as regional. I would respectfully urge you to reconsider Ofcom's position on this and to take the opportunity to let public service broadcasters know how essential local actors are in regional tv production.

We live in Scotland where there has been a £multi-million renaissance in filming production. But if you look at the credits there is a distinct lack of local on-screen talent. Especially in leading roles. And I am not talking about Scottish actors, I'm talking about actors from all over the UK and beyond who have chosen to live here. And it is not because of a dearth of talent, quite the opposite. There is a wealth of talent here. But there seems to be a blind spot when it comes to casting. This is a London centric learned behaviour and it is possible to unlearn it. But it requires your guidance.

Many local based actors have children and other commitments that make it very difficult to work away from home for long periods of time. Getting good work on a filming production means that they can stay at home and pay the bills for a few months. They also share the success of the show which hopefully generates more work. Also, the money they earn stays, for the most part, locally thus contributing to their local economies instead of all the money heading back to London or LA. There is nothing more frustrating than to hear of all the money being spent on filming in your back yard but not being allowed a share of it because of an unconscious bias against where you live.

But in order to change this you have to redesign the environment and the only way to do this is to have quotas and to mandate the broadcasters. However uncomfortable it may feel to do this at the beginning they will adjust and it will be surprising how quickly this becomes the norm.

Thank you for your time.

Best wishes,

Cal MacAninch
Shauna Macdonald