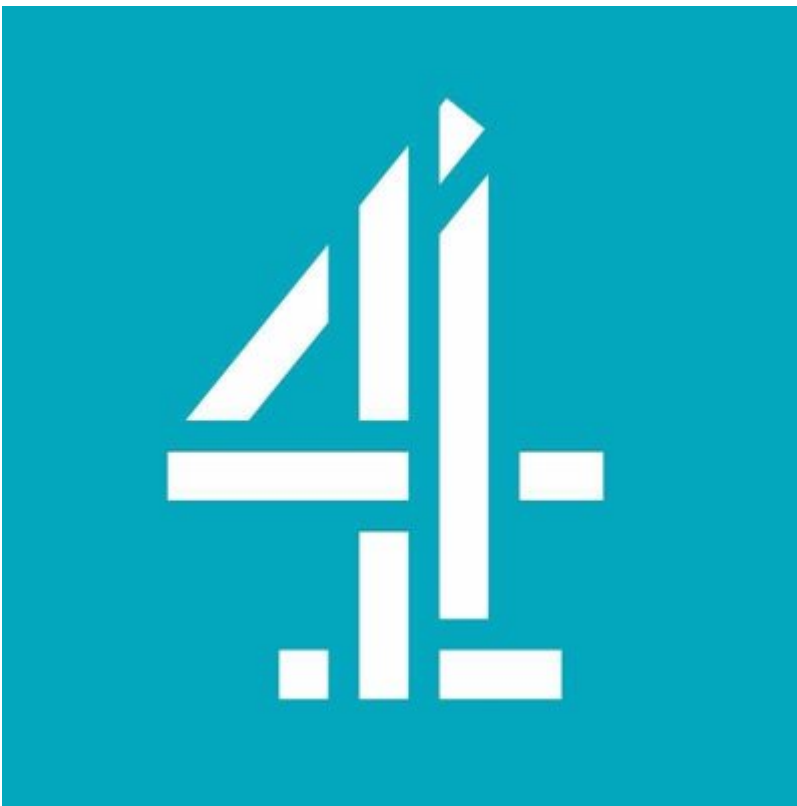


# Channel 4 HQ move to Glasgow gets Edinburgh's backing

As revealed by [Phil Miller writing in The Herald](#) today, Edinburgh is very much behind Channel 4 moving out of London and establishing its HQ in Glasgow. This may sound strange, but given that there are already two national TV headquarters in the west, it all makes perfect sense to the capital's politicians.



Channel 4 currently operate from London, but they announced in March this year that they would increase their Nations & Regions spend from 35% of its main channel UK commissions to 50%.

They envisage one national HQ with a new studio for daily programmes and a new digital production unit outside London, with two new smaller offices elsewhere by next year always intending to grow over time with their new 4 All the UK plan.

The TV company said that they will make their iconic Horseferry Road premises available to other production companies from outside London.

Now cities across the UK can pitch to become the new home to Channel 4, although the decision will not be made until the autumn of this year.



Alex Mahon CEO Channel 4 Image courtesy of Channel 4

In March Alex Mahon, Channel 4's Chief Executive said: "As a public service broadcaster with diversity in its DNA, Channel 4 has a unique ability to reflect our society. This is a significant and exciting moment of change for Channel 4 as we evolve to ensure we are best suited to serve all of the UK.

"With this new strategy we will go even further to make sure that people right across the UK are represented on screen and in the make up of our own organisation – and it will also build on what we already do to support creative businesses, jobs and economies in the Nations & Regions."

### **EDINBURGH BACKS GLASGOW**

Council Leader, Councillor Adam McVey, said: "We are putting

our well-documented 'rivalry' to one side and getting right behind this bid. Glasgow would be the perfect fit for Channel 4 – and vice versa. It's already home to BBC Scotland and STV, and the city boasts the production infrastructure and pool of talent needed for such a move. Not to mention the bids best feature (being 45 minutes along the road from Edinburgh!)

"Its thriving contemporary arts scene and innovative creative industries set it apart from rival bids, while Scotland's arts and culture status, driven by the Capital's success, as the home of festivals would surely provide Channel 4 with unprecedented access to the world-class events taking place on its new doorstep."



Councillors McVey and Day when they signed the new coalition agreement a month after the Council elections in 2017.

Depute Leader, Councillor Cammy Day, said: "This is an audacious challenge to bring Channel 4's new headquarters north of the border – and we're right behind it. If successful, it would provide a major boost not just for Glasgow, but for the whole of Scotland. The nation's entire creative sector would benefit, building on recent successes in attracting blockbuster movie productions alongside ambitious

plans for a new film studio. This is a unique and hugely exciting opportunity and one deserving of Scotland's capital City's support."