

SUPPORTING LOCAL BUSINESS: PROMOTION OF FILM AND TELEVISION PRODUCTIONS IN THE NEW FOREST

1. INTRODUCTION

- 1.1 The Corporate Overview and Scrutiny Panel have considered the recommendations of the Screen Tourism Task and Finish Group, which had been set up to consider whether the Council should pay a subscription to Creative England, to facilitate promotion of the New Forest for film and television productions in the New Forest.
- 1.2 It was hoped the initiative could result in companies wanting to film in the New Forest, with the related commercial benefits to hotels, the hospitality sector and other organisations. Information given to the Task and Finish Group about productions made in Hampshire indicated there were very few in the New Forest compared with other districts.

2. THE PROPOSAL

- 2.1 The report to the Panel, which contained the Creative England proposal, is attached for reference as **Appendix 1**.
- 2.2 The Panel was advised that TV productions can spend between £500 and £20,000 per day while on location, with feature film spends between £8,000 and £40,000 per day (estimated average daily spend figures based on industry quotes). In addition there were also the potential revenues from "film tourism", i.e. tourists visiting film locations.
- 2.3 Creative England's National Production Offer / Enhanced Partnership Agreement offered varying levels of service at a graduated cost, ranging from Bronze at £3,000 to Platinum at £12,000 for a year. The Platinum service included the cost of making a promotional film (£7,000), which would be made available on the Creative England website and elsewhere.

3. CORPORATE OVERVIEW AND SCRUTINY PANEL COMMENTS

- 3.1 The Panel felt there was value in commissioning a short film to promote the New Forest as a filming venue. If it was decided to proceed with the proposal, the film would be an important element of the initiative. The Council would need to talk in detail with Creative England about the content of the proposed film.
- 3.2 Given the New Forest's unique selling points, and that the initiative could help hard - pressed local businesses, it was felt that the financial contribution was a modest one and could bring significant economic benefit to the local area.
- 3.3 It was concluded that the proposal represented a good opportunity which might need to be run for a few years before the Council's investment produced results. The project would require a degree of support from relevant NFDC officers to maintain contact between Creative England and other persons seeking information for filming in the Forest.

3.4 The project would need to be undertaken in consultation with the National Park Authority, the Forestry Commission and the Council's other local partners as appropriate. Discussions will commence soon.

4. RECOMMENDED:

- 4.1 (a) That the Council enter into an Enhanced Partnership Agreement with Creative England for one year with a view to a potential four year commitment, this to include the Platinum Level Service for one year (at £12,000 per annum) and the Gold Level Service for three years (£7,000 at per annum). The commitment for the following year will be reviewed every twelve months. The details (including the timing of the promotional film) would be agreed by the Portfolio Holder and officers; and
- (b) That a supplementary estimate for the amount involved in the first year's commitment (either £12,000 or £7,000) be approved.

Portfolio Holder's endorsement: I agree the recommendation

SIGNED: B RICKMAN

Cllr Barry Rickman, Leader of the Council

Date: 18 April 2016

Date Notice of Decision given: 19 April 2016

Last Day for call-in: 26 April 2016

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