

CORPORATE OVERVIEW AND SCRUTINY PANEL – 17 MARCH 2016

**SCREEN TOURISM TASK AND FINISH GROUP
RECOMMENDATIONS****1. INTRODUCTION**

- 1.1 At its meeting in November 2015, the Panel agreed that the Screen Tourism Task and Finish Group be set up:

'To consider whether the Council should pay a subscription to Creative England, which would facilitate promotion of the New Forest for film making. If successful, 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'.

2. THE WORK OF THE TASK AND FINISH GROUP

- 2.1 The Task and Finish Group met on 9 March 2016. The Group membership and other attendees are listed in Appendix 1.
- 2.2 The Group received a presentation from Emma Stewart, Senior Production Services Manager, Creative England (South). A copy of the Creative England National Production Service Offer, including the Enhanced Partnership Agreement (EPA) opportunities is attached as Appendix 2 to this report.
- 2.3 The Group noted figures from the British Film Institute showed that total UK film production activity in 2014 was £1.475 billion, up 35% from 2013. There were 154 Domestic UK features (225 in 2013), 32 co-productions (53 in 2013) and 37 Inward Investment features (45 in 2012). Inward Investment Films contributed £1.233 million (84%) towards the total UK film production spent in 2014, an increase from £879 million (80%) in 2013. In Hampshire as a whole in two years to 1 March 2016 there were 92 days of filming generating almost £2.5 million of investment in the Hampshire economy.
- 2.4 It was noted that TV productions can spend between £500 and £20,000 per day 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 was also the potential revenues from "film tourism", where tourists visit film locations.
- 2.5 Creative England held a national database of 6,000 locations, of which 19 were in the New Forest and 158 were in Hampshire. The New Forest locations included some hotels, Manor Farm, a seaside village, Beaulieu, Pylewell Park, Somerley House, Lepe Country Park, Hurst Castle, Exbury Estate, Fawley Chemical Processing Plant and a number of others.
- 2.6 The Group also noted that Blackhanger Studio at Alton was the fourth biggest film studio in the country. It was noted that production crews choosing locations like to be within one hour's travelling time of their production base/studio, so it was well within reach of the New Forest.

It was noted that there were filming partnerships with 290 local authorities, with some of these authorities having enhanced partnership agreements with Creative England, however no other authorities in Hampshire had yet signed up to an EPA. In this connection, the Group noted a testimonial from Jo Osborne, the filming and events officer at Brighton and Hove District Council, who have had an EPA with Creative England for four years:

“Working with Creative England via an Enhanced Partnership Agreement meant that Brighton & Hove City Council got the best out of our relationship with Creative England. We were able to access their databases, expertise and industry contacts and enjoy the benefit of our city and locations being professionally marketed to film and TV production companies domestically and internationally via Creative England’s established industry contacts. We, in turn, provided the essential facilitation to productions working in Brighton to ensure they were given a fast, smooth service and enjoyed the best possible experience of filming in Brighton.”

2.7 The following background documents were among the materials discussed by the Group:

- The National Production Liaison Service offer
- Hampshire Film Map
- Film Expo South
- Euroscreen Quantifying Location Placement Value
- Capitalising on Screen Tourism – Euroscreen Handbook
- Blackhanger Studios

2.8 The Group were shown a short promotional film entitled ‘I Love Filming in Dorset!’ Dorset was the setting for a 2015 adaptation of Thomas Hardy’s 1874 novel ‘Far From the Madding Crowd’. The short promotional film emphasised the advantages of filming in Dorset with its locations, facilities, hospitality venues, and the way in which the local authority could assist with approvals and permits.

The Group also noted the following details of previous films and TV production in the New Forest:

- The Royals (Somerley House) – estimated average day spend of around £20,000 on location (2013)
- Robin Hood: Prince of Thieves (1991)
- The Brittias Empire (1991) (Ringwood)
- The Honorable Rebel (2015)

3. WORKING GROUP DELIBERATIONS

3.1 Having noted the presentations, the background documents and other information about the potential benefits to the New Forest, the Working Group considered the Enhanced Partnership Agreement (Appendix 2). Whilst it was appreciated that there was no guarantee that signing up to an agreement would result in films being made in the New Forest, it was clear that, if successful, the potential benefits to the local economy were significant, together with residual screen tourism.

- 3.2 It was felt more likely that the initiative might succeed if a commitment were made over a number of years. The Group also saw value in commissioning a short film to promote the New Forest as a filming venue in the same way as the Dorset film had been made. The cost of the promotional film was approximately £7,000, but could be commissioned under the EPA Platinum service, which would cost £12K and would include the significant number of other initiatives listed in Appendix 2, designed to stimulate and promote film production in the area.

In conclusion, the Group felt this modest commitment, balanced against the potential for significant benefits to the local area, was a worthwhile investment.

4. RECOMMENDATIONS

- 4.1 That it be a recommendation to the Panel and to the Portfolio Holder:

That the Council enter into an Enhanced Partnership Agreement with Creative England for a four year commitment, to include the Platinum level service at an initial cost of £12,000 for the first year, to be reviewed after 12 months, with a view to a lower cost investment in the subsequent three years.

Further Information:	Background Papers:
<p>Andy Rogers Committee Administrator Tel: 023 8028 5588 Email: andy.rogers@nfdc.gov.uk</p> <p>Cllr Michael Harris Tel: 01590 623375 Email: michael.harris@newforest.gov.uk</p> <p>Anthony Climpson Employment and Tourism Manager Tel: 023 8028 5588 Email: anthony.climpson@nfdc.gov.uk</p>	

APPENDIX 1

Councillors:

Steve Clarke
Christine Ford
Michael Harris
Alexis McEvoy
Dan Poole
Alex Wade

Officers:

Anthony Climpson, Employment and Tourism Manager
Sara Hamilton, Communications Manager
Andy Rogers, Committee Administrator
Matt Callaghan, Business Support Officer

Cllr Barry Rickman, Leader of the Council
The Hon. Mary Montagu-Scott
Bob Jackson, Chief Executive
Emma Stewart, Creative England
Gillian Tulley, Film Expo South

The National Production Service Offer

Creative England's remit includes delivery of a part Government funded comprehensive Production Liaison Service to facilitate Film and TV drama production to shoot in England, outside London. Its core activities in this area include: supporting film and TV drama production with all practical requirements to shoot on location and hire regional workforces; promoting England as a premier film location and production base to national and international production companies, and working to improve the environment across the regions for production-related business to thrive.

We do this to create investment, jobs and profile. The service works locally as part of a national framework to harness the greatest exposure for the regions.

What the service delivers;

- **Bespoke locally based support** delivered to all kinds of production seeking to film in England.
- **Source locations**, to meet the productions brief, delivered by a national team, based locally.
- **Deliver a comprehensive national online resource** of locations, studios, crew and facilities. To date we have 6,000 locations registered and 7000 freelancers and facility companies listed.
- **Support production companies; source local studios**, build spaces and facilities, and support productions based in studio.
- **Support local crew to gain employment** and promote the regional freelance community through a bespoke crewing service.
- **Work with Creative Skillset** to inform regional skills need.
- **Deliver regular crew and production company networking events** across England to encourage collaboration and stimulate opportunities for employment.
- **Deliver Interventions to foster a diverse workforce.**
- **Work to enable productions to shoot effectively** through close relationships with local authorities and ancillary organisations to ensure a smooth-running shoot.
- **250 Filming Partnership's across England**, bringing together local authorities and ancillary organisations to discuss filming best practice and encourage a film friendly ethos, utilising the impact of filming to deliver to regional drivers.
- **Working continuously with local and national, public and private organisations** to improve the conditions for filming across the English regions. Work cross sector to utilise filming as a mechanism to create profile and growth.
- **Track production** using the service and the economic impact of filming across England.
- **Market and promote the combined English regional offer** to national and international production companies.
- **Champion the regions of England** as a great place to make creative content.

Enhanced Partnership Agreement Opportunities -

Creative England is offering local authorities and other relevant organisations the opportunity to sign up to an enhanced partnership agreement. This will enable Creative England to deliver additional activities to further promote and expand the regional offer to encourage production into their area or facility.

Bronze 3k

- 30 new or cleansed properties on CE locations database to be gathered by CE
- Annual featured 'spotlight on filming in your council area' in industry newsletter
- Manage local press call for new locations for addition to the national database
- Annual collation and sharing of production expenditure figures from production shooting in your area
- Support and advice offered on how to deliver effective support to production and how to increase the film friendly offer to production as part of the national offer to potentially increase production
- Council/company logo and name on CE partners and supporters web page
- Copy provided by CE for your website about filming support in your area

Silver 5k

as above – plus

- 1x Locations event organised by council for CE to present on film production requirements and how to be more film friendly for key attractions, traders, hotels and retailers
- Managed press call for local creative freelancers to join the national database
- Two days of familiarisation by CE regional Production Liaison Team Manager to your area hosted by your council/company to showcase your key locations and opportunity to meet key partners
- Bi-annual reports provided on enquiries and filming activity for your region
- News stories on news worthy filming in your area generated for CE website

Gold 7k

as above - plus

- Inclusion of 50 key properties on CE locations database to be gathered by CE (not in addition to Bronze offer)
- Crew networking/B2B event delivered as part of our annual programme in your area
- Annual featured 'spotlight on filming in your council area' link tweeted to our industry national and international contacts and bespoke feature on our website
- Promotional welcome pack of local attractions, days out, restaurants and key areas of interest provided to productions shooting in your area

Platinum 12k

as above - plus

- Council chosen town/city featured in Creative England's promotional 'I Love Film in...' series (promotional editorial written by a HOD on their positive experiences of shooting in your area, to be used promotionally)
 - Skills audit – research freelance and creative businesses offering services to the film and TV industry and encourage upload of company and freelance details on national crew and facilities database to ensure regional crew and companies offer is understood and marketed to domestic and international production.
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Bespoke additional activities

Creative England can also create bespoke packages from those outlined above - please feel free to talk to us if there are specific activities we can deliver as part of a partnership agreement.

- Council chosen town/city featured in Creative England's promotional 'I Love Film in...' series. (promotional editorial written by a HOD on their positive experiences of shooting in your area, to be used promotionally) **£7k**
- **80 locations gathered** by a regional location scout for inclusion in the National Locations Database to increase exposure to the area to film makers **£4k**
- Organise and host an **annual industry familiarisation trip of council area** inviting key industry personnel to attend to increase exposure to the area **£6k**

Includes-

- Staff time to facilitate and attend 2 day FAM
- 8 days prep, organise and liaise with locations, map itinerary and liaise with all partners and ensure buy in
- Press liaison plus call and liaison with journalists relating to the FAM trip, attendees, filming in the region
- Feature on the FAM trip on Creative England's website
- Cherry-pick appropriate attendees from national contacts, organise invites and encourage attendance
- Organise travel arrangements for guests and act as point person for all requirements and questions
- Ensure opportunity for council attendees to meet attendees to increase internal expose for the benefits of the FAM tour and filming to increase long term support
- Follow up with attendees on experience and feedback to Council and partners
- Organise train travel for guests and Mini bus hire costs

Additional cost to council/company for the FAM (which could be sourced in-kind)-

- Accommodation for guests
- Dinner, lunch & refreshments for guests