

FILM:NEW FOREST REVIEW

1. INTRODUCTION

- 1.1 The purpose of the report is to provide an update on the progress of the Film: New Forest Project and to look forward as to the future development.

2. BACKGROUND

- 2.1 In 2016, the District Council launched the 'Film: New Forest' project with the primary objective of creating film and television related spend in the local economy. A large production film can generate up to £40,000 per day for the economy through spend on local goods and services. This is a form of inward investment which provides employment for local freelance crew as well as boosting spend in local business and their associated supply chains.
- 2.2 The Film: New Forest project is being delivered in partnership with Creative England. Through this partnership, Film: New Forest has been successful in securing a wide range of productions including film, documentaries and commercials. Each of these has provided valuable income into the local economy.
- 2.3 Secondary objectives of the Film: New Forest project seek to boost visitor related spend through screen tourism and to provide young people in particular with opportunities to work in the film and television industry by working alongside colleges and universities with specialities in this area.

3. ACHIEVEMENTS TO DATE

- 3.1 Since the project launch, we have hosted a number of events to promote Film: New Forest. These events have ranged from finding out more about being a filming location, local crew networking evenings and more recently an educational event for local students.
- 3.2 Included in our Creative England partnership agreement was the production of a promotional film highlighting the New Forest as a filming location. The film, narrated by Mark Kermode was successfully launched on 28th February along with a new dedicated website. The promotional video can be viewed on the website: filmnewforest.com/about-film-new-forest/promo-video/
- 3.3 The website has been a key factor in raising the profile of the Film: New Forest project especially with location scouts. A simple "filming New Forest" Google search generates filmnewforest.com as the top result.
- 3.4 The functionality of the website allows New Forest businesses and residents to either register their property as a filming location or their professional service which grows our databases and profile as a filming location. This works to achieve our secondary objectives.
- 3.5 Film: New Forest has joined Film Offices UK (FO:UK) which has opened up a network of other local authority film offices to enable us to learn from established offices such as Liverpool, Manchester and Bristol.

- 3.6 So far this year we have received over 80 separate filming enquiries and 2018 alone has seen over £150k injected into the New Forest economy. Most recently the New Forest has featured in 'Unforgotten series 3' and in the Channel 4 documentary 'A Year in the New Forest'. Overall, filming projects since Film: New Forest was established in 2016 have injected over £1.55 million into our economy.
- 3.7 A steering group has been formed for the project which consists of key players who deal with filming requests. Whilst Film: New Forest is now the main portal to receive new filming enquiries, often is the case other interested parties may be required to become involved. The steering group has representatives from the New Forest National Park Authority, Forestry Commission, local colleges and from local businesses. This group is invaluable for the project as any issues that arise can be addressed and solved collectively.
- 3.8 Film: New Forest prominently featured on the third day on the NFDC stand at the New Forest Show. We hosted a mini-cinema where the promotional film along with past filming trailers were shown, a life size storm trooper which acted as a great conversation starter to make visitors aware of not only the variety of productions that had taken place but also the economic benefits that come with them.
- 3.9 New Forest District Council received Highly Commended in the FSB Wessex Regional Local Authority Small Business Friendly Awards 2018 in recognition of Film: New Forest in the Most Innovative 'Small Business Friendly' Programme, Campaign or Project.

4. FUTURE WORK PROGRAMME

4.1 FILM FESTIVAL: NEW FOREST

At the New Forest Show, Cllr Harris officially launched the 2019 Film Festival which will be held from the 8th to 16th June 2019 deliberately running over two weekends. The festival will celebrate films with a New Forest connection, celebrate local talent and generate an economic boost to the local economy all of which tie in with the aims of the Economic Development Strategy 2018-2023.

4.2 OTHER EVENTS

Within the partnership agreement in place with Creative England we will be running two events; locations will be the focus in autumn whereby we will be inviting local businesses and residents to come and find out what it is really like being a 'filming location' with the aim to increase our database and in spring we will host another educational event involving the two local colleges. Both events will be immediately followed by local crew networking sessions which have been previously well attended.

- 4.3 Officers have now made significant progress with local industry bodies and will also look to host question and answer sessions with local directors and location scouts as well as look to host film maker meet financier type of events.

- 4.4 In collaboration with FO:UK, Film: New Forest will be exhibiting at FOCUS on 4/5 December in London. FOCUS is an international exhibition aimed at all the creative screen industries – including film, TV, advertising, animation and interactive – and is the only UK trade event where attendees can meet with content makers, film commissions, production services and locations providers from over 60 countries. This will further raise the profile of New Forest as a filming destination. More information can be viewed at www.tlgfocus.com.

5. FINANCIAL IMPLICATIONS

- 5.1 None of note with the exception of budget which is being absorbed within Economic Development Initiatives budget.

6. CRIME & DISORDER IMPLICATIONS

- 6.1 There are none.

7. ENVIRONMENTAL IMPLICATIONS

- 7.1 There are none.

8. EQUALITY & DIVERSITY IMPLICATIONS

- 8.1 There are none.

9. DATA PROTECTION IMPLICATIONS

(consider Privacy Impact Assessment, Privacy Notice)

- 9.1 There are none

10. RECOMMENDATIONS

- 10.1 That it be recommend that Members note the content of this report and offer any suggestions for future programme development.

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Background Papers:

**Published Document: Economic
Development Strategy 2018-2023**