Creative England - Supporting Film Production & ScreenTourism

Emma Stewart, Senior Production Services Manager
Introducing Creative England

Invests in and supports:

- Film
- Television
- Games
- Digital Businesses
Creative England - Production Services

- For productions we can source locations, crew, facilities, studios
- Provide a one-stop-shop film office service across all the English regions
- National locations & crew database
- For local authorities we can promote the local offer to the film & TV production industry and facilitate productions who film in the regions.

“Creative England were integral to the success of our work in Dorset, helping us find the perfect locations and also with making them work for us logistically.” Damon Crane, Assistant Location Manager - Far From The Madding Crowd
Delivered In 2014/2015

- Supported 1,582 production enquiries
- Leading to 1,366 productions shooting in England outside London
- Including, 84 feature films and 102 television dramas
- Delivering almost £93 million of on location spend

“Creative England are an essential part of the process when filming outside of London and, as ever, their guidance and support for A Little Chaos proved invaluable.”  Jonah Coombes, Location Manager - A Little Chaos, BBC Films
Economic Impact of Filming

• Estimates based on industry averages
• Feature film – from £8,000 – £32,000 per day
• TV drama (eg The Village, Call the Midwife): £18,000 per day

Daily spend estimate to include security, hotels, catering, etc.

Creative England database for crew and facilities companies to register for free – includes 96 crew; 25 facilities in Gloucestershire; 22 crew and 7 facilities companies in Herefordshire

Creative England database has 404 locations from Gloucestershire and Herefordshire region.
Filmed in the Gloucestershire
Economic Impact of Filming

In the last financial year in Gloucestershire we recorded 221 days of filming, from productions including feature films *Star Wars: The Force Awakens*, *Alice Through the Looking Glass*, *Tresspass Against Us* and TV dramas, *The Casual Vacancy*, *Father Brown*, *Cider With Rose*, *The Hollow Crown*, *Poldark* and *Wolf Hall*.

The total investment in Gloucestershire from production companies’ on location spend was over £4million.

In Herefordshire there was less but we did see 8 days of filming for forthcoming feature film, *The Black Prince*.

Beth Hogben is Creative England’s Production Liaison Manager for the South West including Gloucestershire and Herefordshire.
Supporting Screen Tourism

- Film and TV Production increased across the UK by 35% last year

- Film and TV productions can be a powerful way to add profile to a nation’s tourism offer, both at home and abroad

- Film and TV production can showcase a country’s natural and cultural assets

- Film and TV Production can inform, inspire and influence travel decisions and help to market and grow local visitor economies
Key Findings

- International core screen tourism in England (outside of London) was worth between £100 million-£140 million in 2014.

- 36.1% of all international tourists and 11.6% of all domestic tourists surveyed identified film or TV production as the primary motivator for their visit.

- The best-performing sites attracting day-spend value from international visitors of up to £1.6 million a year.
Capitalising on Screen Tourism

• Tour guides, printed maps, trails, digital maps, guides or audio tours

• Family shows might consider offering family entertainment, or the opportunity to dress up as a character from the production

• Tea shops and souvenir shops

• Quirky permanent ‘set dressing’ at a key location

• Working with coach tour operators to ensure time is maximised at the location

“Broadchurch provided West Dorset District Council’s tourism team with an incredible opportunity. The drama generated a staggering amount of interest in the area. West Dorset District Council work proactively with Creative England to encourage filming in the region” Jessica Thornton, Tourism Marketing Officer, West Dorset District Council
Working Together to Maximise Opportunities

- Screen and tourism agencies have high levels of market knowledge and insight into their respective sectors.

- Working in collaboration with the screen agency before filming begins can help provide access for the tourism agency to the production team, to potentially secure marketing assets for future use.

- The expertise of agencies in both sectors can help create better screen tourism materials and campaigns.

- Creative England and VisitEngland collaborating on Film Tourism Toolkit setting out our learnings and feedback from roundtable attendees – available soon.
Working Together to Maximise Opportunities


• I Love Filming in Somerset – VisitSomerset & National Trust
Thank You
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