

Making The Most Of The Filming Industry

7 March 2007

Presentation by Kerry Ixer, Head of Locations & Inward Investment



Screen Agency
for the
East of England



Presentation Format

March 2007

- Ø Screen East's role
- Ø Location Filming
- Ø Value of Filming
- Ø Film & TV Tourism



Batman Begins, Cardington

What is Screen East?

March 2007

Regional Screen Agency for the East of England and delegated lottery distributor

Mission: to deliver strategic leadership for the film and moving image industries

Vision: to work in partnership to make the East of England a better place to produce and experience all forms of film, moving image and associated culture



“Screen East's contribution to innovation, competitiveness and productivity is evident from its many successes in attracting inward investment, stimulating indigenous production and supporting company growth. I am delighted that Screen East is EEDA's ambassador for film and media.”

Richard Ellis Chairman, EEDA



What does Screen East do?

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Provides: a **single point of contact** for creative industries personnel and film & TV in the East of England

Four Departments:

Enterprise and Skills

Production

Audiences and Education

Locations and Inward Investment



Harry Potter & the Goblet of Fire, Leavesden

Leading Partners: UK Film Council; Skillset; the Government Office for the East of England; EEDA; Screen England; and Living East

Screen East - Investment Highlights

March 2007

Enterprise & Skills:

18 company investments - £40k leveraging 1.6m

25 company Training Needs Analyses

26 companies receiving up to 70% subsidies

Production:

£2m ERDF Production Fund

67 feature film scripts developed

4 major film investments

Best Short Film at 'Race in the Media Awards 2005'

Best New British Feature 'Edinburgh International

Film Festival 2006'



Brothers of the Head

Screen East - Investment Highlights

March 2007

Audiences & Education:

6 county media education hubs

£5.7m Heritage Lottery Fund funded archive

£3.5m Arts Council England and EEDA
funded Cinema City

20 First Light films produced

5 film festivals supported with international
audiences

22 Digital Screen Network cinemas:

Ø UK: Rollout of 200+ new digital screens in 2006

Ø 59 village regional screen cinema venues

Ø 20 new digital projectors in regional cinemas

Ø Worth £1 million in inward capital investment



'Crash' – Cambridge Film Festival

Locations & Inward Investment:

- Ø **7,000 Locations** – everything except mountains!
- Ø **2,000 specialist Crew & Facilities**
- Ø Film-friendly **local authorities** and **police**
- Ø Portfolio of **film-friendly hotels**
- Ø Temporary **Production** and **Unit Bases**
- Ø Locations with a **tourism multiplier effect**



Luton Hoo, Bedfordshire -
'Bleak House'

"Nothing seems to faze Screen East when you ask for their help and advice. Keep up your good attitude – it helps solve some of the many problems thrown at production companies."

Michael Murray, Production Manager, *Batman Begins*

2004/5 - the UK film industry :

- Ø directly contributed **£960 million** to GDP
- Ø directly employed **31,000** and indirectly supported **97,000 jobs**
- Ø generated circa. **£3.1 billion**
- Ø Film/TV tourism contributed **£800 million** to GDP

Source: Oxford Economic Forecasting: Sept 2005

2006

- Ø Film/TV tourism estimated to be worth **£5.3 billion**
- Ø **20% of visitors** come to the UK due to the **screen effect**



Deepdale Farm, Norfolk: Korean Rice Paddy in 'Die Another Day' 8 seconds of filming over 2 weeks = £850,000

1. **Batman Begins** £5 million

Accommodation	31%
Crew	41%
Actors	3%
Equipment Rental	4%
Catering	2%
Construction	9%
Location Fees	10%

Local Job Creation:

- 2 Labourers
- 1 Handyman
- 1 Security Guard
- 2 Firemen
- 1 Kitchen Porter
- 15 Construction Staff
- 22 Jobs Created**



Cardington, Bedfordshire

2. **Band of Brothers**: £30 million

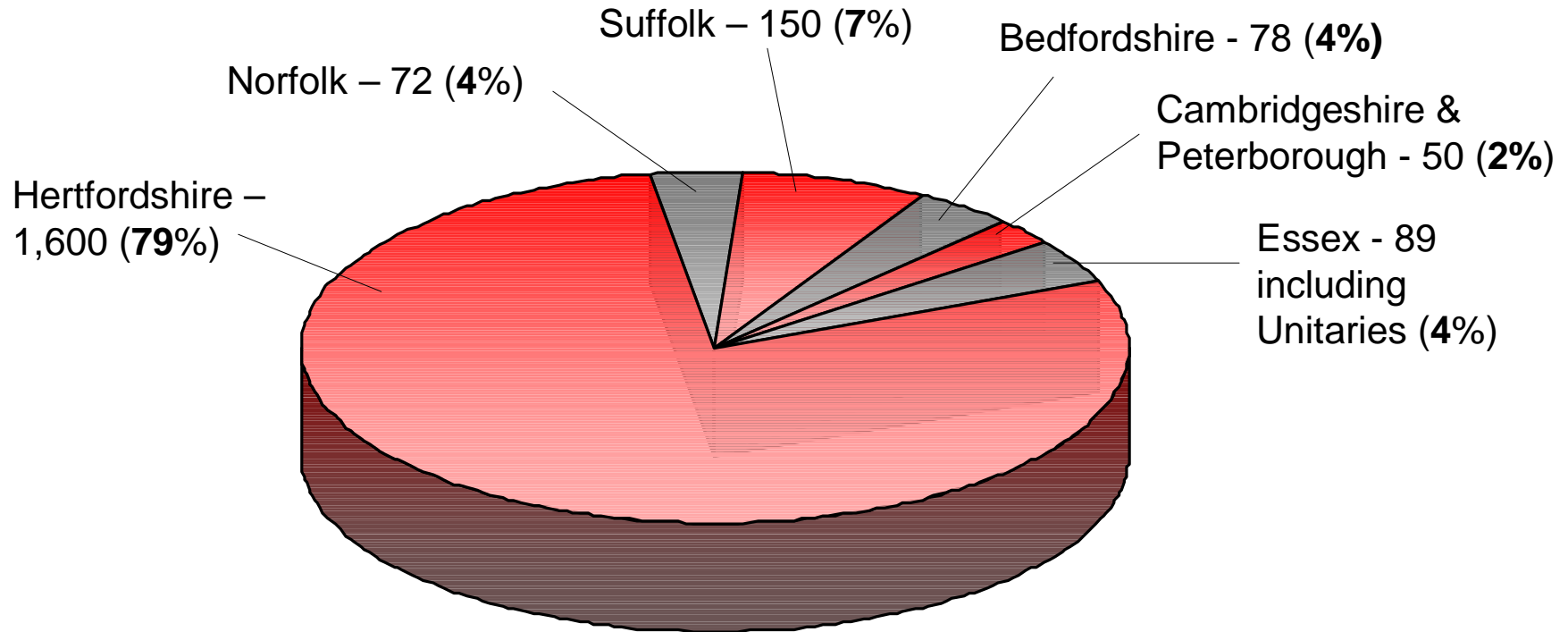
3. **Stardust**:

- Ø 10 day shoot worth £319,882
= **£31,988** per shoot day
- Ø £160,000 on accommodation

Regional Economic Impact

[2005/06]

March 2007



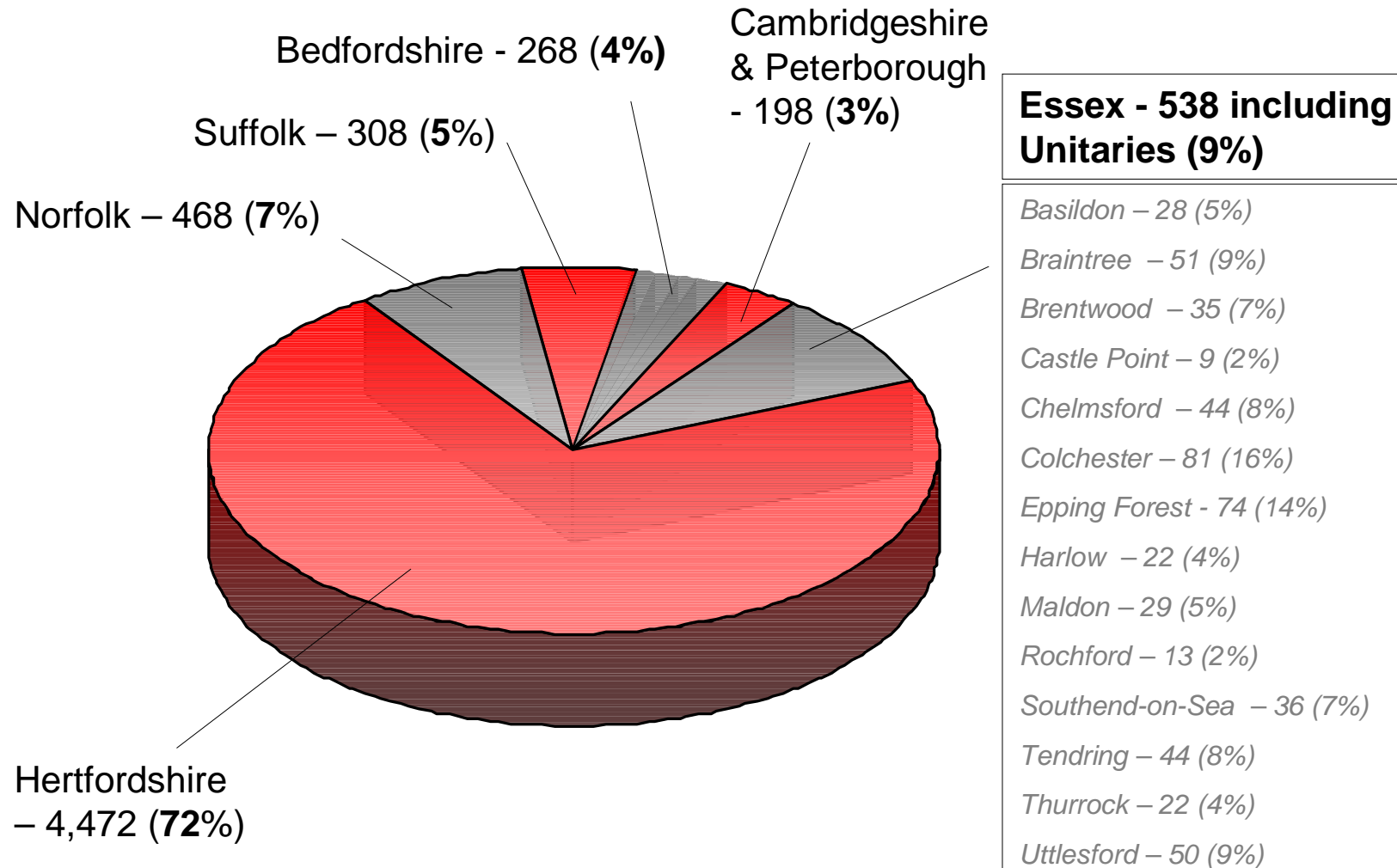
2005/06 Highlights:

- Ø **£25.7 million** into the regional economy (*estimated*)
- Ø **2049** shoot days (*estimated*)
- Ø Over **3000** enquiries

2006/07 – enquiry levels **up 4%** year to date

Locations Registered [Year End 2005/06]

March 2007



Shoot Days in Essex

[04/05 & 05/06]

March 2007

	04/05	05/06
Basildon	4	6
Braintree	10	3
Brentwood	18	6
Castle Point	1	0
Chelmsford	3	0
Colchester	9	2
Epping Forest	17	27
Harlow	6	0
Maldon	0	1
Rochford	0	5
Southend	6	6
Tendring	3	13
Thurrock	12	2
Uttlesford	20	18
TOTAL:	109	89

FEATURE FILMS

Children of Men Hot Fuzz
Flyboys The Queen
Starter for Ten

TV SERIES

Australian Princess, Bleak House,
Celebrity Regression, Class of '76,
Cracker, Cuban Brothers, Days
That Shook The World,
Footballer's Wives, If Oil, Jacobs
Ford, Mastermind, The Negotiator,
Shakespeare Adaptations, Spooks
4, Wedding Planner UK

**Other TV, Commercials
& Music Videos**

Spend estimate: £1,457,000 £1,284,000



So what is the Industry looking for?

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More and more locations !

- Ø Accommodation
- Ø Coastline
- Ø Ecclesiastical
- Ø Education
- Ø Historical Sites & Follies
- Ø Industry
- Ø Leisure
- Ø Medical & Emergency
- Ø MOD
- Ø Municipal
- Ø Residential
- Ø Retail
- Ø Rural
- Ø Transport
- Ø Water



Action Underwater
Studios, Essex –
'Spooks'

10 Popular Essex Filmed Locations

March 2007

- Ø **Action Underwater Studios**, Basildon: 'Tomorrow Never Dies'; 'Harry Potter'; 'Spooks'; 'EastEnders'; 'Inspector Lynley Mysteries'
- Ø **Coal House Fort**, Thurrock: 'Celebrity Regression'; 'Restoration'
- Ø **Copped Hall**, Epping Forest: 'Flyboys'; 'Hot Fuzz'
- Ø **Hedingham Castle**, Braintree: 'Jacobs Ford'; 'Moments in Time'
- Ø **Hylands House**, Chelmsford : 'Chasing Liberty'; 'Little Britain'
- Ø **Ingatestone Hall**, Brentwood: 'Bleak House'; 'Rules of the Game'
- Ø **Kelvedon Hatch Secret Nuclear Bunker**, Brentwood: 'Gold Thrapp Pop Promo'; 'The Real 4400'
- Ø **North Weald Aerodrome**, Epping Forest: 'The Real 4400'
- Ø **Southend-on-Sea Coastline**, Southend: 'House Busters'; 'Eight'; 'Question of Sport'
- Ø **Stansted Airport**, Uttlesford: 'Agent Cody Banks'; 'The Office'; 'Wimbledon'; 'Proof'; 'Life Begins'; 'Hustle'; 'Cracker'
- Ø **Tilbury Docks**, Thurrock: 'The Cambridge Spies'; 'Batman Begins'; 'Alfie'



Locations with a Multiplier Effect

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TV/Film Tourism in action in the UK:

- Ø Lyme Park (Cheshire) **'Pride & Prejudice'** - visitors up 178% in 1995
- Ø Grimethorpe Colliery **'Brassed Off'** – visitors up 50%
- Ø Crown Hotel (Bucks) **'Four Weddings & a Funeral'** - fully booked
- Ø Lincoln Cathedral **'Da Vinci Code'** – admissions up 26% per month
- Ø Highlands **'Monach of the Glen'** – visitors up 22%



Lyme Park scene of Mr Darcy's wet-shirt moment – 'Pride & Prejudice'

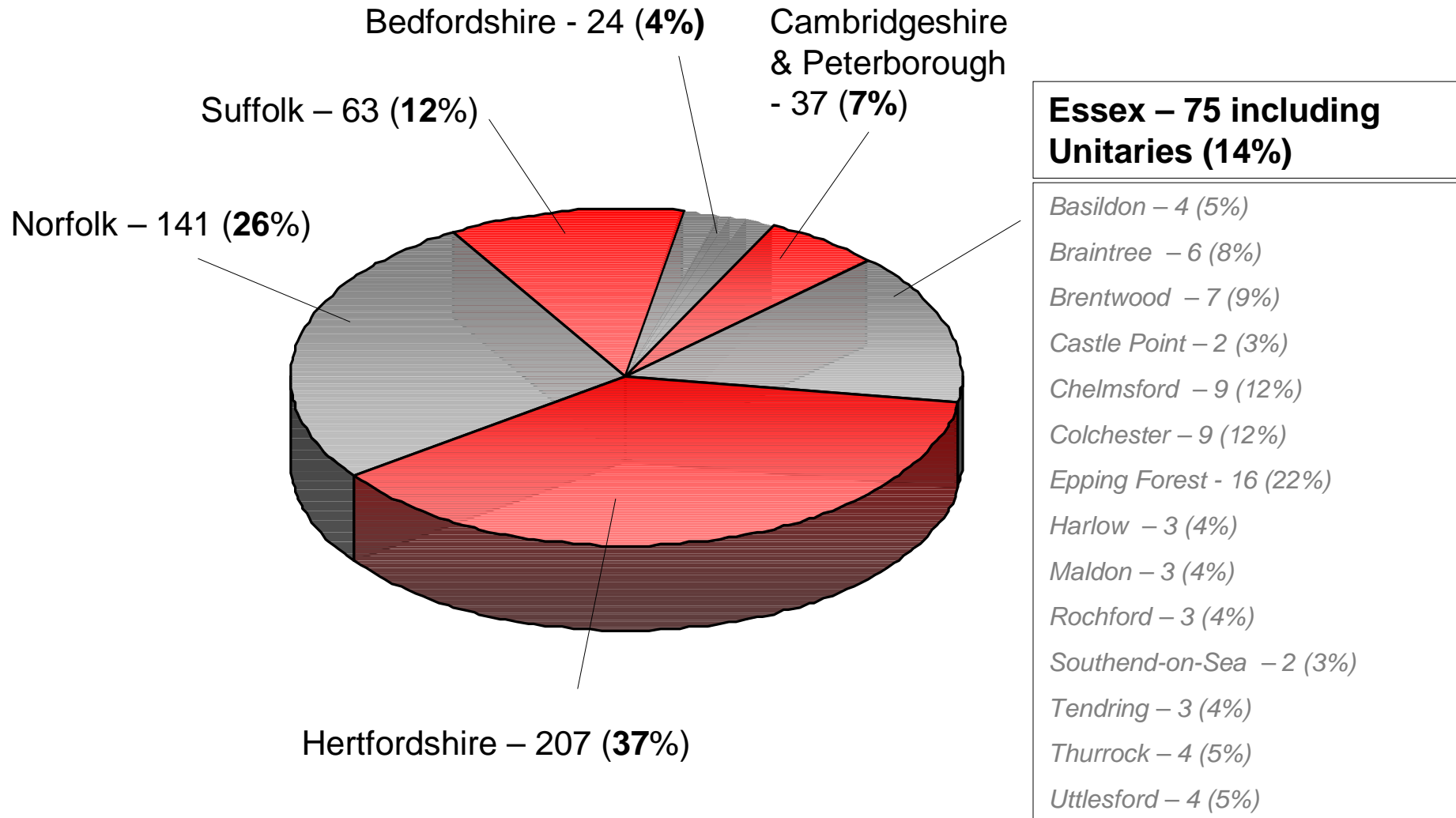


'Four Weddings and a Funeral'

Crew Registered

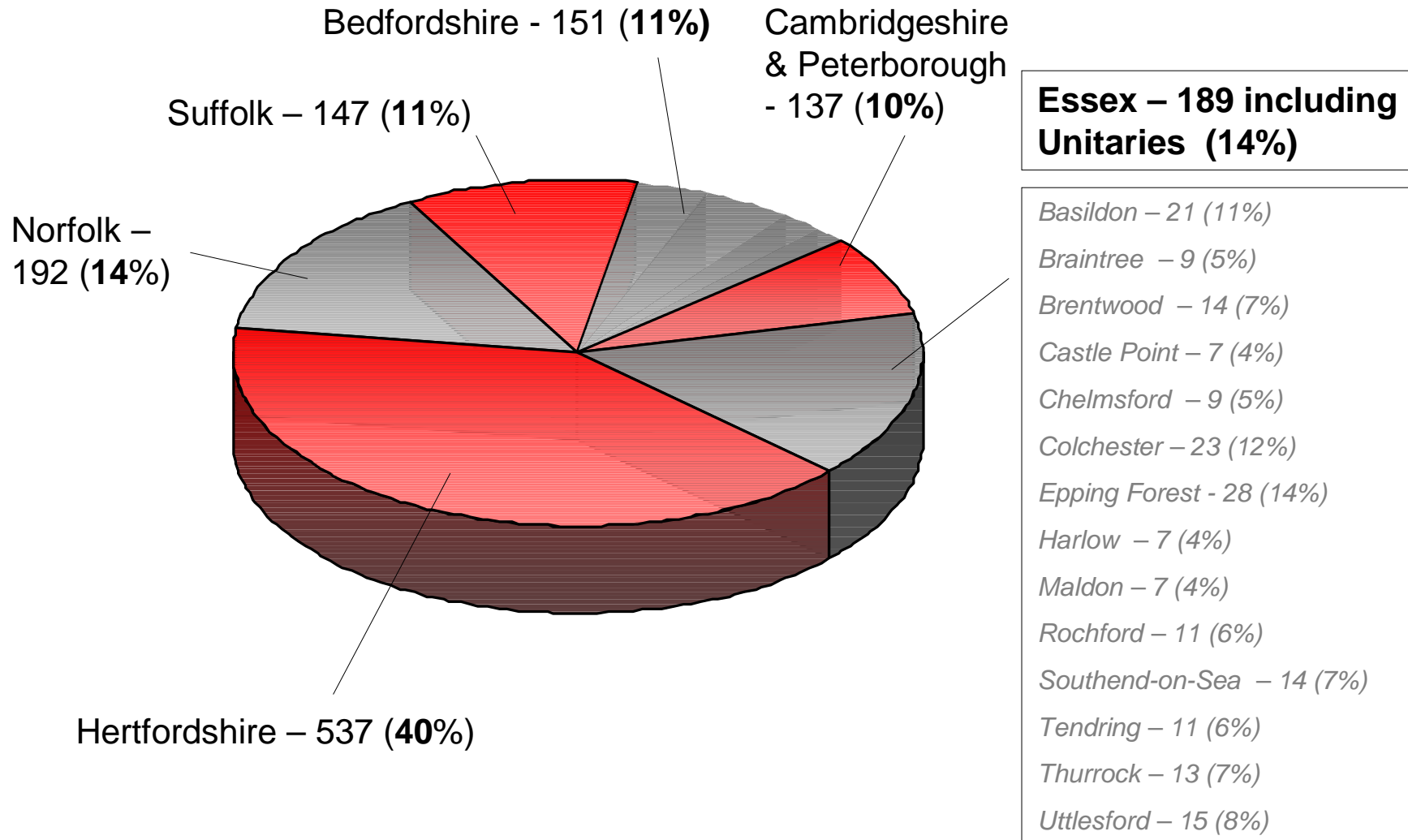
[Year End 2005/06]

March 2007



Facilities Registered [Year End 2005/06]

March 2007



What services is the industry looking for?

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Accommodation	DVD Services	Office Services
Accountants	Editing Facilities	Packaging & Materials
Action & Camera Tracking Vehicles	Equipment Maintenance	Photography
Aerial Services	Event Management & Facilities	Post Production Services
Animal Agencies	Film Processing	Printing
Animation	Florists	Product Placements & Promotions
AV Companies	Generators	Production Companies
Backdrops, Drapes & Screens	Grip Equipment	Production Design
Breakdown Services	Health & Safety	Projection Equipment
Broadcast Services	Horticulture	Props
Camera Equipment	Hose, Tubings & Fittings	Publishers
Car, Coach & Minibus Hire	Insurance	Pyrotechnics, Fireworks & SFX
Cases	IT & Multimedia Services	Removals & Road Haulage
Catering	Joinery	Rigging & Scaffolding
Chauffeur & Taxi Services	Legal & Financial Services	Script Services
Cherry Pickers, Cranes & Platforms	Light & Power	Security Services
Cleaning Services	Location Facilities	Set Construction
Communication Services	Location Services	Sound Studios & Recording Services
Costume	Make-up, SFX & Prosthetics	Storage & Vaults
Couriers & Freight	Marine & Underwater Services	Therapists
Crew Agencies & Diary Services	Medical Services	Tool Hire & Sales
Dentists	Model Makers & Facilities	Training
Design & Graphics	Music Services	Video Services & Production
Dry Cleaners & Laundry Services	OB Units	Waste Management



Case Studies:

March 2007

1. **Atonement** – Essex based company moved a full-sized Thames barge to Redcar in Cleveland



Atonement

2. **Batman Begins** – Bedfordshire based cleaning company earned £28,000 during production
3. **Charlie & the Chocolate Factory** - Cambridgeshire based company made the uniforms for the Oompa Loompas



Charlie & the
Chocolate Factory

Case Studies:

March 2007

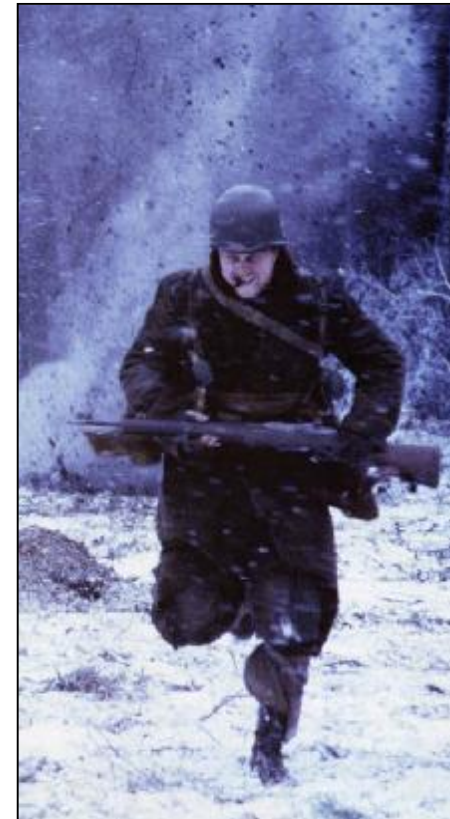
4. **Bleak House** – wood for temporary set construction sourced from a local wood supplier in Hertfordshire



Balls Park,
Hertfordshire

**NO CREDITS
NEEDED !**

5. **Band of Brothers** – 2 enterprising dry cleaning companies set up seeing an opportunity to clean uniforms – they are still in business today



How does it work?

March 2007

Industry Enquiry

- ∅ Detailed location description
- ∅ Outline of skills, products or services needed
- ∅ Film-friendly accommodation

Website/Database Search

- ∅ Production searches website or Locations Team searches database
- ∅ Email contact details and location description

Decision - Production contacts direct to:

- ∅ Conduct site visit and discuss logistics and agree location fee
- ∅ Determine if accommodation, skills or services will meet their needs



YOU DECIDE !

• Tony Bill's 'Flyboys'

Brief: to shoot period war planes over a location to create a bomb scene near a major road system

Screen East contacted each agency to organise an on site meeting to discuss the shoot, consider the implications and decide a strategy

The shoot went ahead smoothly

Locations: Copped Hall, Wrest Park Gardens & a quarry in St Albans



- Ø **Location Owners/Managers:** register a property as a film location and charge a location fee
- Ø **Hoteliers:** register the hotel and host a film crew and/or cast
- Ø **Service Providers:** Register as a facility company or crew and work for the filming industry
- Ø Leverage the **Tourism Multiplier Effects** from 'starring' in popular productions and benefit from an increase in paying customers!
- Ø Be **film friendly** to encourage more production



Local Authorities and Councillors – How to maximise the filming industry

March 2007

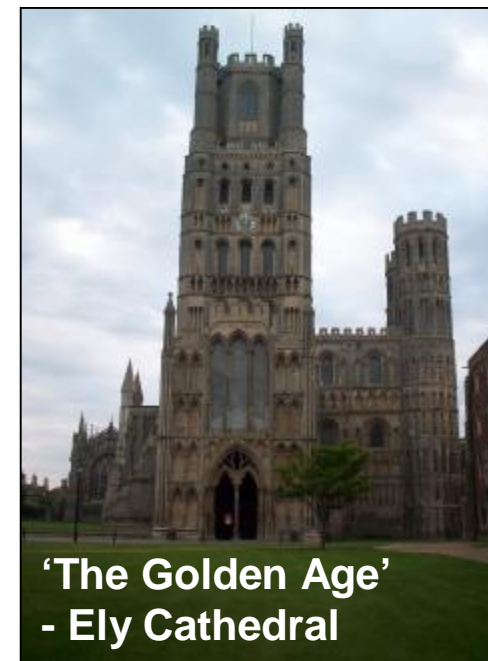
- q Be more film friendly to attract production
 - q Increase Councillor/Council/Officer awareness of the benefits
 - q Allocate a staff member as key contact point
 - q Collaborate with Screen East to source new locations and facilities companies to aid promotion
 - q Encourage Tourist Information to help source new locations and facilities companies
 - q Support Screen East's activities through funding against a SLA
- OR**
- q Grant Screen East a commission:
 - § for council properties used as filming locations OR
 - § a percentage of income generated based on spend
 - q Promote the benefits of filming through Council newsletters and websites
 - q Raise awareness of Film/TV tourism potential in business newsletters/webpages



Local Authorities and Councillors – Making the most of the Multiplier Effect

March 2007

- Ø Host a regional premier or screening
- Ø Host a local event to coincide with the film's release/screening
- Ø Engage Production/Screen East's support for stills and promotional tools
- Ø Collaborate with national, regional and local tourism bodies
- Ø Maximise the destination marketing potential through:
 - Ø Press Releases
 - Ø Brochures
 - Ø Internet promotion
- Ø Anticipate visitors! Put infrastructure in place to benefit from the spend
- Ø Monitor the impact to assess the longevity



'The Golden Age'
- Ely Cathedral

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