



# Creative England's Filming Partnership Toolkit





# Why is Filming Important?

**In 2014, film production was worth £1.47 billion to UK GDP and created thousands of full-time equivalent jobs.** Creative England’s involvement includes bringing together England-wide world-class locations, studios, facilities and crew to support this thriving industry.

Creative England is able to calculate the average amount production spends when filming on location. With a television production’s estimated spend of £17,000 - £19,000 per day on local employment and services, and a major feature film around £32,000, the benefit to the local economy is clear.



## Contents

- 2 About Creative England & our Filming Partners
- 3 Why is Filming Important?
  - 3 Why do we gather statistics from Filming Partners?
  - 4 A Case Study – ITV’s Broadchurch
- 5 Promoting Locations
- 6 Facilitating Filming
  - 6 Consent vs Permits
  - 6 Road Closures, Temporary Traffic Regulations Orders and Parking Bay Suspensions.
  - 6 Costs vs Fees
  - 7 Ways to Maximise Returns from Productions
  - 7 Contracts
- 8 Website copy

Our work ensures production companies can deliver a successful shoot in the English regions. We deliver professional on-the-ground support and a film friendly welcome to attract high profile production to England. These interventions also deliver long term benefits from profiling England around the globe as a premier visitor destination.

## About our Filming Partners

**Creative England’s Filming Partners are made up of Local Authority and other public sector organisations committed to supporting the facilitation of filming in the regions.** Filming Partners work as ambassadors within their organisation to extol the importance of production to the local economy, and as a local job and profile creator.

Filming Partners work alongside Creative England to ensure a joined-up film friendly welcome to productions seeking to film in the regions. This key role includes handling requests for filming permissions and access to local authority or publicly owned sites, as well educating departments within their own organisation on what might be required from filming. This vital work helps support the film industry in the regions and maximise the opportunities for the local area. Creative England works with over 250 Filming Partners across the country, providing support and advice on local filming logistics, national policy and domestic and international production enquiries, along with annual filming statistics to evidence the value of production to the local economy. The Filming Partner network, working alongside Creative England, ensures England can deliver a joined-up, first class service and remain competitive within this global industry.

Creative England liaises with its Filming Partners on a regular basis to ensure collaborative working and that all opportunities are exploited for the regions.

“In 2014, film production was worth £1.47bn to UK GDP and created thousands of full-time equivalent jobs.”

### Why do we gather statistics from Filming Partners?

An accurate picture of England’s filming landscape can only be captured through the collection of statistics. We generate regular reports by recording data supplied directly by production and collating the invaluable information contributed by Film Partners and Film Offices. Creative England provides filming data to the British Film Institute (BFI), Creative England’s board and the Department for Culture, Media & Sport (DCMS) to demonstrate the importance of film and TV production in creating jobs and profile for the regions, and to ensure the continued need for support of the sector at national government level.

Working closely with our Filming Partners in local authorities and other public sector partners to collect this data, our reports serve to provide a realistic overview of filming activity in the regions, as well as allowing us, over time, to build a robust picture of the conurbation of production and increased growth across the regions.

As part of a Filming Partnership it is vital that local authorities provide Creative England with information about productions in their area. This allows us to ensure that productions are fully serviced and that our statistics accurately reflect filming activity in the English regions. Please see an example of how you can send your filming data to us in Appendix A, and contact your local Creative England representative to discuss how to share this data with us.



© National Trust Images, Paul Harris - Castle Crag, Cumbria

## About Creative England

**Creative England delivers a free, comprehensive production service to all kinds of production shooting in England, outside London.** In addition, our remit includes the promotion of 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 businesses to thrive. We do this to create investment, jobs and profile.

Creative England works with all types of production – from feature films and TV dramas to commercials and short films - to enable them to shoot in England, outside London. This work directly contributes to inward investment. During 2014/15, we supported just under 1500 productions to shoot in the English regions, generating over £92 million of on-location spend. In addition, we work with local authorities and tourism agencies to capitalise on the benefits of filming from film tourism and profile opportunities.





## A Case Study: ITV's Broadchurch

**Eight-part drama Broadchurch aired on ITV in spring 2013. Broadchurch was shot across the South West in Clevedon, North Somerset, Yate in South Gloucestershire, and West Bay and Bridport in West Dorset.** Creative England estimates that a television production of this scale could have spent up to £1 million in the South West on services such as local hotels, restaurants and facilities. But the impact of production extends beyond this.

Hill Road in Clevedon was used to double as the fictional Dorset town of Broadchurch and market stalls were erected as part of the set. These 'stalls' immediately attracted shoppers, inspiring traders in the road to pursue establishing an indoor food and craft market. A government grant of £9,000 has since been awarded to help get the project off the ground.

In West Dorset, Literary Lyme has traditionally offered Jane Austen and Mary Anning guided walking tours of Lyme

Regis and the Jurassic Coast. They have now introduced Broadchurch tours around West Bay and Bridport, so visitors can see the police station, newsagents, cliffs and more!

Local businesses have seen an increase in sales and the official tourism site for Dorset ran a number of Broadchurch competitions, with prizes ranging from DVDs to holidays – including a stay at The Bull Hotel, where the cast and crew were housed. Some 77% of businesses reported an increase in customer numbers in 2013 and of these 47% thought that this was either definitely or probably due to Broadchurch.

www.visit-dorset.com achieved record-breaking numbers in March, with the site attracting up to 200 hits per minute during the Broadchurch broadcasts. The site garnered over 100,000 unique visitors, a threefold increase on March 2012 figures. Enquiries about the area have also seen an increase, with many curious about filming locations ordering copies of the West Dorset Holiday Guide.

This case study demonstrates just some of the potential and substantial benefits of filming in the region.

**“West Dorset District Council are in full support of Creative England’s Film Friendly Partnership and work proactively with Creative England to encourage filming in the region.**

**“Broadchurch has provided West Dorset District Council’s tourism team with an incredible opportunity to benefit from high profile TV coverage. Series 1 and 2 of the drama generated a staggering amount of interest in the area and the tourism team worked hard to make the most of this opportunity through a range of off and on-line marketing initiatives.”**

**- Jessica Thornton, Tourism Marketing Officer, West Dorset District Council**



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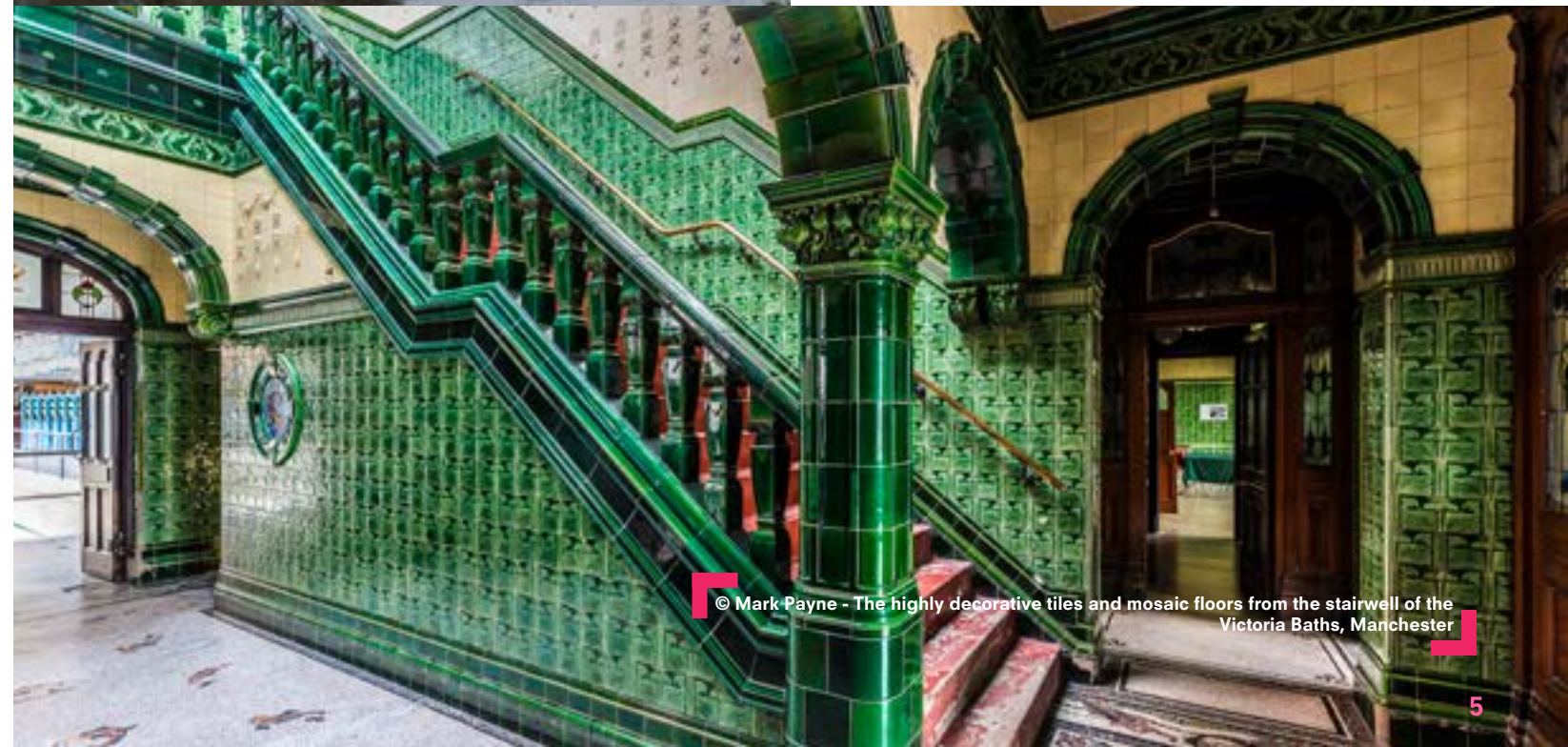
# Promoting Locations

**One of the first and most effective ways to increase filming interest in your area is to promote your Local Authority-owned properties as filming locations through Creative England’s online locations database.** England’s filming locations have never been in greater demand; in the last year we supported over 1300 productions shooting on location outside Greater London.

We have 10,000 locations registered and are always looking for more. Through your networks, you can encourage local businesses and residents to register their properties. Creative England’s website offers guidance and instructions on how to do this.

Properties in your area could be just what filmmakers are looking for, whether they’re country pubs or medieval castles, modern offices or manor houses. If the property is based in the English regions, outside Greater London, then it can be registered for free on our database.

Register your property on our website by filling in a simple online form and uploading images of your property. You can also encourage others in your business networks to do the same by adding some information about the service to your website. At the end of this document you will find some suggested copy provided for this purpose. You can use this copy on your website, email signatures and other literature.



© Mark Payne - The highly decorative tiles and mosaic floors from the stairwell of the Victoria Baths, Manchester





# Facilitating Filming

## Consent vs Permits

**UK law states that members of the public and the media do not need a permit to film or photograph in public places and police have no power to stop them filming or photographing.** In most cases this means that film and television productions do not need to seek permits to film in public places, unless they are obstructing traffic or pedestrians or when equipment is being laid in the highway.

In general it is good practice for a local authority to ensure that a production is filming legally and safely by requesting copies of their Public Liability Insurance and risk assessments. Creative England can help you obtain these important documents from production companies.

Creative England's advice is to keep this process as simple as possible and to not formalise the permitting process unless the filming requires any special measures.

If filming is taking place within authority-owned properties and parkland, formal permission is necessary and a fee can be charged (see below).

## Road Closures, Temporary Traffic Regulations Orders and Parking Bay Suspensions

Where filming requires a more formal permit process, Creative England and/or the production company will liaise with the local authority to discuss the requirements and apply for permits to film.

In Kent, Hertfordshire and Buckinghamshire, there is specific legislation that allows roads to be closed with short notice for the express purpose of filming. Creative England is working with the UK Government to force a change in law to extend this legislation to every region of England. In the meantime road closures require a statutory notice period where notice needs to be given to the local community. Formal notice needs to be advertised and legal advice sought. The production company will need to employ a certified traffic management company to place diversion signage and manage traffic whilst filming takes place. This process usually takes 6-8 weeks and incurs a set fee to the local authority.

Temporary Traffic Regulations Orders (such as temporary traffic signals and stop/go boards) are a simpler process

and require less notice. These are usually organised through a local traffic management company who will liaise with the local authority to notify them of the request to manage traffic. This process usually takes less than a week and incurs a set fee to the local authority.

Parking bay suspensions are usually requested so that technical vehicles can be parked near a location or, in the case of period productions, so that any modern cars or street furniture and markings can be removed or covered. Parking bay suspensions are only possible in paid-for parking bays or restricted parking bays. It is not possible to formally suspend free parking bays. This process usually requires at least 24 hours' notice and will incur a fee for administration, signage and remuneration of lost revenue from paid bays.

## Costs vs Fees

Creative England understands that public services are under increased pressure to make economic returns to their organisation where possible, and Creative England is keen to ensure it is offering support and advice to public organisations to gain the best returns for their area.

Where filming is requested within an authority-owned property, a fee can be charged. This fee should be structured to ensure that any costs are recovered and that a fair remuneration for the use of any public properties or services used is taken.

It is good practice to ensure any costs passed onto a production are reasonable and not prohibitive to filming. Feature films and TV drama will have budgeted for location fees and public services should be charging a hire fee for council-owned properties, such as parks or town halls.

To note, there is no legal requirement in the UK for productions to gain permissions to film in public places\*. It's worth considering that trying to enforce a fee for simple shoots taking place in public spaces could make a production consider filming elsewhere, or they may try to evade the charge by not contacting a local authority at all and will film without notifying anyone. Creative England advocate working with us to implement a fair and reasonable fee structure that is flexible to enable basic shoots with no intervention requirements (eg. single pieces to camera, news items, documentaries) to take place with your approval at no cost. This will ensure your area retains its film friendly credentials to industry.

\* The exceptions to this are when a production obstructs the highway and interferes with traffic or pedestrians.

## Ways to Maximise Returns from Productions

Hosting a film or TV production in your district will create local employment, investment and increase the profile of your area. The benefits of hosting filming are likely to be very positive to your area and its residents. You may in some circumstances want to consider waiving or reducing your fees in exchange for added publicity, access to the cast for interviews on their experience of being in your area or for a local screening of the film or drama. The production and Creative England can also help you to put a monetary value on filming-related publicity and press in order to demonstrate the value to your organisations.

### There are a number of points to consider when structuring filming fees:

- Ensure any costs are recovered such as staff costs, use of services such as electricity and water, plus security etc.
- The amount should account for any loss of income (e.g. if closed to the public whilst filming and unable to take entry fees or sell goods).
- Fees are always negotiable and can vary from hundreds to thousands of pounds per day, depending on the project and what they need to do whilst at your property.
- Fees are also dependent on factors such as use of branding, physical changes to buildings and infrastructure and potential marketing and tourism income.
- Consider when the production needs to film, is it more sensible for them to film after-hours? Will a night shoot be viable?
- Be aware that you can negotiate benefits for your organisation such as PR coverage, building alteration and tourism tie-ins. Sometimes these in-kind benefits can be of more value than a location fee.
- In general terms, drama, adverts and commercial productions are more likely to have location budgets; factual programmes and light entertainment normally only have very small location budgets.

**Creative England can offer further advice and are currently drawing up a recommended fee structure for public services and asset hire to assist local authorities and ensure a joined up offer across the country.**

## Contracts

Your negotiations will form the basis of a location agreement with the production company. Some companies, such as the BBC, will use a standard agreement for filming at your property; others will be happy to draw up an agreement from scratch between the two parties. There is no hard and fast rule about agreements, but you should always ensure that you are happy with its contents. You should request an amendment to anything that you are unhappy with.

There are a number of key points to bear in mind when negotiating agreements:

- Ensure that the fee is indicated in the agreement.
- Outline the specific dates and times of filming and consider including penalty clauses for overruns.
- Include a clause for use of the property for reshoots - where scenes are added or changed after principal photography.
- Ensure you understand the subject and content of the production.
- Ensure that the agreement guarantees the reinstatement of the property to its original condition and the repair of any damage.
- Consider providing an inventory of your property.
- Ensure that it outlines any press or PR opportunities that you would like to exploit.
- Include any conservation issues that need to be abided by, ie the use of lights or naked flames.

**We always recommended you take legal advice on contractual agreements.**

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# Website Copy

To demonstrate you are working with Creative England to offer a film friendly welcome to productions, we recommend incorporating the copy below on a relevant page of your local authority's website. This helps productions recognise your local authority as one of Creative England's Filming Partners and gives them the opportunity to access our services through your website to ensure a joined-up and comprehensive offer.

## Copy for Website

**[Member name]** is a member of Creative England's Filming Partnership network, welcoming filming to [area] and ensuring cooperation and commitment to assist film and television production.

To film on the public highway please contact: **[Member to fill in]**

To inform the local police please contact: **[Member to fill in]**

For enquiries including locations, studios, facilities and crew, or to seek advice on any of the above, please contact **[PS Manager name]**, your local Production Liaison Manager at Creative England on **[tel no and email address]**

To search Creative England databases please visit: [www.creativeengland.co.uk/film-and-tv](http://www.creativeengland.co.uk/film-and-tv)

For general enquiries, please contact Creative England's Production Services team on:

+44 (0)208 324 2311 or [production@creativeengland.co.uk](mailto:production@creativeengland.co.uk).

## Interested in signing up to the Creative England database?

**Your property** could be just what filmmakers are looking for, be it a cottage or a castle, a suburban semi or stately home. If your property is based in England, outside of London, find out more and register on Creative England's free database.

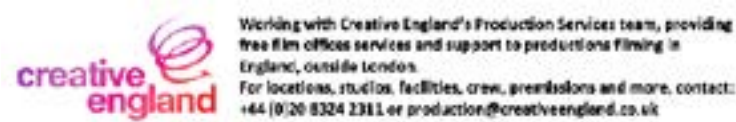
[Register on the Locations Database here.](#)

Creative England's database also includes **local crew and facilities**. Registration is free, so whether you are an experienced professional or new entrant, an established business or start-up company, register on the database so productions filming in the region can find you.

[Register on the Crew & Facilities Database here.](#)

**Logos:** [You can find Creative England logos here.](#)

**Logo for email signature:**



# Appendix A

Local Authorities can share information with Creative England about filming activity in their areas by filling in the form below and sending it to their local Creative England contact:

Notification of Filming	
Date(s)	
Time(s)	
Location(s)	
Production Title	
Production Company	
Contact Details	
Information	

