

REPORT OF SERVICE DIRECTOR, COMMUNICATIONS AND MARKETING

FILM FRIENDLY PARTNERSHIP CHARTER

Purpose of the Report

1. To seek permission for Nottinghamshire to become a 'Film Friendly' County by agreeing to sign up Creative England's Film Friendly Partnership Charter.

Information and Advice

BACKGROUND

- 2 Nottinghamshire County Council has worked with a number of independent film makers and television production companies in the past who sought to use the county as a filming location.
- 3 Most recently the Council was involved with the critically acclaimed *Oranges and Sunshine* (which told the story of Nottinghamshire Social Worker Margaret Humphries) which was filmed partly in Nottinghamshire. A number of scenes were filmed in County Hall where Margaret once worked.
- 4 These productions often provide jobs for local people working in the creative industries as well as boosting the local economy. Creative England states that the daily local spend for the filming on location of a soap opera is on average £15k with this figure rising to £22k for a major UK film.
- 5 Such benefits are multiplied when a large-scale production is linked to the County. While not filmed on location here, the release of Ridley Scott's *Robin Hood* in 2010 generated substantial local activity, including local exhibitions and a gala screening. The total value of the Visit Britain and Universal Pictures partnership around the film was £9.3 million.
- 6 In October 2011, Creative England was established to replace regional film agencies outside London. It will help film production companies choose suitable locations in England. It is establishing Film Friendly Partnerships with relevant bodies in the English regions to set out agreements about how they will support the film industry and has approached Nottingham City Council and Nottinghamshire County Council to this end.

7. Establishing a Film Friendly Partnership would mean that the Council makes a pledge to work with each production company as positively and proactively as possible, whilst continuing to ensure that the region benefits from filming activity. The Film Friendly Partnership will ensure production companies have a positive experience of filming in our region, which will result in productions returning with future projects. Furthermore it will enable us to maximise the publicity and marketing opportunities of filming.

8. The Partnership aims to:

- Open the channels of communication between local authorities, ancillary organisations and Creative England, sharing experiences, expertise and best practice with the common goal of bringing more production to the region.
- Ensure that the locality and the region as a whole get the maximum benefit possible from the use of local people, services and facilities.
- Ensure that local authorities, communities and locations are able to maximise the publicity, press and subsequent tourism opportunities that filming can bring with it.
- Work towards each member, local authority or organisation signing up to the Film Friendly Partnership Charter.

9. The Film Friendly Partnership Charter is a short document (Appendix 1) pledging a commitment to ensure Nottinghamshire is among the most film friendly counties in the UK. Signed by the Chief Executive and Leader of the Council, the Charter provides a clear public statement that we are committed to proactively supporting filming in their area. The Charter sets out in effect a service agreement that the Council will work to ensure the County is truly film friendly. This will mean productions are able to fully understand the level of service they can expect to receive from each area.

Reason for Recommendation

10. Signing up to the Film Friendly Partnership Charter would support the Council's strategic aim of promoting economic prosperity in Nottinghamshire.

Statutory and Policy Implications

11. This report has been compiled after consideration of implications in respect of finance, equal opportunities, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATION

1) That Policy Committee agrees to the Council signing up to the Film Friendly Partnership Charter, and where appropriate, financial contributions will be sought.

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Constitutional Comments (CEH 17/05/12)

12. This decision falls within the remit of the Policy Committee.

Financial Comments (MB 17/05/12)

13. There are no specific financial implications arising from the report.

Background Papers

None

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Electoral Division(s) and Member(s) Affected

All

Appendix 1

CREATIVE ENGLAND



PRODUCTION LIAISON CHARTER

[Council] is a member of the Production Liaison Partnership in association with Creative England

[Council] is committed to encouraging the facilitation and development of film and television production. **[Council]** recognises Creative England as the official regional agency working for and on behalf of the English Regions in supporting all types of filming and attracting production to the area. **[Council]** Local Authorities have adopted the following procedures to assist the production process.

- Ensure all departments within **[Council]** are aware of the commitment to the Production Liaison Partnership and a positive approach to filming is encouraged in all areas of the organisation.
- **[Council]** will view filming requests positively understanding the economic, employment and promotional benefits filming can bring to the area.
- Nominate a relevant employee to join the Production Liaison Partnership who will be the first point of call for the Production Liaison Service as delivered by Creative England:
 - Work proactively with Creative England's Production Liaison department to maximise filming for their area of the region.
 - Work with Creative England's Production Liaison department to ensure filming requests and filming related enquiries are dealt with swiftly.
 - Attend quarterly Production Liaison Partnership meetings.
 - Act as a conduit within **[Council]** to ensure all relevant departments understand the benefits of being filming friendly. Where necessary, work interdepartmentally with support from Creative England's Production Liaison department to implement new procedures to support filming.
 - Identify an agreed senior member of the organisation to escalate requests when required.
 - Work in partnership with Creative England's Production Liaison department to capitalise on any marketing opportunities that may arise from filming.
 - Ensure filming requests that come directly to the Production Liaison Partnership member are also put in touch with Creative England's Production Liaison department.

- **[Council]** agrees to approach all filming requests fairly and openly.

Name..... *Position*.....

Signed..... *Date*.....
.....

Signed in the presence of Creative England

Name..... *Position*.....

Signed..... *Date*.....

The procedures apply to film and broadcast productions working within the local authority/organisation boundaries and apply to any production, which has a significant impact on a location.

For small-scale productions and student projects, the general principles of good practice, co-operation and general courtesy will apply

Production Liaison Part