

EPPING FOREST DISTRICT LOCAL COUNCILS' LIAISON COMMITTEE MINUTES

Date: Wednesday, 7 March 2007 **Time:** 7.30 - 9.07 pm

Place: Council Chamber, Civic
Offices, High Street, Epping

**Members
Present:**

Representing Epping Forest District Council:

Councillor(s): Mrs A Haigh (Chairman), Councillor J Salter (Vice-Chairman), Mrs C Pond and Mrs J H Whitehouse

Other Councillors:

Councillor(s): Mrs H Harding

Representing Essex County Council:

County Councillor(s): T Spencer and M Tomkins

Representing Local Councils:

Mrs D Borton (Nazeing PC), Councillor E Borton (Nazeing PC), Councillor Ms G Castle (Nazeing Parish Council), J Sullivan (Chigwell PC), S Deluca (Chigwell Parish Council), Councillor Ms J Hedges (Epping Town Council), Councillor J A Smith (Epping Town Council), Mrs P Smith (Epping Upland PC), Councillor J E Dolder (High Ongar PC), Councillor J Filby, J Collins (Moreton Bobbingworth and the Lavers), Councillor B Surtees (Ongar Town Council), Ms H Nicholas (Roydon Parish Council), Councillor R Northwood (Sheering Parish Council), Councillor J Harrington (Sheering Parish Council), Mrs D Harris (Sherring Parish Council) and Councillor J Farren (Stapleford Abbotts PC)

Apologies: Epping Forest District Council –

Councillor(s): R Morgan and B Sandler

Essex County Council –

Councillor(s): C Finn, A Jackson and C Pond

Parish/Town Councils: -

Councillor P Trendall (Chigwell Parish Council), Councillor R Pearce (Loughton TC) and Councillor Mrs J Woods (Loughton TC)

**Officers
Present:**

J Scott (Joint Chief Executive), P Sutton (Asst Head of Planning Services (Forward Planning & Environment)), C Neilan (Conservation Officer), T Carne (Public Relations and Marketing Officer) and A Hendry (Democratic Services Officer)

By Invitation: Kerry Ixer (Screen East Locations) and Mary Parodi (GreenArc Project)

47. MINUTES

That the minutes for the meeting held on 8 November 2006 be taken as read and signed by the Chairman as a true record, subject to Councillor A Smith (Epping T C) being recorded as attending this meeting.

That the minutes for the meeting held on 6 December 2006 be taken as read and signed by the Chairman as a correct record.

48. CHANGE IN ORDER OF THE AGENDA

By leave of the meeting the Chairman changed the order of the agenda so that the Green Arc presentation was taken as the next item.

49. THE GREEN ARC PROJECT

The Committee received a presentation from the Director of GreenArc, Mary Parodi on the purpose of and progress with the GreenArc Project. A copy of the presentation is attached to these minutes.

The GreenArc is a multi agency, cross regional, cross county strategic landscape initiative, which aims to:

- enhance, protect and conserve the green belt for public use;
- increase and expand open space to growth area populations; and
- to protect and conserve biodiversity and wildlife.

Partners of the GreenArc are Essex County Council, Natural England, the Forestry Commission, the City of London, the Greater London Authority and the Lee Valley Regional Park.

The total GreenArc area is around 136,000 ha, with an expectation of a 10% increase to achieve the vision and strategic objectives over a 40-year delivery plan. Site management is managed by public and voluntary sector purchases, land management agreements with landowners, section 106 agreements and planning authorities.

The project benefits people and wildlife and provide visitors/interpretation centres, car park signs, all ability trails and way marked trails for walking and cycling.

Contact details are:

Mary Parodi – Director GreenArc
United Business Centres,
3rd Floor Endeavour House, Coppers End Road,
Stansted, Essex CM24 1SJ

Mobile: 07920467101

Office: 01279 669452

Email: mary.parody@essexcc.gov.uk

Website: www.greenarc.org

Mary Parodi was asked if the proposed new houses in the district would affect the GreenArc. She replied that the GreenArc could help the district in preserving its open space, if they can demonstrate it is functional (e.g. used for leisure or farming) and it

could be demonstrated it is a well used resource, then it could be used as part of an overall strategy against development. The GreenArc cannot work if all the gaps (in between developments) are closed up.

The Chairman thanked Ms Parodi for her helpful and informative presentation.

50 Favourite Trees

Chris Neilan, the Council's Landscape Officer and Arboriculturist, took this opportunity to update the committee on the 50 favourite tree scheme, in which local communities nominated their favourite trees and the District publicised them via its website (www.favoritetrees.com).

They had just finished the judging, from which they had chosen about 30 trees. These will be featured in the next BBC series 'Trees that made Britain'. There was still some room for more nominations, and he urged the local councils to continue sending them in. Willingale was the only parish not to nominate any trees.

50. ISSUES RAISED BY LOCAL COUNCILS

1. Highway Issues

This item was asked for by Chigwell Town Council, who were advised by the West Essex Area Forum that they should bring it up in this forum. There was a lot of criticism expressed at the West Essex Area Forum, which the ECC representatives were unable to contain. They would like Tony Ciaburro and Councillor Rodney Bass to be invited to a meeting to answer questions on Highway issues.

The Locals Councils had discussed it at their meeting and had determined that it would be worth it if the two gentleman were well briefed before they came. To enable this Local Councils would need to come up with a list of questions before hand and have this sent to them at least a couple of weeks before the meeting.

John Scott said that he would get together with Councillors Ed Borton and Jason Salter to work out a timetable for a deadline for the questions and get them sent off to Tony Ciaburro and Rodney Bass. They will be invited to the next proposed meeting of this Committee on 13 June 2007.

2. East of England Plan

Paul Sutton (Assistant Head of Planning Services) drew the meetings attention to his tabled paper that outlined where the Local Development Framework fitted in with other strategies and explained that the Local Development Framework was to take over from EFDC's current system. The East of England Plan also has a part to play in this, the deadline for EFDC's comments is 5pm on Friday 9 March 07. It was noted that the East of England Plan had also slipped by two months.

The second page of the tabled paper showed the timetable the Council's is working to. The meeting noted the redlined area of the North Weald Action Plan, and that the Local Plan was still to be used when Local Councils were considering planning applications.

Asked about the forthcoming Green Belt boundary review and where it would fit in Paul Sutton said that a joint study with other authorities would be undertaken.

3. Meeting Dates

The Committee discussed the possibility that one night per week be left free of meetings by the District Council so that Town and Parish Councils could hold own their meetings thereby facilitating "dual-hated" Councillors to attend all. This, they feel was made possible now that Area Plans B and C have merged, freeing up some spare days.

The Chairman promised to follow this up.

51. CHANGE IN ORDER OF THE AGENDA

By leave of the meeting the Chairman changed the order of the agenda so that the Film Locations – Screen East presentation was taken as the next item.

52. FILM LOCATIONS - SCREEN EAST

The meeting received a Presentation (attached) from Kerry Ixer, Head of Locations and Inward Investment, from Screen East Locations on the use of local facilities for film locations.

She commented that it was a government funded, not for profit, regional agency that was there to deliver strategic leadership for the film and moving image industries. It provides a single point of contact for creative industries personnel and film and TV in the East of England. It is split into four departments, Enterprise and Skills, Production, Audiences and Education and Locations and Inward Investment. The Eastern region has 7,000 locations registered, which is second only to London. The UK film industry directly contributed £960 million to GDP in 2004/05.

The agency is looking for more locations (coastlines, Ecclesiastical, historical sites & follies and industry), accommodation, editing facilities, generators, light and power, medical & emergency, transport, sound studios & recording services and waste management (full list in the attached presentation).

They are an introductory agency, putting the two sides (Film industry and supplier) together and do not get involved in negotiations. They do however check back to see how things went.

The meeting noted that there could be up to 28 days of filming without the need for planning permission and as an example, the BBC pay up to a £1,000 per day for locations.

Tom Carne is their first point of contact in the Epping District.

The Chairman thanked Kerry Ixer for her informative and interesting presentation.

53. EPPING FOREST DISTRICT - CITIZEN OF THE YEAR

The Chairman wanted to bring to the attention of the Local Councils the Civic Awards Ceremony. The most prestigious award given being that for Citizen of the Year. Nominations for this award are invited over a period of months and generally speaking a reasonable response is achieved. However, very few are received from Town or Parish Councils. The Chairman of the Council wanted to remind Local Councils of their ability to put forward such nominations. In particular the District Council looks for someone who has made an outstanding contribution to the District as a whole or to large parts of the district.

The Chairman noted that however the district also receives a number of nominations for people who are clearly heavily involved in the affairs of their home village or community. Whilst the spread of their activity is too narrow for the (District) Citizen of the Year award, these people make a generous contribution in their home locality.

The meeting thought there was a need to tie in the two levels of awards, the local and the district and to recognise these two types of people. Perhaps they could be recorded somewhere. It was thought that this and other ideas could be explored and brought back to the next meeting.

RESOLVED:

That ideas to recognise local nominations for people who have made outstanding contributions to their local community to be included in the Districts Citizen of the Year Ceremony be brought to the next Local Council meeting.

54. EAST OF ENGLAND PLAN - THE SECRETARY OF STATE'S PROPOSED CHANGES TO THE DRAFT REVISIONS TO THE REGIONAL SPATIAL STRATEGY FOR THE EAST OF ENGLAND AND STATEMENT OF REASONS

Paul Sutton (Assistant Head of Planning Services) updated the meeting on the latest position of the East of England Plan. The District's response is not due to back until 5pm on 9 March 2007. Our response is to include comments on infrastructure (lack of a statement on the East of England Plan); comments on the proposed regional housing structure; jobs and relationship links with Brentwood. There are two levels of response on this and attached to the agenda was the District's report that went to the Cabinet on 19 February 2007.

A letter to the government is being prepared, bringing out our main objectives. It will be signed by the District Council and the LSP and copied to all our partners

55. ANY OTHER BUSINESS

1. Councillor Ed Borton (Nazeing Parish Council) asked that Quality Councils be brought to a future meeting on how this affects local councils. They would like to know how the delegated functions would affect them.

This would probably need input from cabinet members, as it's very much a political issue – EFDC to ask the leader and the cabinet to attend the November meeting.

RESOLVED:

That the subject of Quality Councils be brought to the November meeting of the Local Council's Liaison Committee and that the leader and the Cabinet be invited to participate in the debate.

2. As this was the last meeting of the year and therefore the last meeting for the current Chairman, Councillor Mrs Ann Haigh. The meeting wished to express their appreciation for her hard work during the year and commented that she would be missed.

56. DATES OF FUTURE MEETINGS

The meeting noted the proposed scheduled dates of this meeting for 2007/08 they are 13 June, 2007, 28 November 2007 and 26 March 2008.

CHAIRMAN



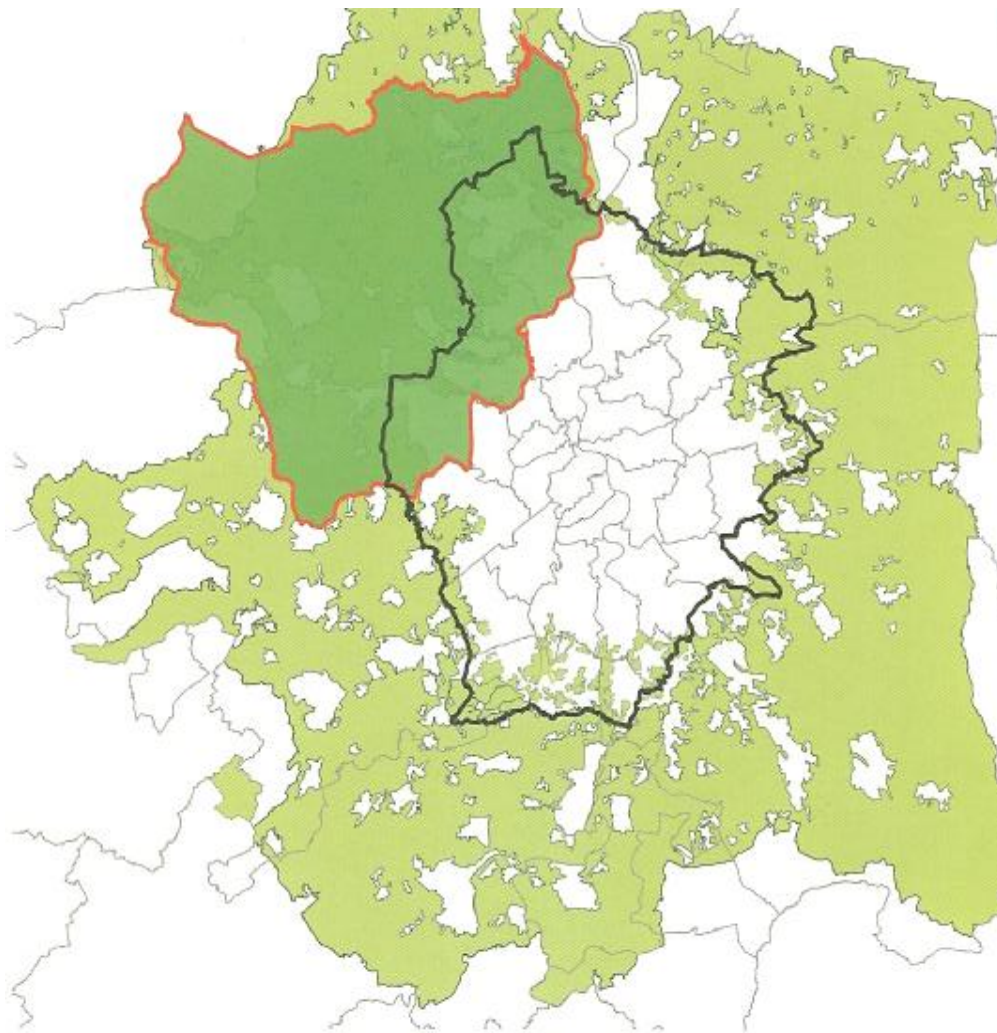
**Presented by
Mary Parodi - Director**



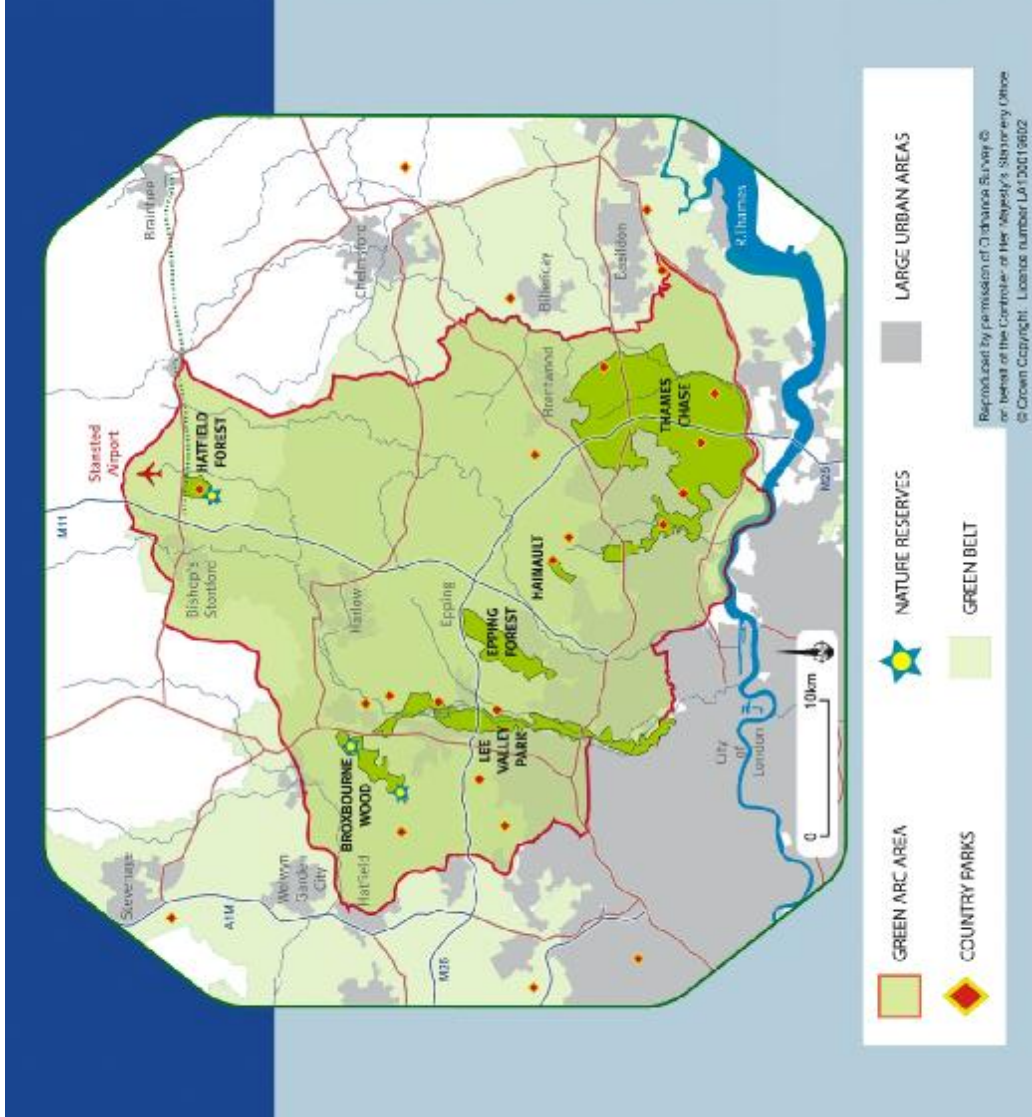
What is GreenArc?

A multi agency, cross regional, cross county strategic landscape initiative which aims:

- to enhance, protect and conserve the green belt for public use,
- to increase and expand open space to growth area populations,
- to protect and conserve biodiversity and wildlife.



Bringing the
BIG OUTDOORS
closer to everyone



Contributing Partners

Essex County Council (Host organisation)

Natural England

The Forestry Commission

The City of London

The Greater London Authority

Lee Valley Regional Park

Delivery Partners

The Woodland Trust
Essex Wildlife Trust
The City of London
Lee Valley Regional Park Authority
The National Trust
BTCV
The Environment Agency
The Land Restoration Trust
British Waterways
Herts Wildlife Trust
Groundwork
FWAG

Site Management

Two key management
criteria for GreenArc:

- Managing to benefit people
- Managing to benefit wildlife

Concept

What does this Involve?

- Total GreenArc area around 136,000 ha
- Reasonable expectation of 10% area increase to achieve the Vision and Strategic Objectives
- A 40 year delivery plan

Benefit People & Wildlife

- Traditional Farmland Landscapes
 - remove the emphasis on intensive farming
 - permanent pasture
 - hedgerows and traditional farm woodlands
 - increased focus on smaller scale site by site benefits

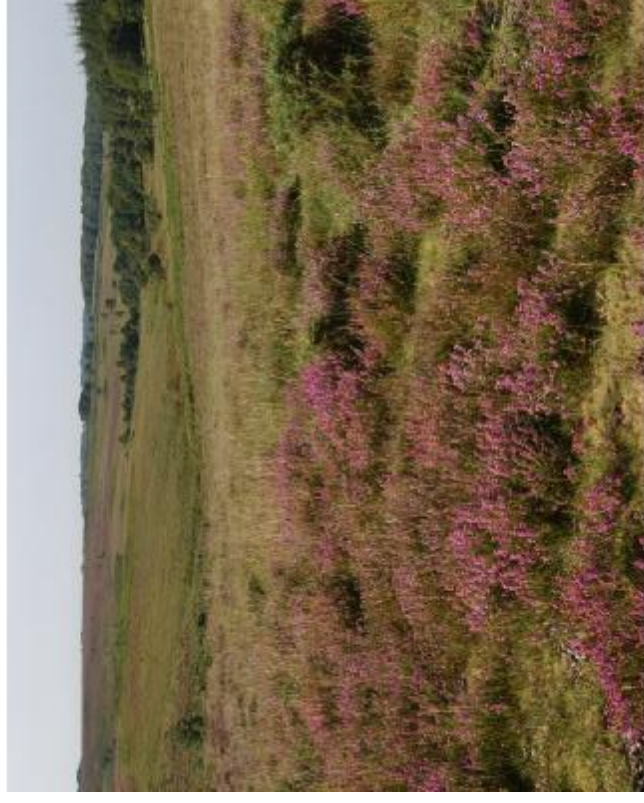


Site Management

- GreenArc established through three key mechanisms
 - public & voluntary sector purchases
 - land management agreements with landowners
 - Section 106 agreements & planning authorities
- Two key management styles
 - low input farm landscapes
 - minimum input naturalistic landscapes
- Location as one of the determining factors

Benefit People & Wildlife

- Extensive naturalistic landscapes
 - large areas of relatively low management input
 - focus on natural processes & cycles
 - wooded and open landscapes
 - low intensity grazing may be a feature



People & Wildlife Balance

- Facilities such as:
 - visitor/interpretation centres
 - car parks & signs
 - interpretation boards
 - all ability trails
 - way-marked trails for walking and cycling



People & Wildlife Balance

- People engagement programmes

Community /
Recreation Rangers
events
public liaison
consultations
educational
programmes



What has been achieved?

- £2.3 million from the DCLG for:
 - Woodland Trust site purchase at Theydon Bois
 - Contribution towards purchase of Amwell Quarry Nature Reserve by Herts WT
 - LVRPA Habitat Works at Sewardstone Marshes and extension of Sustrans Cycle Network
- Project Management costs for 2 years

Bringing the
BIG OUTDOORS
closer to everyone

Theydon Bois



GREENARC
Bringing the BIG OUTDOORS closer to everyone

What Next?

- Further delivery of capital and revenue projects in defined target areas
- Closer consultation and liaison with landowners and agents
- Further development with community groups and the general public
- Income generation target of £10 million over 3 years
- New guidance for section 106 agreements for contributions to the GreenArc

How can you help?

- Understand the benefits of this strategic landscape project
- Inform colleagues of the GreenArc and seek support
- Cascade GreenArc principles and objectives within the new planning process
- Support the draft guidance document in principle

Staff January 2007

Mary Parodi – Director

Jim Smith – Operations Manager

Debbie Hadley - Administrator

Contact Details

Mary Parodi – Director GreenArc

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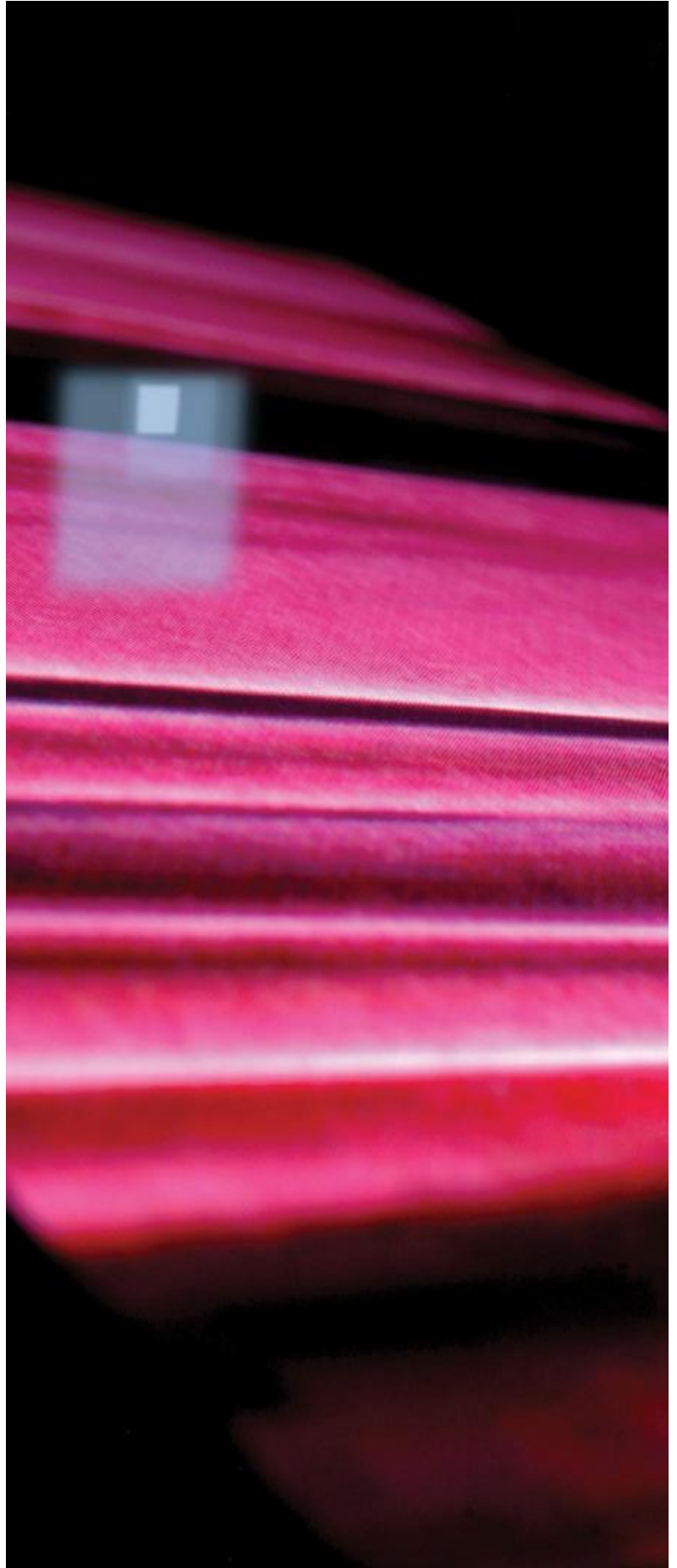
Making The Most Of The Filming Industry

7 March 2007

Presentation by Kerry Ixer, Head of Locations & Inward Investment



Screen Agency
for the
East of England



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



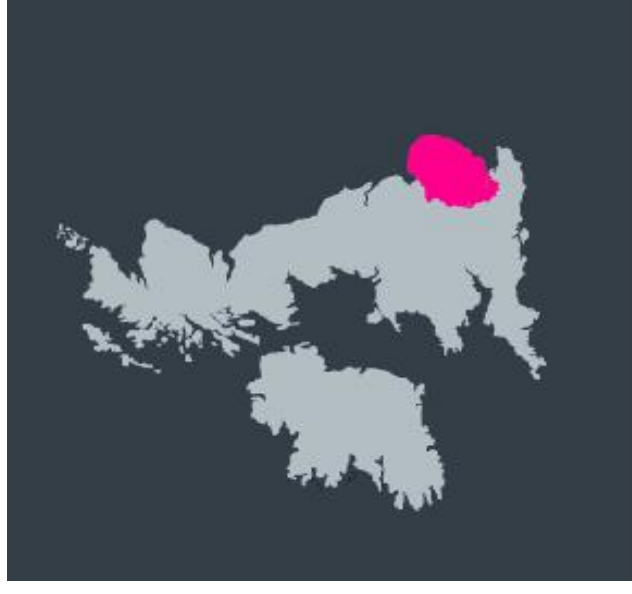
What is Screen East?

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?

March 2007

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



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'



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:

- UK: Rollout of 200+ new digital screens in 2006
- 59 village regional screen cinema venues
- 20 new digital projectors in regional cinemas
- Worth £1 million in inward capital investment



‘Crash’ – Cambridge Film Festival



Locations & Inward Investment:

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

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

Source: Oxford Economic Forecasting: Sept 2005

2006

- Film/TV tourism estimated to be worth **£5.3 billion**
- **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



Case Studies:

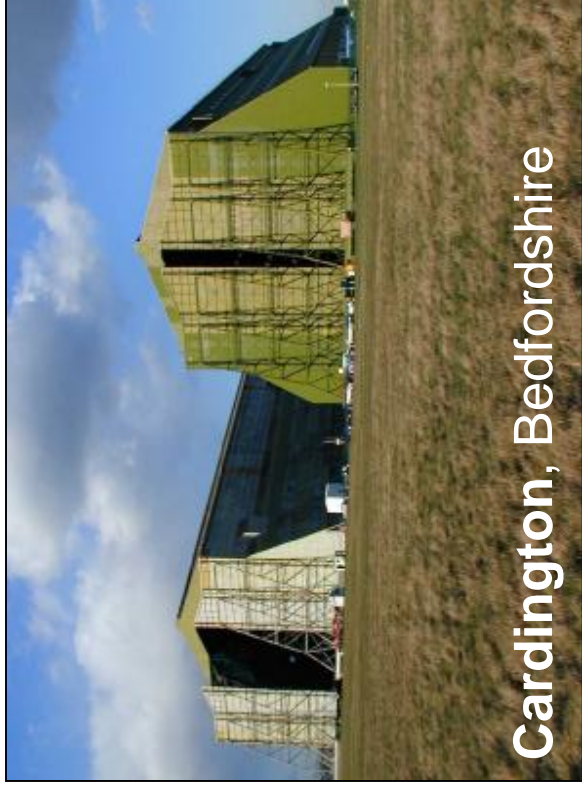
March 2007

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
<u>15 Construction Staff</u>
22 Jobs Created



2. **Band of Brothers:** £30 million

3. Stardust:

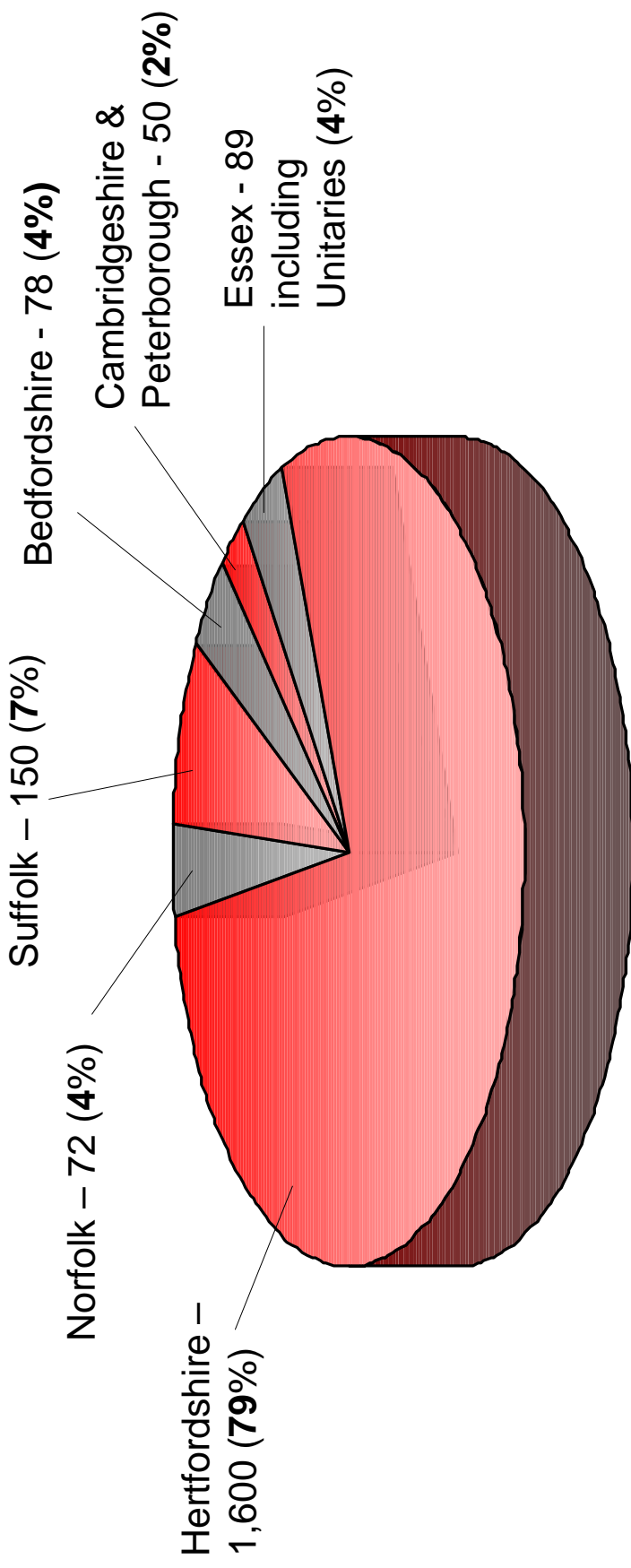
- 10 day shoot worth £319,882
- = **£31,988** per shoot day
- £160,000 on accommodation



Regional Economic Impact

[2005/06]

March 2007



2005/06 Highlights:

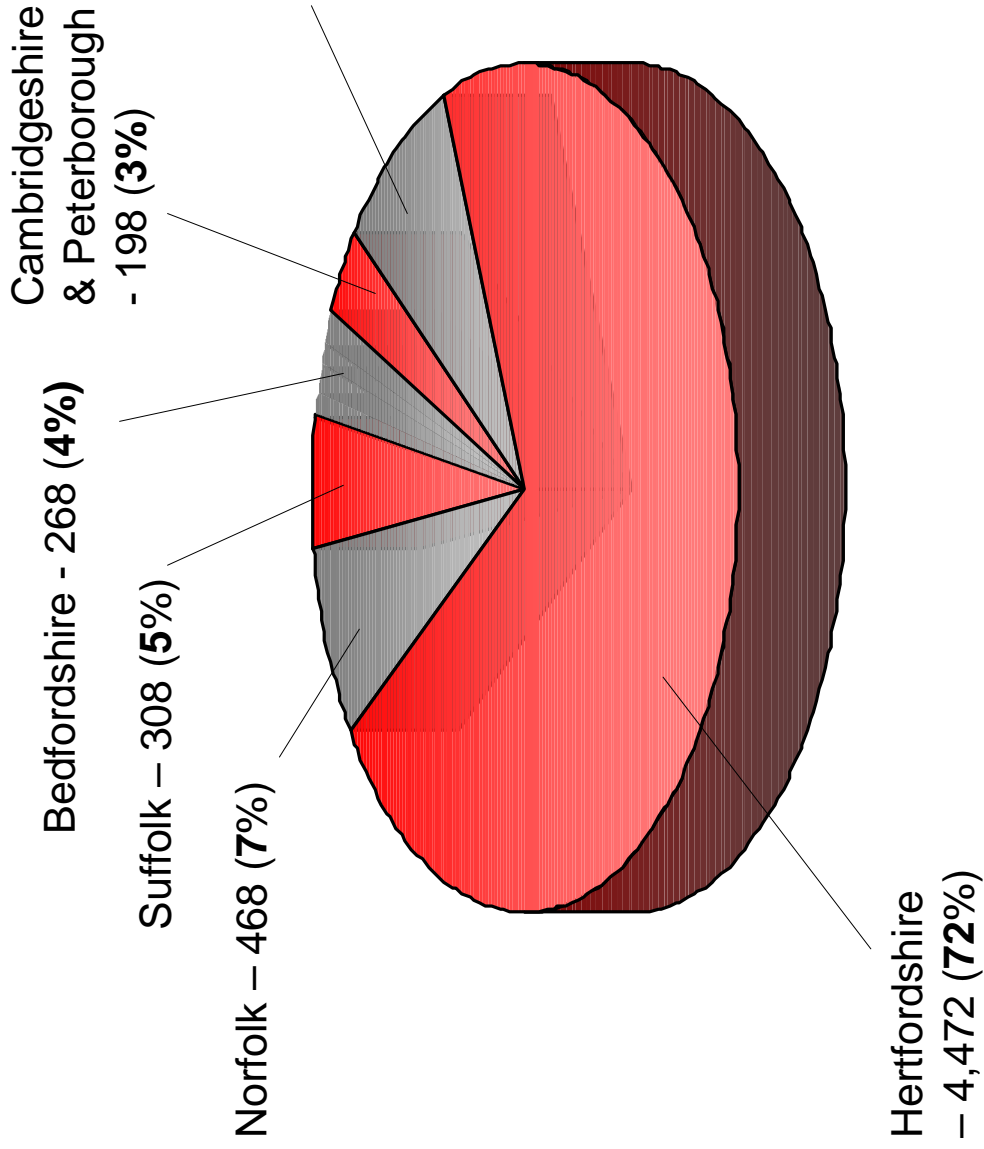
- **£25.7 million** into the regional economy (*estimated*)
- **2049** shoot days (*estimated*)
- Over **3000** enquiries

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



Locations Registered [Year End 2005/06]

March 2007



Essex - 538 including Unitaries (9%)

Basilidon	28 (5%)
Braintree	51 (9%)
Brentwood	35 (7%)
Castle Point	9 (2%)
Chelmsford	44 (8%)
Colchester	81 (16%)
Epping Forest	74 (14%)
Harlow	22 (4%)
Maldon	29 (5%)
Rochford	13 (2%)
Southend-on-Sea	36 (7%)
Tendring	44 (8%)
Thurrock	22 (4%)
Uttlesford	50 (9%)



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

Spend estimate: £1,457,000 £1,284,000

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**



So what is the Industry looking for?

March 2007

More and more locations !

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



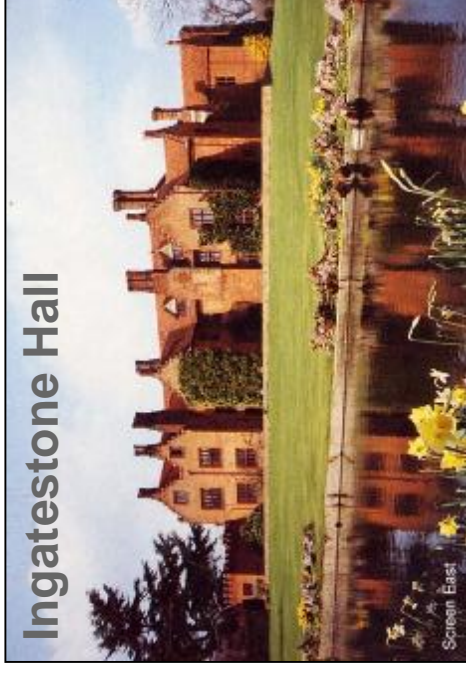
Action Underwater Studios, Essex – ‘Spooks’



10 Popular Essex Filmed Locations

March 2007

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



Locations with a Multiplier Effect

March 2007

TV/Film Tourism in action in the UK:

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



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

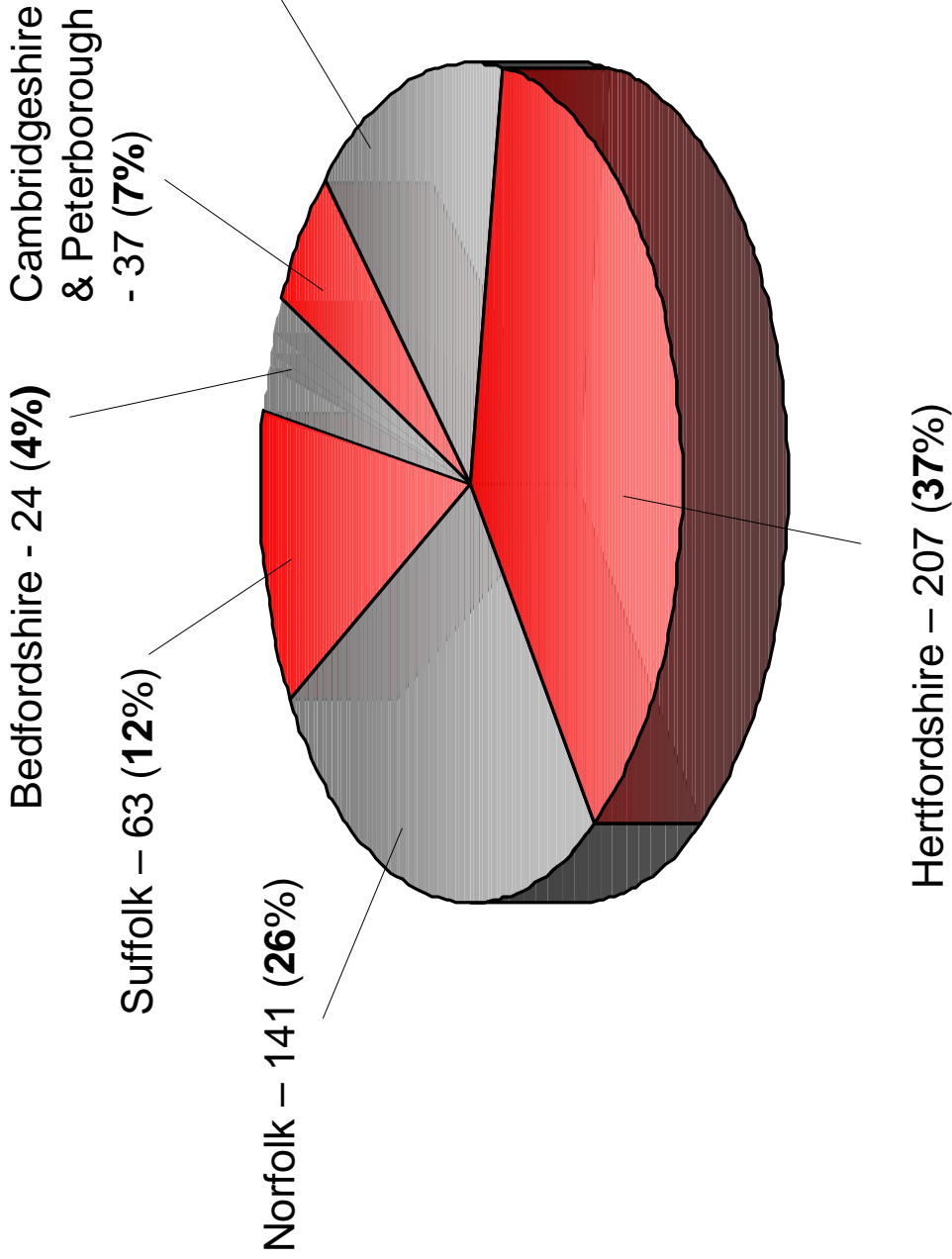


'Four Weddings and a Funeral'

Screen East

Crew Registered [Year End 2005/06]

March 2007



Essex – 75 including Unitaries (14%)	
Basilidon	– 4 (5%)
Braintree	– 6 (8%)
Brentwood	– 7 (9%)
Castle Point	– 2 (3%)
Chelmsford	– 9 (12%)
Colchester	– 9 (12%)
Epping Forest	- 16 (22%)
Harlow	– 3 (4%)
Maldon	– 3 (4%)
Rochford	– 3 (4%)
Southend-on-Sea	– 2 (3%)
Tendring	– 3 (4%)
Thurrock	– 4 (5%)
Uttlesford	– 4 (5%)



Facilities Registered

[Year End 2005/06]

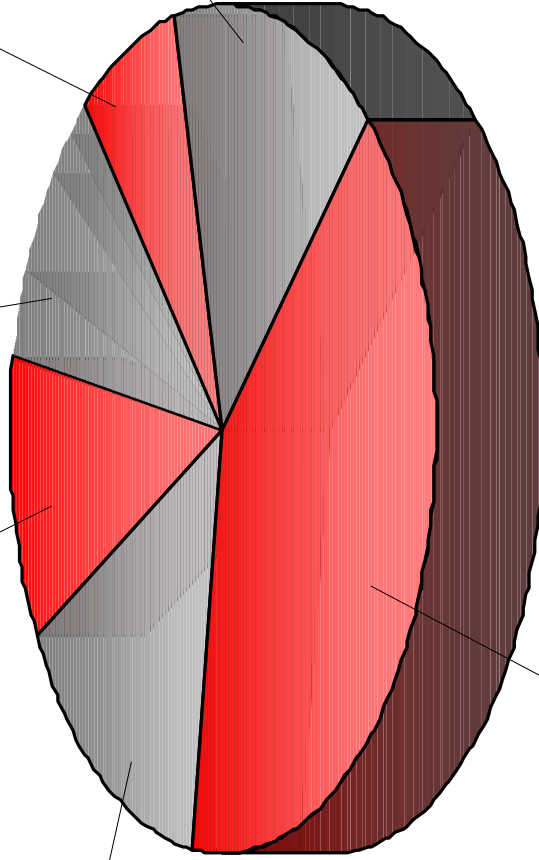
March 2007

Bedfordshire - 151 (11%)
 Cambridgeshire & Peterborough - 137 (10%)

Suffolk - 147 (11%)

Norfolk - 192 (14%)

Hertfordshire - 537 (40%)



Essex - 189 including Unitaries (14%)

- Basilston - 21 (11%)
- Braintree - 9 (5%)
- Brentwood - 14 (7%)
- Castle Point - 7 (4%)
- Chelmsford - 9 (5%)
- Colchester - 23 (12%)
- Epping Forest - 28 (14%)
- Harlow - 7 (4%)
- Maldon - 7 (4%)
- Rochford - 11 (6%)
- Southend-on-Sea - 14 (7%)
- Tendring - 11 (6%)
- Thurrock - 13 (7%)
- Uttlesford - 15 (8%)



What services is the industry looking for?

March 2007

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

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



**NO CREDITS
NEEDED!**



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 !



Screen East Services on Location

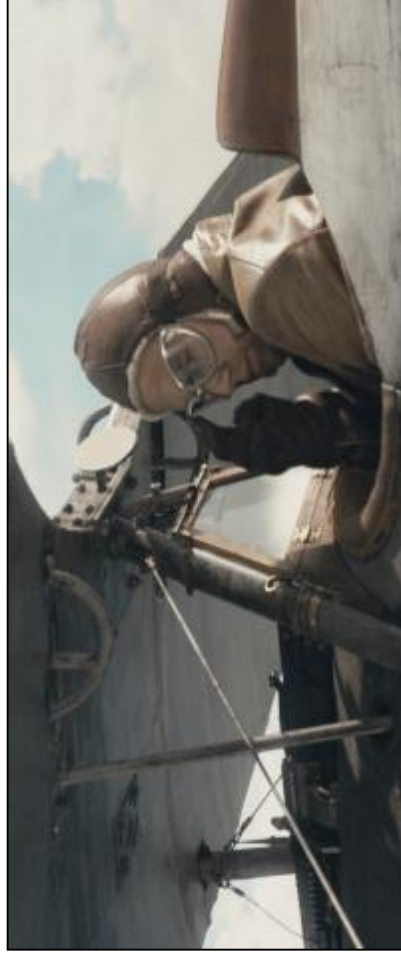
March 2007

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



Residents: How to get involved - FREE?

March 2007

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



Local Authorities and Councillors – How to maximise the filming industry

March 2007

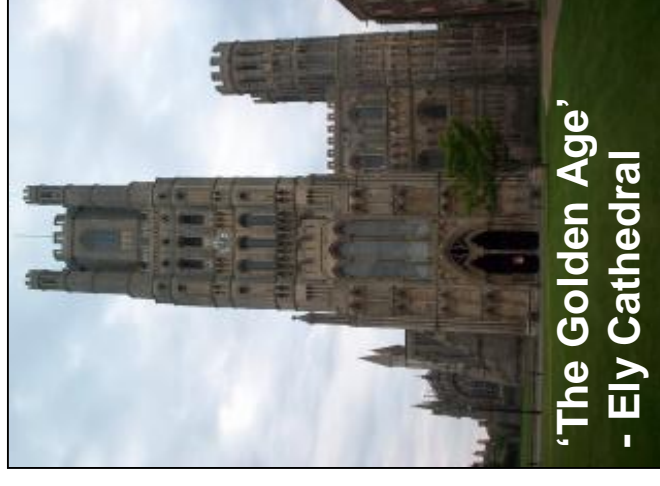
- Be more film friendly to attract production
- Support Screen East's activities through funding against a SLA
- Increase Councillor/Council/ Officer awareness of the benefits
- Grant Screen East a commission:
 - for council properties used as filming locations OR
 - a percentage of income generated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

OR

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

March 2007

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



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for the
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