

Filming in England

Solent Screen Industries Cluster





National Overview & Insights



2019

£3.62

billion spend

Highest spend ever recorded on film and HETV production in the UK



2020

£2.84

billion spend

COVID-19 halted all production from for 3 months (Q4 signs of recovery)



2021

£5.64

billion spend

Industry **bounces back** from pandemic outstripping 2019 by £1.27 bn



2022

£6.27

billion spend

Record year & recovery from pandemic – HETV 69%, £4.3 billion





2023

£2.53

billion spend
January – June

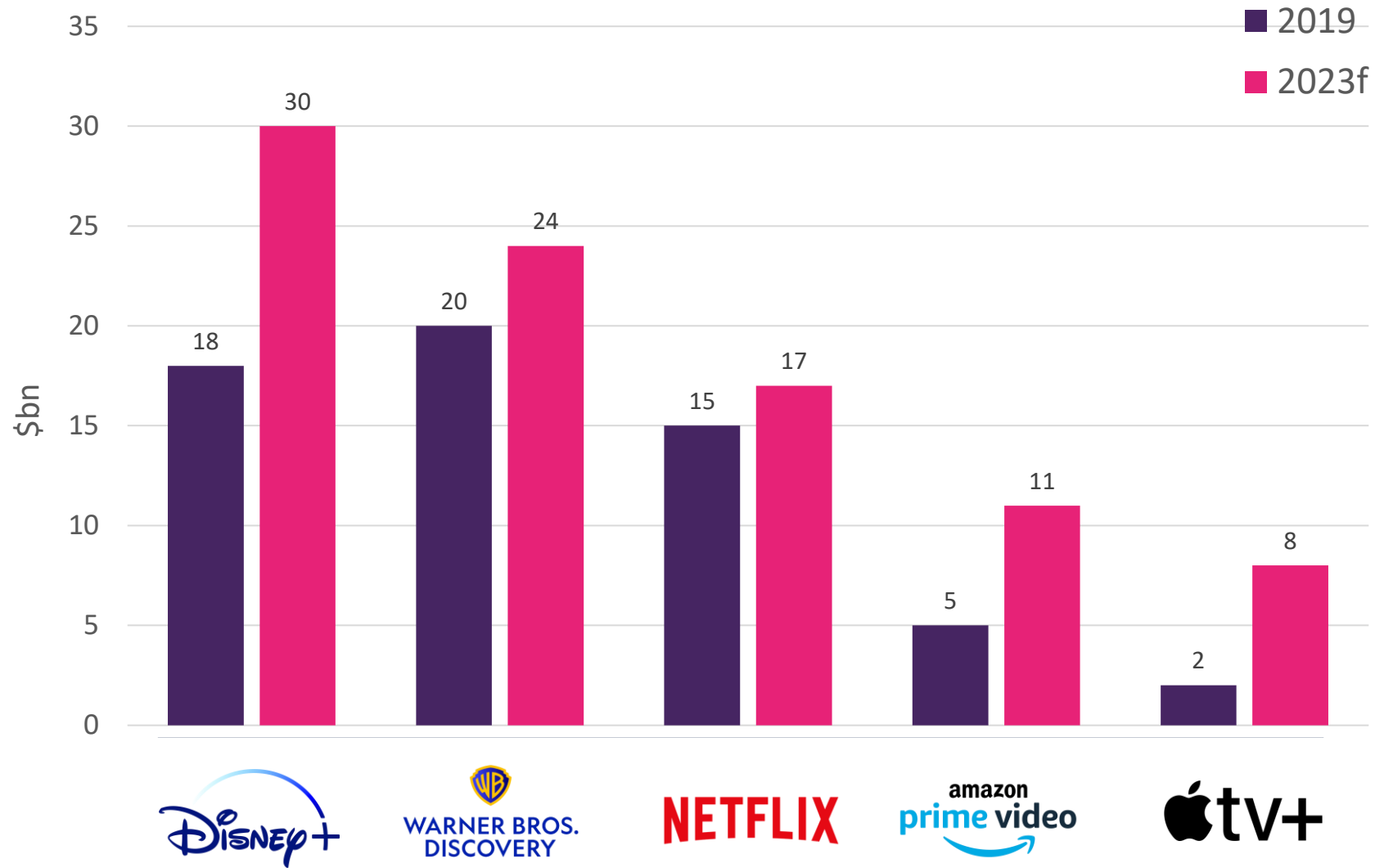
US Industrial Action
Impact



Before the strikes, production levels in the English Regions were 50% higher than pre-pandemic

Content Spend by Major Players

Filming
in England





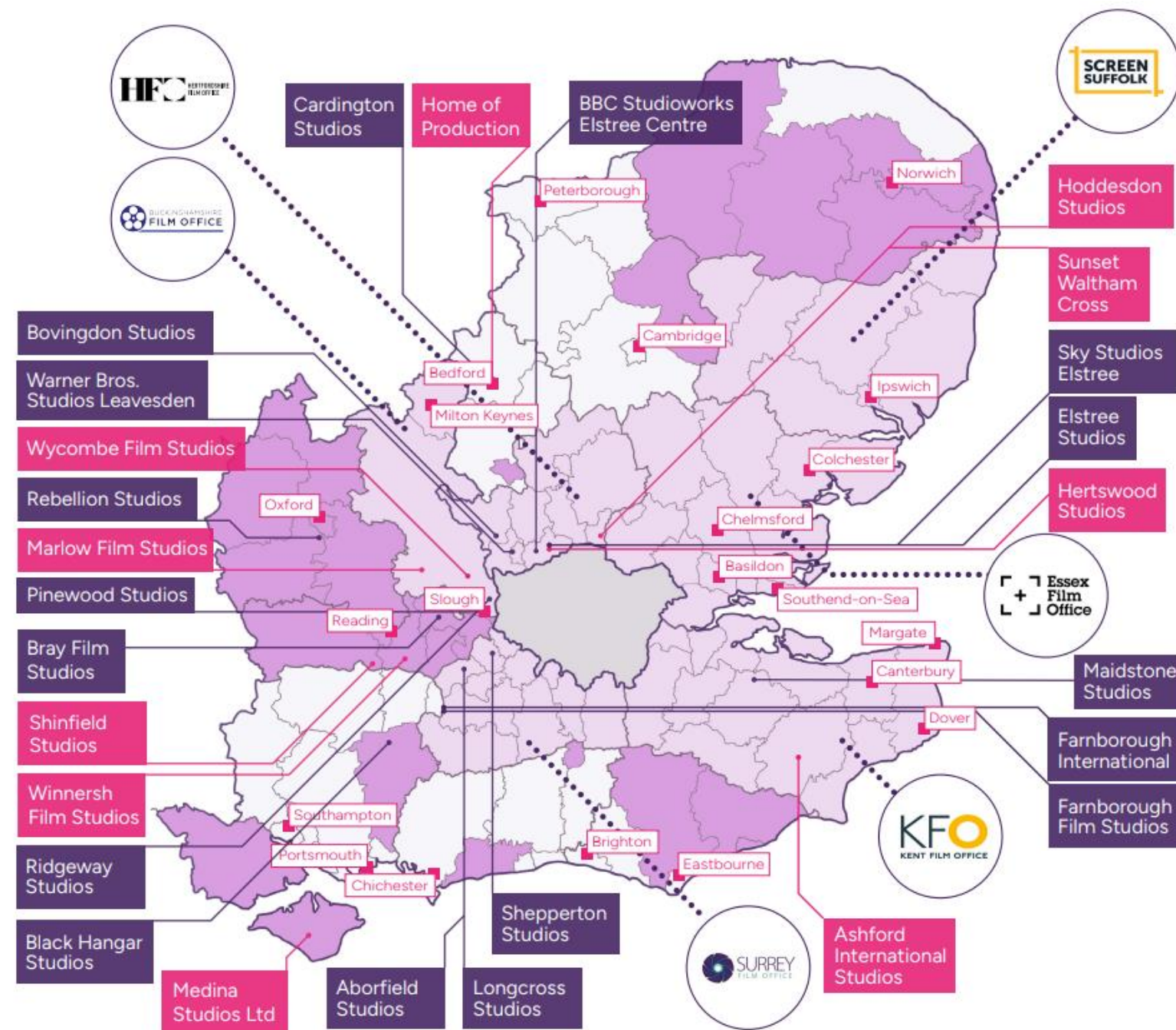
East & South East

Local Authority Filming in England Partnership Members

Film Offices

Studio Build Space

Studio Build Spaces in Development

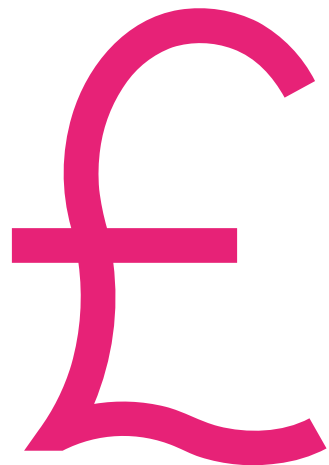




Economic Value of Filming

The Ripple Effect

- HETV Fantasy-Adventure Series commissioned by a streaming platform
- Most of the industry specific resources were gathered from the primary production hub – London

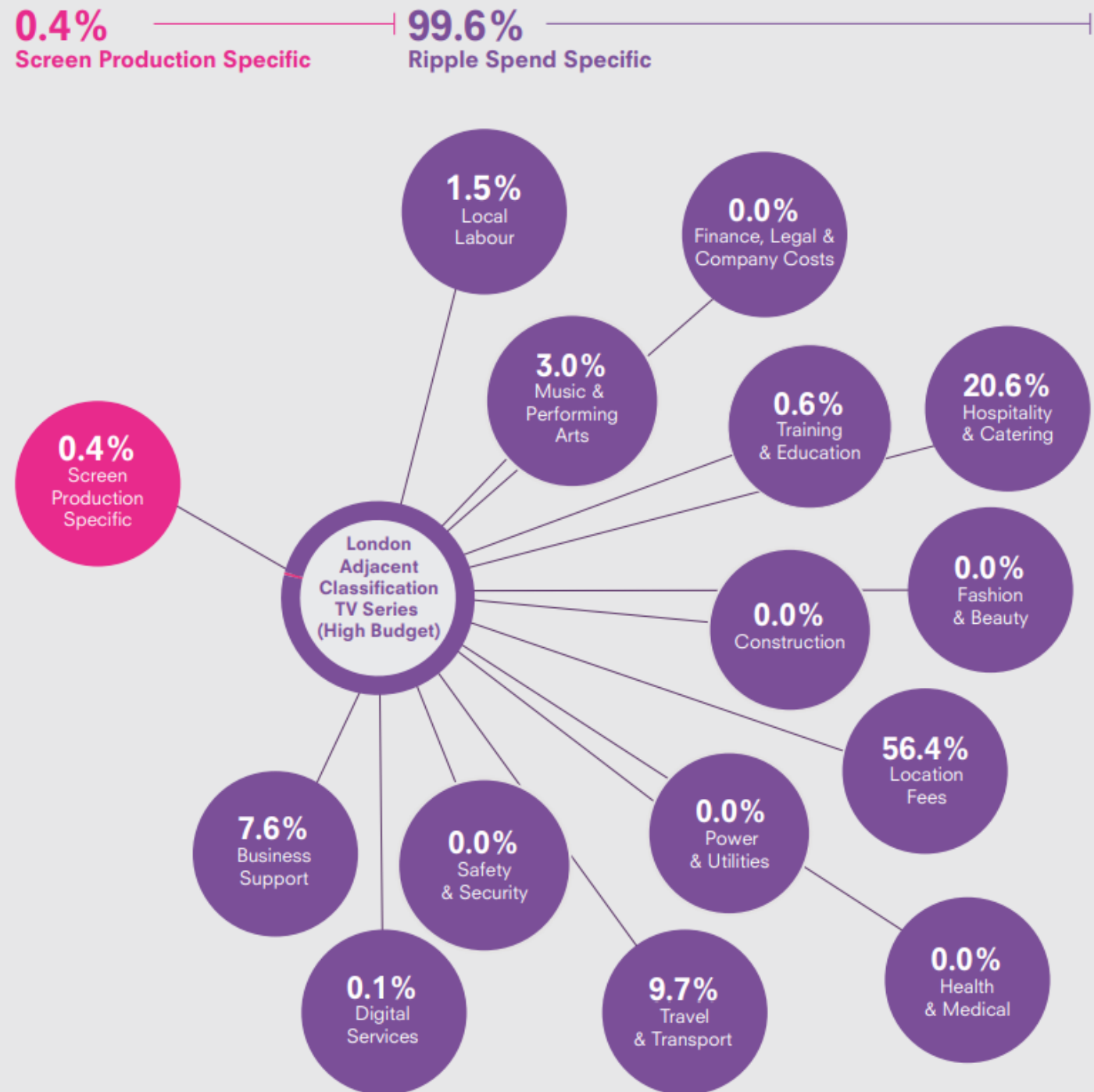


Location Fees &
Real Estate 56.4%

Travel & Transport
9.7%

Business Support
7.6%

Hospitality &
Catering 20.6%



Average Local Production Spend

- Calculated Average Local Production Spend based on Ripple Effect Case Studies
- Feature Film Example:

No Time to Die

High (£60m+) budget

Filming London Adjacent

Spends £108,000 per shoot day

Prep & Strike at 25%

Production Genre	Local Authority Location Classification	Average Production Budget	Example	Estimated Spend Per Day
Feature Film	London Adjacent	High (£60m+)	No Time to Die	£108,000
		Medium (£10m+)	The Favourite	£37,900
		Low (£1.5m+)	Swimming with Men	£8,000
	Regional Hub	High (£60m+)	Captain America	£256,000
		Medium (£10m+)	Darkest Hour	£90,000
		Low (£1.5m+)	The Girl with All the Gifts	£13,000
	Remote	High (£60m+)	Mission Impossible	£187,000
		Medium (£10m+)	Everybody's Talking About Jamie	£66,000
		Low (£1.5m+)	Benediction	£11,000
High End TV Drama	London Adjacent	High (£3.5m+ per ep)	The Crown	£29,000
		Medium (£2m+ per ep)	Midsommer Murders	£14,000
		Low (£1.25m+ per ep)	After Life	£9,000
	Regional Hub	High (£3.5m+ per ep)	A Very British Scandal	£80,000
		Medium (£2m+ per ep)	The Bay	£61,000
		Low (£1.25m+ per ep)	Brassic	£46,000
	Remote	High (£3.5m+ per ep)	House of the Dragon	£35,000
		Medium (£2m+ per ep)	Agatha Raisin	£18,000
		Low (£1.25m+ per ep)	The Thief, His Wife and the Canoe	£11,000
Television	Drama/Soap (<£1.25m per ep)		Coronation Street, EastEnders, Emmerdale	£20,000
	Sitcom/Comedy Drama		The Windsors	£12,000
	Light Entertainment High End Documentary Reality		Great British Bake Off Springwatch Real Housewives	£4,000
	News			£500
Commercial	>£1m			£25,000
	<£1m			£15,000
Music Video				£2,500
Corporate				£1,250
Micro Budget Feature Film or Short Film				£1,000

Income for Local Authorities

Local Authorities can provide a wide range of services for film & TV productions:

- ✓ Filming Application Fees / Permits
- ✓ Access to council land or buildings
- ✓ Space for support vehicles and building (unit base)
- ✓ Road closures, parking dispensations and traffic management
- ✓ Extra licences (e.g., drone or cherry picker)
- ✓ Advice and supervision



Job Creation & Skills Development

- Diverse range of skills, from all levels, in creative, technical, specialist and support roles
- Sector generates the 122,000 FTE jobs in the UK
- 21,000 more workers are needed by 2025
- Training existing and new workers will need an annual investment of £100 million by 2025
- Sector priority to build a diverse workforce



Increased Business Activity

- Local Businesses benefit from increased demand when film and TV crews are in town
- Aside from specialist services, they need entertainment, food, coffee, fuel... the list goes on
- Most businesses become a vendor through marketing, but success and repeat business relies on reputation



Infrastructure Investment

- Surge of new developments and expansions in UK
- 60% of UK stage space is situated inside the M25 and the South East
- Amazon, Apple, Disney and Netflix all investing hundreds of millions in original UK content and permanent UK base



Grow Local Visitor Economies

- Screen Tourism is big business!
- Help showcase an area's natural and cultural assets
- Inform, inspire and influence travel decisions
- 1/3 of potential visitors to the UK want to visit locations used in filming and seen-on-screen
- In 2019, inbound tourists spent an estimated £892.6m in film-related screen tourism in the UK



Community Engagement

- Community involvement with local residents participating as extras or runners
- Filming fosters sense of pride within the community
- Presence of filming can create educational opportunities through workshops
- Productions filming extensively in the public realm will often make donations to local community causes



Long-Term Industry Growth & Cluster Development

Attracting film and TV production can lead to the development of a local film industry cluster, with a pool of talent and expertise that can attract future projects



Figure: Key levers in maximising production



Filming in England Support

National Delivery Organisations

Filming in England



Working with Local Authorities

- We work closely with local authorities across the Country
- We provide the tools, advice and guidance they need to attract & facilitate filming
- We can support in shaping a local filming offers
- We are the link to industry
- We can plug you into the National offer







creative
england

Filming in England Summit 2022



THE
NATIONAL
LOTTERY

“One of the best conference type sessions I have ever attended in my 35 years in local Government. Super relevant and engaging” Local Authority Testimonial

Connecting different organisations across England, outside of London, in order to create a film friendly environment and unlock England's full potential as a world-class destination for film and TV production.





[ABOUT](#) [LOCATIONS](#) [CREW & FACILITIES](#) [STUDIOS & BUILD SPACES](#) [PLANNING YOUR SHOOT](#) [FILMING IN ENGLAND PARTNERSHIP](#)



THE REGIONS

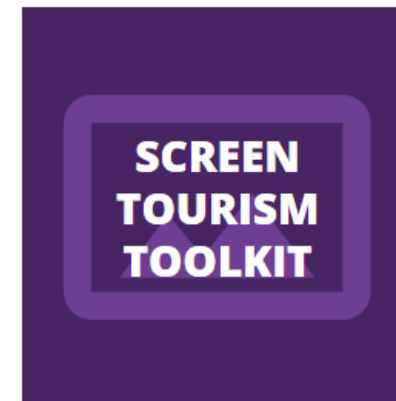
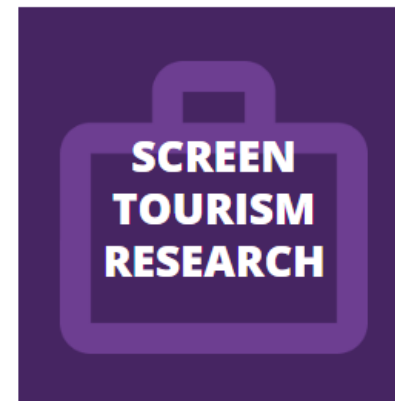
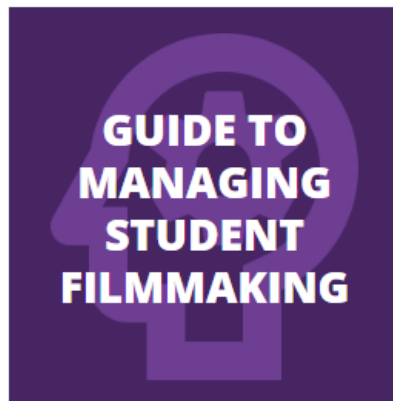
From Star Wars to The Crown, Paddington to Peaky Blinders, England boasts a wealth of world-class content filmed across the country's diverse locations, with cinematic coastline, industrial history, grand stately homes, beautiful quintessential villages and both contemporary and historic cities. Wherever you are filming in the country, you are never far from a site that can double for another city, another country or another period in time.

[VIEW OUR REGIONAL GUIDES ON OUR INTERACTIVE MAP.](#)

Click on the below categories to view some of the location highlights from around England.



Providing resources for Local Authorities to adopt and co-badge, whilst providing parity for industry across the Country



Advancing annual data, policy & research initiatives, to evidence & make the case for the benefits of engaging with film & TV sector



On Location Filming Strategies & Fees

Guidance for Local Authorities
September 2021

Produced for Creative England
by Morris Hargreaves McIntyre



Filming in England

Measuring Matters Local Economic Impact Toolkit

Presented By Creative England
and Olsberg·SPI

A unique toolkit for local authorities across the eight English Regions to measure and communicate the impact of the screen sector on their communities, and to showcase the benefits to the local economies.

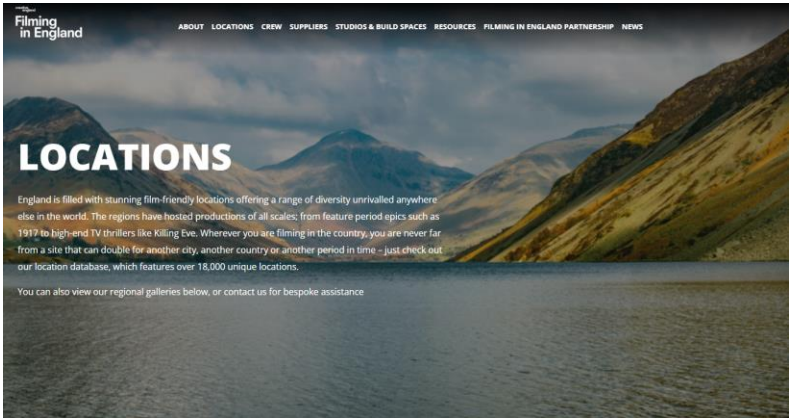
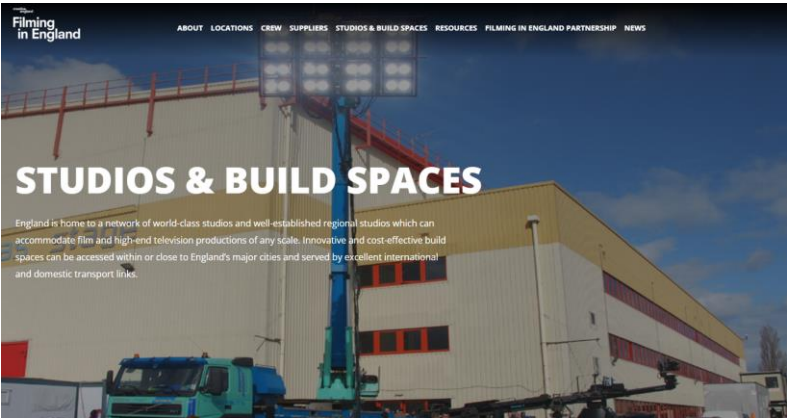
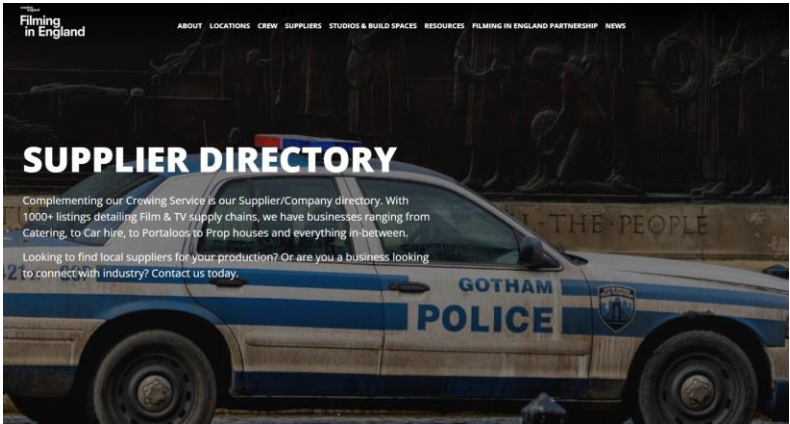
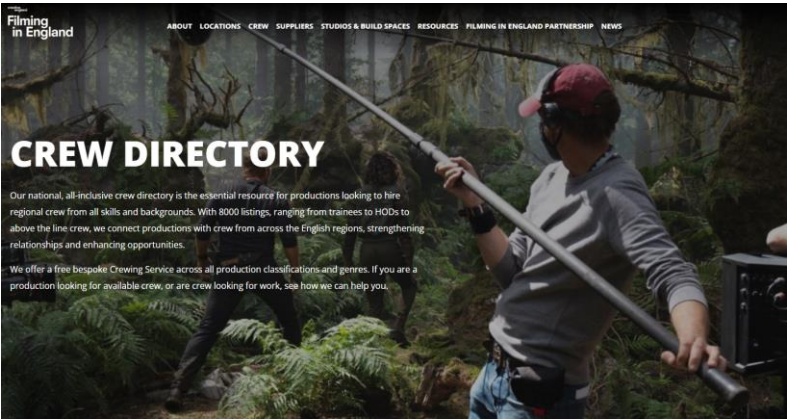


Filming in England		2023/24 Average Local Production Spend Rate Card			
Production Genre	Local Authority Location Classification	Average Production Budget	Example	Estimated Spend Per Day	
Feature Film	London Adjacent	High (£60m+)	No Time to Die	£108,000	
		Medium (£10m+)	The Favourite	£37,900	
		Low (£1.5m+)	Swimming with Men	£8,000	
	Regional Hub	High (£60m+)	Captain America	£256,000	
		Medium (£10m+)	Darkest Hour	£90,000	
		Low (£1.5m+)	The Girl with All the Gifts	£13,000	
	Remote	High (£60m+)	Mission Impossible	£187,000	
		Medium (£10m+)	Everybody's Talking About Jamie	£66,000	
		Low (£1.5m+)	Benediction	£11,000	
High End TV Drama	London Adjacent	High (£3.5m+ per ep)	The Crown	£29,000	
		Medium (£2m+ per ep)	Midsummer Murders	£14,000	
		Low (£1.25m+ per ep)	After Life	£9,000	
	Regional Hub	High (£3.5m+ per ep)	A Very British Scandal	£80,000	
		Medium (£2m+ per ep)	The Boy	£61,000	
		Low (£1.25m+ per ep)	Brassic	£46,000	
	Remote	High (£3.5m+ per ep)	House of the Dragon	£35,000	
		Medium (£2m+ per ep)	Agatha Raisin	£18,000	
		Low (£1.25m+ per ep)	The Thief, His Wife and the Canoe	£11,000	
Television	Drama/Soap (+£1.25m per ep)		Coronation Street, EastEnders, Emmerdale	£20,000	
			Sitcom/Comedy Drama	The Windsors	£12,000
			Light Entertainment	Great British Bake Off	£4,000
	High End Documentary		Springwatch		
			Real Housewives		
Commercial	+£1m			£500	
				£25,000	
				£15,000	
Music Video				£2,500	
Corporate				£1,250	
Micro Budget Feature Film or Short Film				£1,000	



Figures represent local spend per filming day of principal photography. Prep and strike days are calculated at a quarter of the spend of a filming day. See [page 2](#) for guidance on Local Authority Location Classifications.

NEW interface to promote operational efficiency of delivery partners and improve service to industry



Environmentally Friendly Suppliers



Diversity and Inclusion





Shaping your Strategy



On Location Filming Strategies & Fees

Guidance for Local Authorities
September 2021

Produced for Creative England
by Morris Hargreaves McIntyre

 **Filming
in England**



 **morris
hargreaves
mcintyre**

- ☐ Proximity to Filming Hub
- ☐ USP Locations or range of interesting Locations
- ☐ Location Doubles
- ☐ Large, empty Locations
- ☐ Established Flexibility
- ☐ Existing Industry Connections



High Priority

Filming is important to the local authority, but there is no desire to increase the number of enquiries.

High Ambition

Desire to grow the number of enquiries and the numbers of productions filming in the area, or to provide more support to the industry.

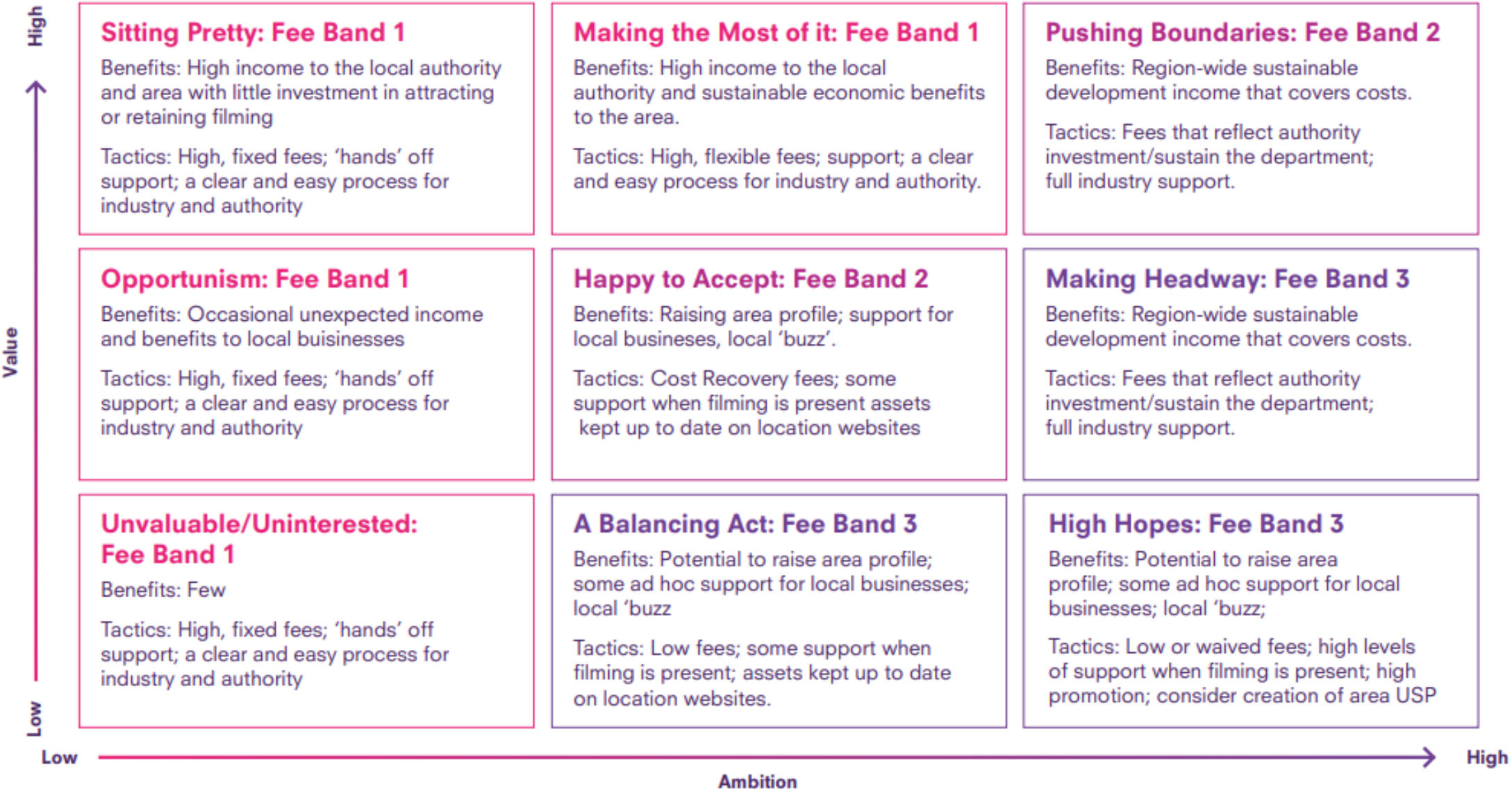
High Priority

Filming is important to the local authority, but there is no desire to increase the number of enquiries.

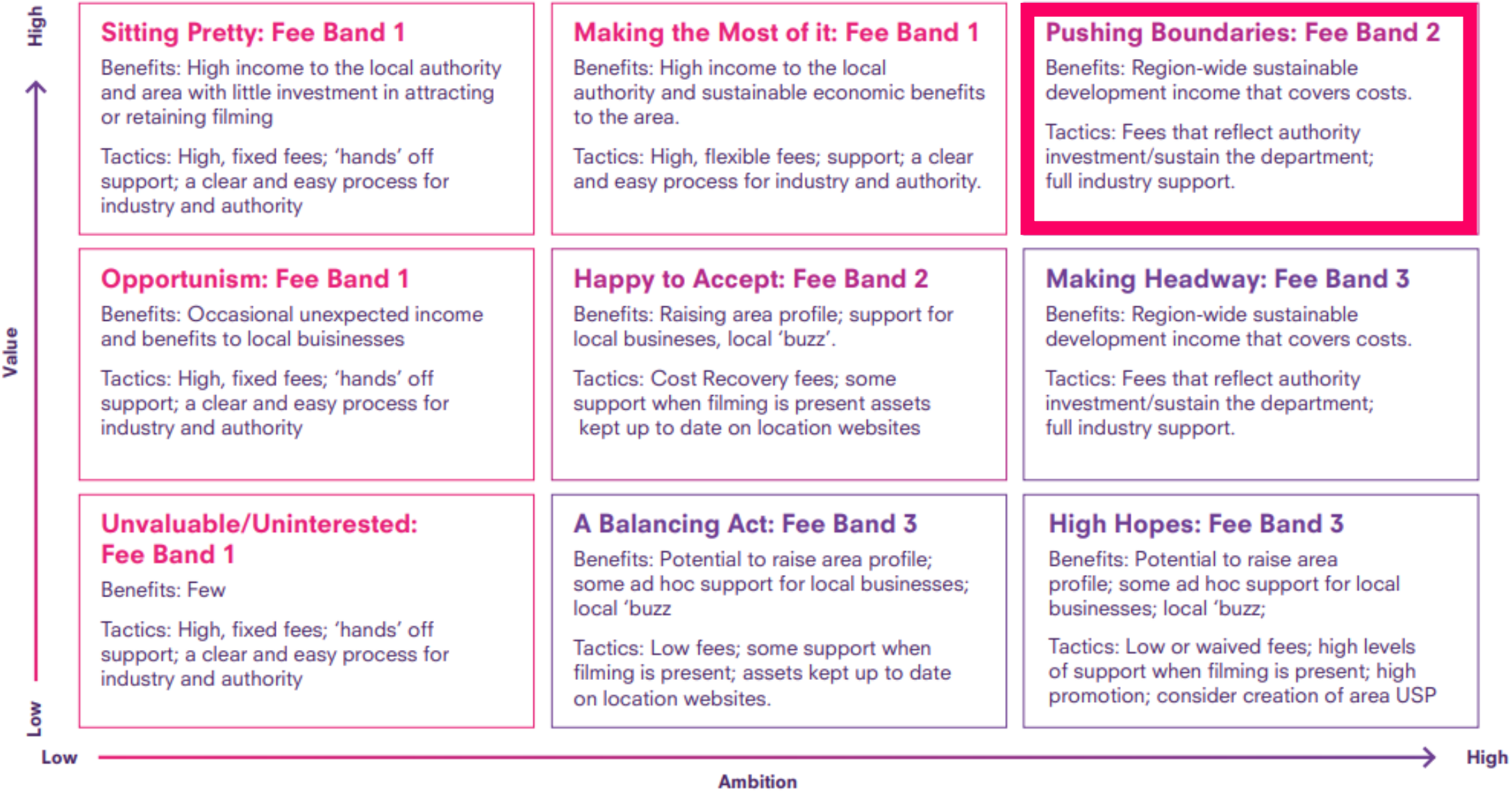
High Ambition

Desire to grow the number of enquiries and the numbers of productions filming in the area, or to provide more support to the industry.

Setting Appropriate Strategy



Setting Appropriate Strategy





Creative UK

We Connect

We connect the Creative Industries creative community to build the world we want to live in, driving a more sustainable, accessible and equitable sector.

We Support

We understand what support the Creative Industries needs and we champion their ability to catalyse change; economically, socially and globally.

We Champion

The success of our advocacy, impact and voice is necessary to ensure that creative businesses, workers and places have every opportunity to flourish, both now and in the future.

We Invest

Creative UK offers real, impactful business support and investment, at a local and national level, to enable UK talent to compete on the world stage.



THANK YOU

Hayley Armstrong
Head of Production Services

+44 (0)7885 806 118
hayley.armstrong@creativeengland.co.uk
www.filminginengland.co.uk
[@filminengland](https://www.instagram.com/filminengland)