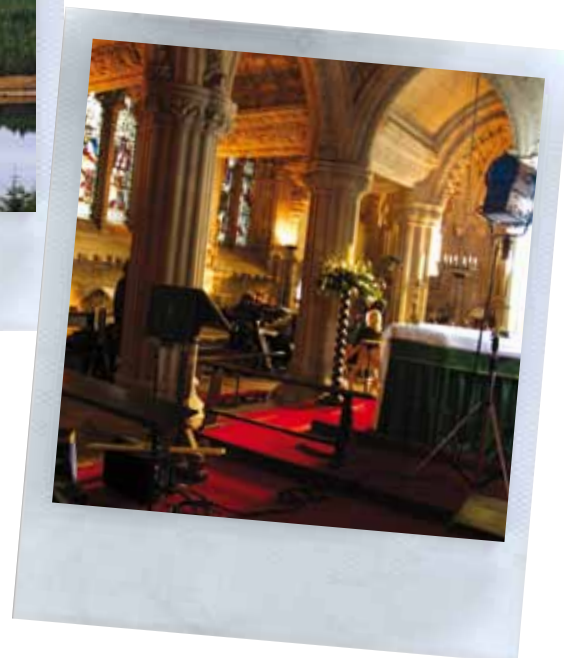




# SCOTTISH LOCATIONS NETWORK

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# KEY FACTS

**The value of the screen industries in Scotland is more than £240 m per year**

£28m of direct local expenditure was generated through production activity in 2008, including 20 feature films and 39 large scale television productions attracted to Scotland through the Scottish Locations Network

**In Scotland, the film and television production industry directly employs almost 9,000 people**

Over 80 production companies and more than 300 facilities companies generating a turnover of £1.2bn per year are based in Scotland

**Film tourism accounts for 10% of the total value of tourism to the British economy – around £1.8bn a year**

20% of visitors to Scotland say that seeing Scotland on film or TV was important in their decision to book a Scottish holiday

**Scotland enjoyed £6m worth of global publicity through promotion of 2006 film The Da Vinci Code**



# INTRODUCTION & EXECUTIVE SUMMARY

A recent report by PricewaterhouseCoopers predicts the value of filmed entertainment spending to reach \$103bn in 2011; and, according to the most recent edition of the UK Film Council's Statistical Yearbook, the UK film industry produced a total turnover of just under **£6.1 billion** in 2007. The direct economic benefits of servicing this very lucrative industry and the subsequent indirect benefits of film tourism have resulted in vigorous competition between cities, countries and regions around the world. However, the challenge to secure mobile film productions, which may be considering several geographic locations, has become even greater for Scotland due to the existence of national and regional tax breaks and location incentive funds elsewhere.

Over the past 15 years, film commissions<sup>1</sup> have established

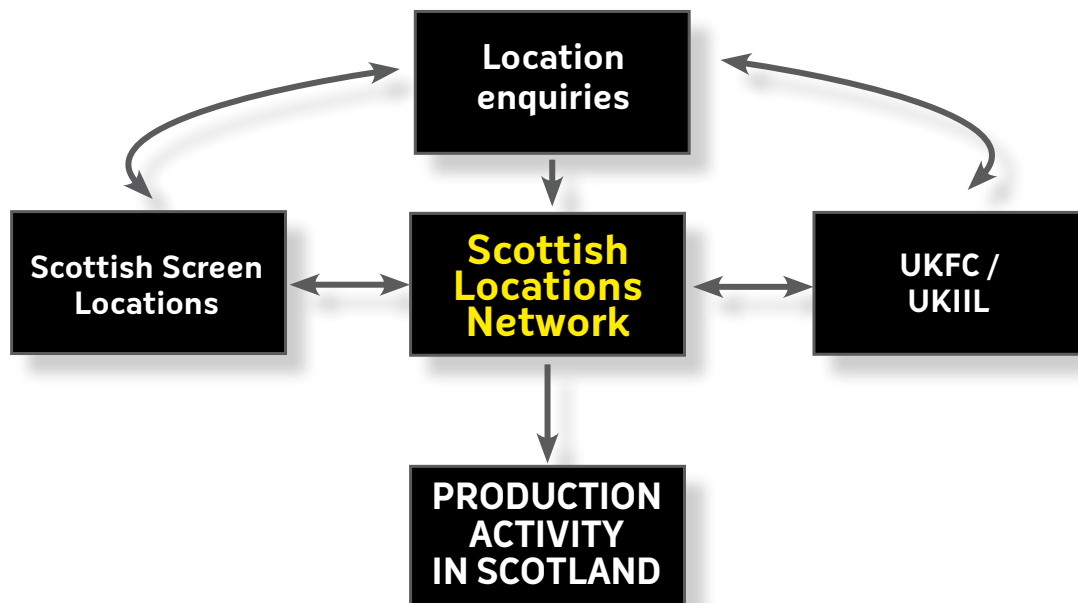
themselves as a fundamental part of Britain's production infrastructure. The local film commission is, more often than not, the first point of contact for filmmakers interested in shooting in a particular area. They are essential to the film and television industry<sup>2</sup>, delivering an efficient liaison and information service as well as finding locations, facilities and crew for local and visiting productions.

The Scottish Locations Network (SLN) – a dedicated network of film commissions and council based film liaison officers - has been responsible for millions of pounds of inward investment into Scotland, proving itself as a key component of the wider UK film and television industry.

Film commissions are driven by local aims but due to the worldwide nature of the film and television

industry, must have a national and international outlook. The existence of the SLN has meant that a cohesive global marketing of Scotland has been possible; the entire network works in conjunction to deliver a clear message that Scotland is 'film-friendly' and capable.

Working in partnership with other regional members of the United Kingdom Inward Investment and Locations Network (UKIIL) and the UK Film Council (UKFC) in both London and the US, the SLN helps maintain the reputation of the United Kingdom in the international film and television production industry. This partnership is crucial in encouraging a genuine spread of production activity across the UK and ensures that Scotland has ample opportunity to showcase itself as a viable production base.



<sup>1</sup>Film commission is the internationally recognised name for an office that works to attract and facilitate all kinds of filmed and photographic production in their local area

<sup>2</sup>Film and television industry/production refers to all filmed and photographic work i.e. feature films, television, commercials, short films, corporate films, student films, photographic shoots, cross-platform content, etc.



# FILM COMMISSIONS

Film commissions are now an established and integral part of the global film and television industry; production companies consider it normal practice to liaise with national and regional film commissions when considering a particular area for film, television or commercial work.

Film commissions and council based film liaison officers in Scotland are

employed by or are affiliated to local authorities and support the aims of the Convention of Scottish Local Authorities (COSLA), to create sustainable economic and social growth through film production.

**Their work often contributes to the Single Outcome Agreements of their respective councils.**



## THE ROLE OF A FILM COMMISSION

- Promote and market their local area or region.
- Read scripts, analyse location requirements and offer creative response.
- Provide location ideas and images drawn from database of potential filming locations, both public and private.
- Maintain, update and expand location library.
- Promote and market local crew, facilities and businesses to productions
- Develop filming protocols in liaison with the local authority and facilitate filming requests.
- Administer local recce<sup>3</sup> funds (where available) for projects looking at their area.
- Collect and collate statistics on regional productions
- Point of reference for local government, industry and press on issues concerning inward investment from filming to the region.

## ADDITIONAL BENEFITS

- Film commissions can support economic development initiatives related to the wider screen and creative industries.
- Film commissions can facilitate skills development within the media sectors of their local industries through the promotion of training and networking opportunities.
- Film commissions may also play an active role after filming has taken place when further economic benefit may be realised through film tourism initiatives in conjunction with local marketing organisations.
- Contributing to the ongoing promotion of the local area within the media.
- Develop partnerships with other professional bodies such as the Production Guild, Guild of Location Managers, Association of Film and Television Practitioners Scotland, UK Film Council, local enterprise agencies and further education institutions

<sup>3</sup> Recce – reconnaissance/location scouting trip



# THE SCOTTISH LOCATIONS NETWORK

The Scottish Locations Network (SLN) is made up of Scotland's 6 film commissions and 7 council based film liaison officers. Scottish Screen Locations (SSL) currently sits at the centre of the network. It acts as a central administrative and organisational point for the network, leading on all international marketing and promotion of Scotland as a whole.

## Working together

Scotland's film commissions cooperate in supportive competition with each other:

- to share knowledge and information so that we provide a better service.
- to deliver a strong, clear message that Scotland is film-friendly and open for business.
- to make sure filmmakers have access to film locations all over Scotland.
- to present a joined-up, customer focussed service to filmmakers.
- to ensure Scotland is at the forefront of attracting UK and international film and TV productions.

## Reciprocal relationship

The network of film commissions benefits from a central hub which can promote Scotland more effectively in the international production market. Likewise, the central hub relies on the film commissions to ensure effective facilitation of productions.

## SLN FACTS

- In 2008 a total of £40,000 was spent on 20 recces. Of these, 10 productions completed filming with a spend of £1.6 million.
- Through the SLN and SSL, Scotland has been represented on the board of the AFCI, the international network of film commissions, as well as represented at each meeting of UKIIL, the network of the UK's inward investment and locations services.
- Scotland has been represented at 8 of the largest international film markets in 2008.

*"While working in Scotland, it has always been a great benefit to me knowing I can contact Scottish Screen Locations or specific film commissions with questions, advice and assistance on varying matters during my stay in the area. And where one film commission might not have been able to help I was soon put in touch with the others, so at the end of the day we were supported in all aspects."*

**Emma Pill, location manager: Game of Thrones, The Wolfman, Mamma Mia, Stardust.**

## THE ROLE OF THE CENTRAL HUB OF THE SCOTTISH LOCATIONS NETWORK

currently fulfilled by Scottish Screen Locations

- Central and efficient entrance point for filmmakers, enabling immediate access to the whole network from just one call to the SLN Hub.
- International marketing to promote Scotland as a whole.
- Recce fund to assist filmmakers seriously considering filming in Scotland.
- Lobby national organisations in support of production in Scotland
- Compile statistical information relating to Scotland as a filming destination with data supplied by the film commissions and liaison officers.
- The hub is the point of reference for the Scottish Government, industry and press on issues concerning inward investment to Scotland from filming.
- Scottish Screen Locations, in its role as SLN Hub, is funded directly by the Scottish Government.



# OPPORTUNITIES FOR THE FUTURE

Film commissions will continue to be an integral part of the UK and international production infrastructure, ensuring a smooth and efficient production process for the film and television industry. The Scottish Locations Network is an essential element of this.

The services of SSL fall outside the proposed remit of Creative Scotland, which is to

- encourage and sustain artists and creators of all kinds.
- ensure that their work is accessible to all.
- ensure that as many people as possible can participate in creative activities; and,
- extend and increase the wider benefits of arts and culture, including their contribution to the promotion and development of our unique national culture and its wider place in the international sphere.

Its role as central hub of the SLN is a valuable tool and, if lost in the establishment of Creative Scotland, will present a very real need for a national outfit which signposts location filming in Scotland. In a fiercely competitive global market, it is essential for the SLN central hub to be recognised as being:

- The central point for government advice on inward investment from mobile production.
- Complementary to the work of Creative Scotland.
- In the position to lobby for more local film offices.

The impact of the network is dependant on the continued investment and support from local authorities who recognise and value the benefit of production in their area.

The maintenance of the SLN central hub service at its current level will require continued Scottish Government financial support.



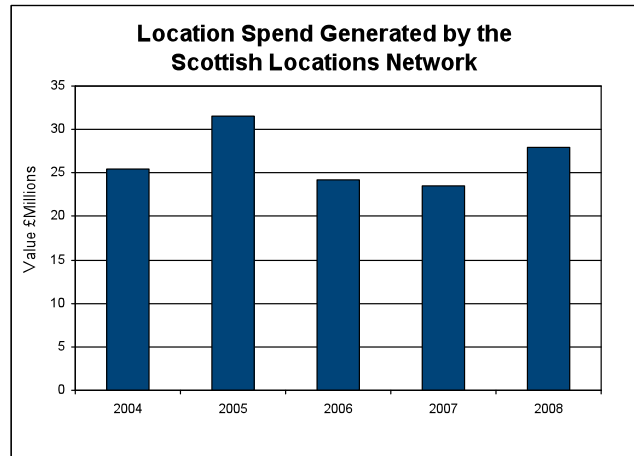
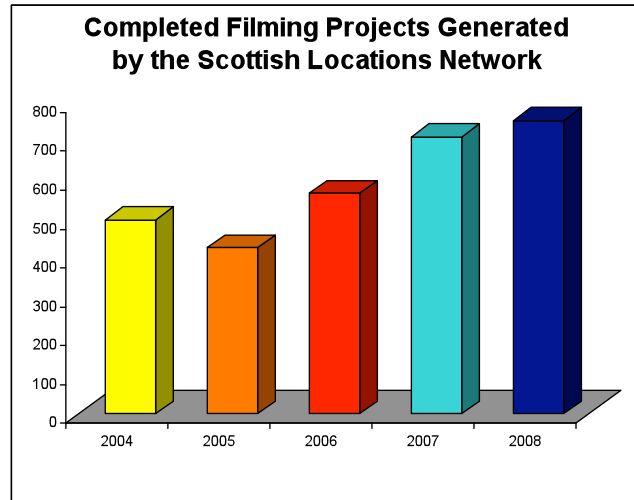
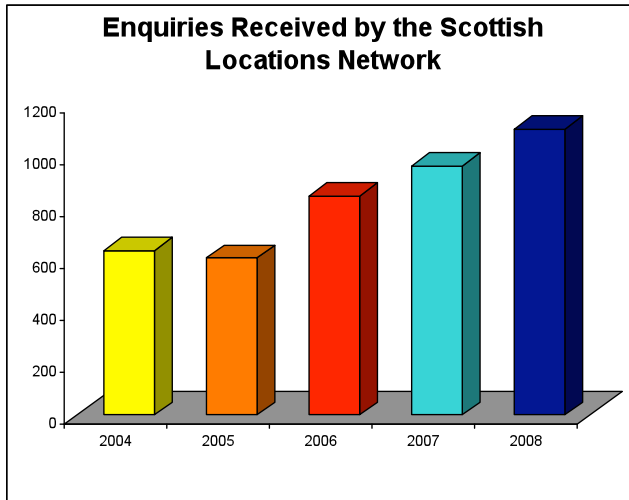
## The opportunities that are made possible by having a central hub are:

- The continuation of an international marketing fund in order to sell Scotland as a viable filming location.
- The continuation of a Scotland wide recce fund in order to support the development of potential inward investment projects.
- Coverage of areas not represented by a location service.
- Establish a mobile production incentive fund to attract inward investment of business activity.
- Establish a training and development budget to support existing and emerging film offices.





# SCOTTISH LOCATIONS NETWORK STATISTICS 2004 - 2008



*"I have filmed in Scotland for its glens, beaches and railways, and I have worked recently on projects that have looked for castle, motorways, golf courses, sheep pasture, travelling communities and train stations, covering the country between the Solway Firth and Tongue. With each diverse location, the **Scottish Locations Network** has provided a wealth of information and they will continue to be my first point of contact in the future if there is anything way in which Scotland can fit the brief."*

**Alex Gladstone, location manager: Elizabeth: The Golden Age, Casino Royale, Flyboys**



All information used in this document is correct at time of going to print.

Statistical data gathered from the following sources:

UK Film Council Statistical Yearbook 2009 <http://www.ukfilmcouncil.org/media/pdf/2/p/2009.pdf> and Scottish Screen Review 2008-09

# SCOTTISH LOCATIONS NETWORK

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## 3 EDINBURGH FILM FOCUS

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