

SCOTTISH LOCATIONS NETWORK

OPEN FOR BUSINESS
ALL YEAR ROUND



KEY FACTS

£1.2 BN

The turnover per year generated by over 80 production companies and more than 300 facilities companies based in Scotland

25%

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

£1.8BN

a year in film tourism accounts for 10% of the total value of tourism to the British economy



£140M

VisitScotland expects the recently enjoyed worldwide publicity through films such as Prometheus, Captain America, Harry Potter, Dark Knight Rises and Disney•Pixar's Brave to produce economic benefits of £140m

30

feature films – 12 of which were produced or co-produced by local production companies – and 9 large scale television drama productions attracted to Scotland through the Scottish Locations Network in 2011

£29.3M

of direct local expenditure was generated through production activity in 2011

9,000

people employed in Scotland directly in the film and television production industry

INTRODUCTION & EXECUTIVE SUMMARY

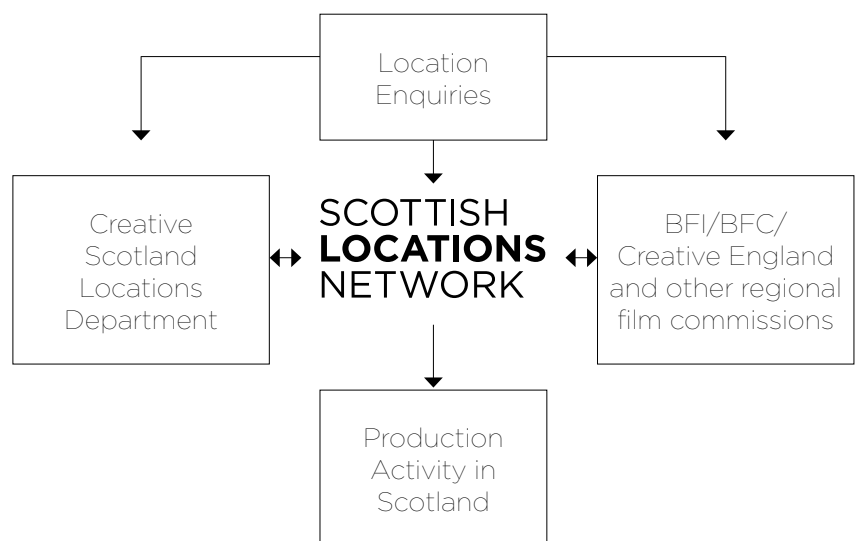
A recent report by Pricewaterhouse-Coopers predicts the global value of filmed entertainment spending to reach \$114.8bn in 2015. According to the most recent edition of the BFI's Statistical Yearbook, the UK film industry produced a total turnover of just under £7 billion in 2009, and the UK film industry's direct contribution to UK GDP was £3.3 billion, 0.3% of the total. According to the recent Report on the Economic Impact of the Creative Industries, commissioned by Creative Scotland in partnership with Scottish Enterprise, advertising and audio visual generates £630 million for the Scottish economy, almost a fifth of the total. The direct economic benefits of servicing this very lucrative industry and the subsequent indirect benefits of film tourism have resulted in a 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 commissions¹ 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 industry², 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 British Film Institute (BFI), British Film Commission (BFC), Creative England, Film London, Northern Ireland Screen, Wales Screen Commission, regional screen offices and Creative Scotland Locations Department, 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.



¹ 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

² 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.



THIS LOCATION:
GLASGOW

“I have filmed in Scotland for its glens, beaches and railways, and I have worked recently on projects that have looked for castles, 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 anyway in which Scotland can fit the brief.”

Alex Gladstone, location manager: Sherlock Holmes: A Game of Shadows, Jane Eyre, Wuthering Heights

FILM COMMISSIONS

THIS LOCATION:
SHETLAND



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 contributes to the delivery of Single Outcome Agreements of their respective councils.

THE ROLE OF A 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 databases 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
- Assist film-makers and production companies in navigating local legislation, procedures and protocols
- Provide professional advice and support to facilitate successful production
- Administer local recce³ 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
- Contribute 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, British Film Institute, British Film Commission, Creative England, Film London, Northern Ireland Screen, Wales Screen Commission, regional screen offices and Creative Scotland Locations Department, local enterprise agencies and further and higher education institutions.

³ Recce - reconnaissance/location scouting trip



THE SCOTTISH LOCATIONS NETWORK

THIS LOCATION:
ARGYLL



The Scottish Locations Network (SLN) is made up of Scotland's 7 film commissions and 13 council based film liaison officers. Creative Scotland Locations Department (CSLD) 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-focused 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.

THE HUB

The role of the central hub of the Scottish Locations Network is currently fulfilled by Creative Scotland Locations Department

- Creative Scotland Locations Department, in its role as SLN Hub, is funded directly by the Scottish Government through Creative Scotland
- Offers 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
- Provide a point of reference for the Scottish Government, industry and press on issues concerning inward investment to Scotland from filming

SLN FACTS

In 2011 a total of £70K was spent on 31 recces. Of these, 14 productions completed filming with a spend of £16 million

Through the SLN and CSLD, Scotland has been represented on the board of AFCI, the international network of film commissions and the European Film Commission Network (EUFCN)

The SLN represented Scotland at 8 of the largest international film markets in 2011

“Filming in Scotland is always a delight and the local network of film offices is an invaluable resource for sharing knowledge of locations in each area. The various offices of the Scottish Locations Network are also vital to ensure location managers can get straight to the right person to obtain the permissions required.”

Hugh Gourlay (Hugh's credits include Mission: Impossible, Hallam Foe, The Eagle)

THIS LOCATION:
ST ANDREWS



THE FUTURE

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

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

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. SLN is an essential element of this.

The role of the Creative Scotland Locations Department as the central hub of the SLN is invaluable.

In a fiercely competitive global market, it is essential for the SLN central hub to continue to have:

- an international marketing fund in order to sell Scotland as a viable filming location;
- a Scotland-wide recce fund in order to support the development of potential inward investment projects;
- a Scotland-wide locations service which can provide coverage of areas not represented by a film commission or liaison officer.

And for the SLN central hub to be recognised as being:

- the national outfit which signposts location filming in Scotland;
- the central point for government advice on inward investment from mobile production;
- complementary to the work of Creative Scotland;
- in a position to lobby for more local film offices to facilitate filming.

Opportunities for future activity of the central hub of the SLN include:

- establishment of a mobile production fund to attract inward investment of business activity;
- establishment of a training and development budget to support existing and emerging film offices;
- more integrated working with national organisations such as VisitScotland and EventScotland.

“We would never have been able to achieve what we did on location without the overwhelming support of all those involved. From the film officers to the National Trust for Scotland, the council, the police (to name just a few) and most importantly the local residents and businesses. Without this support, our complex shoot in a very sensitive location would not have been possible.”

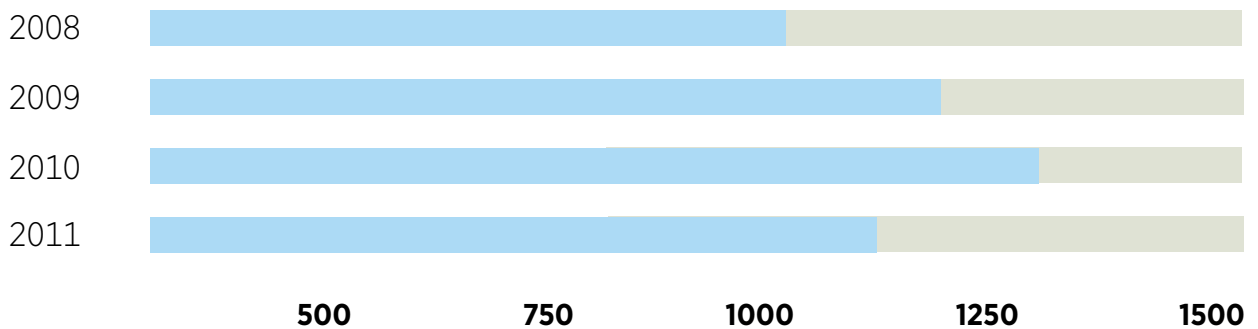
Finlay Pile (Finlay's credits include X-Men First Class, Captain America: The First Avenger, John Carter)

“I have been a location manager and producer and have been filming in Scotland for over 15 years and my company Locate Productions location manages filming and produces photographic shoots all over the world. Scotland is truly a magic place to film and we have worked there very successfully many, many times. Not only does it have a wide variety of locations, it has many that are unique; Scotland will therefore always be in demand for photographers and filmmakers alike.”

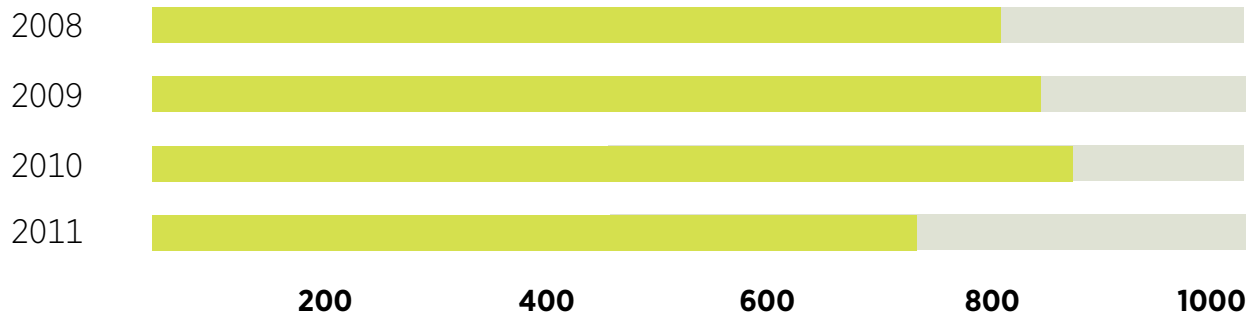
Luke Jackson, Location Manager & Photographic Producer

SCOTTISH LOCATIONS NETWORK STATISTICS

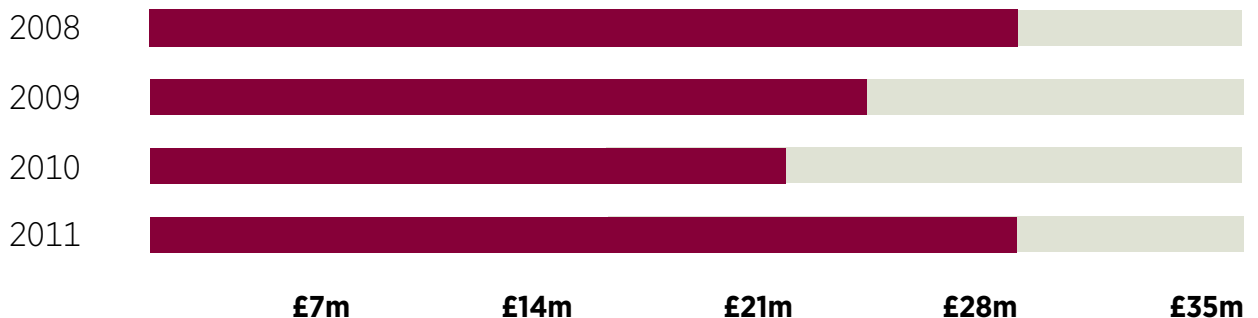
NUMBER OF ENQUIRES RECEIVED THROUGH SLN



NUMBER OF COMPLETED PROJECTS ASSISTED BY SLN



LOCATION SPEND LOGGED BY THE SLN



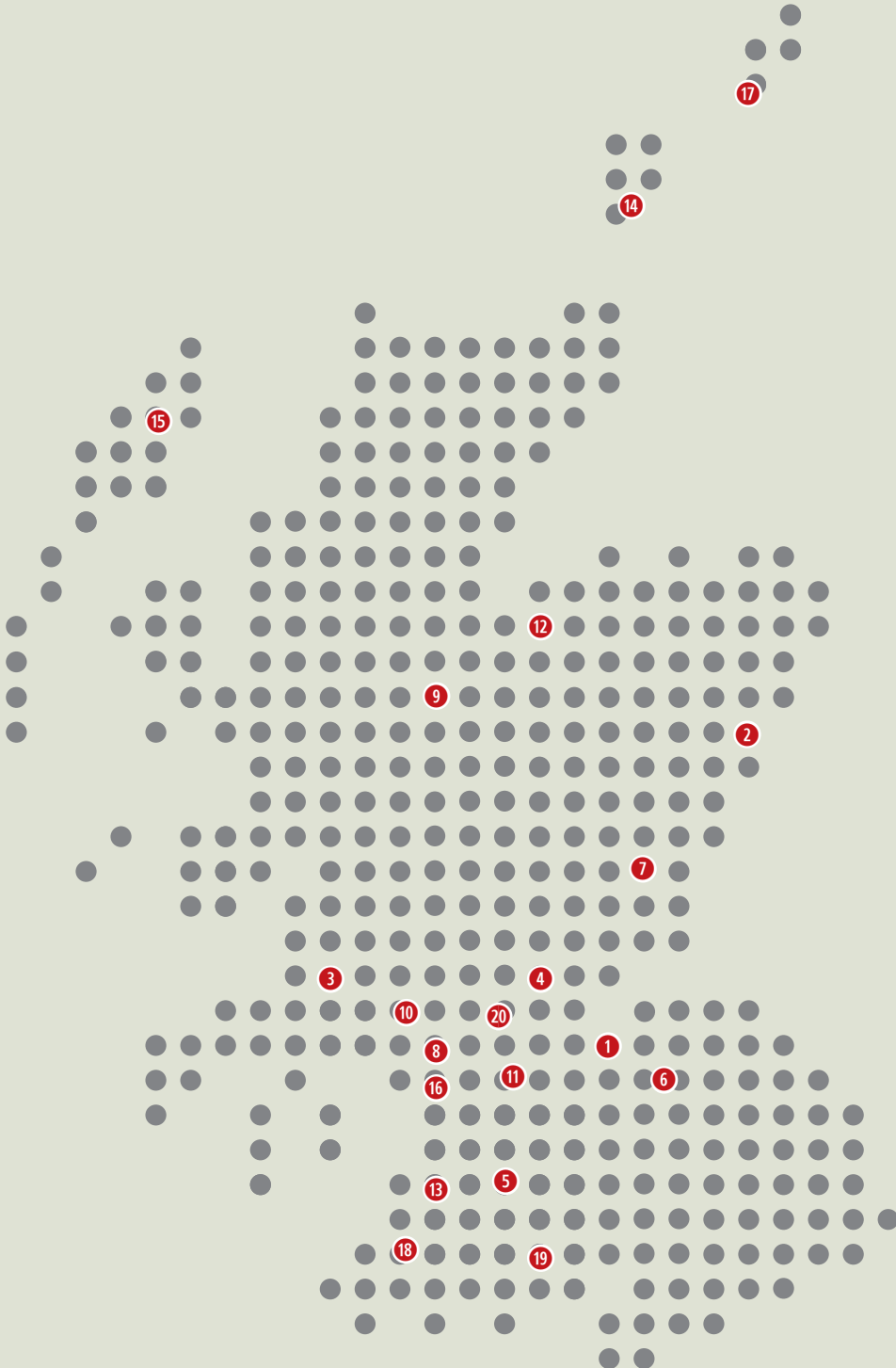


THIS LOCATION:
EDINBURGH

“We regard the Scottish screen commissions as the corner stone of anything that we do in Scotland, they add value and security to our projects and by doing so guarantee our confidence in Scotland.”

Luke Jackson, Location Manager & Photographic Producer

SCOTTISH LOCATIONS NETWORK



1 CREATIVE SCOTLAND LOCATIONS

Tel +44 (0)141 302 1723/24/35
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www.creativescotlandlocations.com

2 ABERDEEN CITY & SHIRE FILM OFFICE

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3 ARGYLL & BUTE

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4 CLACKMANNANSHIRE ON SCREEN

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www.clacksonscreen.org

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6 EDINBURGH FILM FOCUS

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7 FIFESCREEN & TAYSCREEN

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8 GLASGOW FILM OFFICE

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9 HIGHLANDS OF SCOTLAND FILM COMMISSION

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12 MORAY COUNCIL

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13 NORTH AYRSHIRE COUNCIL

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SCOTTISH LOCATIONS NETWORK

All the information used in this document is correct at time of going to print.
Statistical data gathered from the following sources:

- The BFI Statistical Yearbook 2011 <http://statisticalyearbook11.bfi.com/?id=83106>
- Scottish Screen Review 2008-09
- Creative Scotland 'Economic Contribution Study – An approach to the Economic Assessment of the Arts and Creative Industries in Scotland' – June 2012
www.creativescotland.com/resources/research

www.scottishlocationsnetwork.com

The Scottish Locations Network
is made up of local authority and
government funded film offices and
screen liaison services across Scotland