

Committee(s):	Date:
Public Relations and Economic Development Sub Committee	12 December 2018
Subject: Commercial Filming in the City	Public
Report of: Bob Roberts, Director of Communications	For Decision
Report author: Joanna Burnaby-Atkins, Film Liaison Manager	

Summary

At the July meeting of the Public Relations and Economic Development Sub Committee, Members were informed of a marked increase of large-scale filming requests in the City.

A consultant has been employed to draw up a strategy on promoting filming using City Corporation assets and the City as a location.

However, as our approach to facilitating and supporting filming in the City on public land has developed in an ad hoc fashion the Film Liaison Team wanted Members to approve new guidelines on when we support filming requests in the City.

Recommendations

Members of the Public Relations and Economic Development are asked to recommend to the Policy and Resources Committee:

- To approve strategic guidelines for approving and rejecting applications to support and facilitate filming on public land in the City.

Main Report

Background

1. There has been an unprecedented rise in the levels of film production coming to London. As a result more productions are asking permission to film in the City of London.
2. This has generated significant income for the City of London Corporation. In the last financial year 2017-2018 filming managed by the Film Liaison Team brought in £627,055 across various City Corporation departments.
3. However, our processes for managing filming on public land – mainly highways - have developed in an ad hoc way over the years and Members have never been asked to approve strategic guidelines on how films are approved or rejected. This report sets out proposed guidelines for how films will be approved or rejected.

Proposals

4. As guidelines, we propose to support and facilitate productions that meets the following criteria:
 - Enhances the reputation of the City of London as a vibrant and thriving City in a diverse and sustainable capital
 - Generates income for the City of London Corporation
 - Contributes to a flourishing society and supports local communities
 - Inspires enterprise, excellence, creativity and collaboration
5. As guidelines, will not support and facilitate a production which:
 - Damage the reputation of the City of London
 - Is disproportionately disruptive to residents, workers, visitors and business
 - Requires a disproportionate amount of time and commitment to facilitate it safely and successfully
 - Disrupt the traffic network to a significant degree
 - Undermines our corporate aim that people are safe and feel safe (for example filming of a car explosion, terror attacks or bombings could cause unnecessary fear or alarm.
6. Barring exceptional circumstances, and at the discretion of the Director of Communications, this would usually mean one major production would be permitted to film on the public highway in the City at a time as more would cause disproportionate disruption.
7. If we were asked to support or facilitate any filming on the street outside these guidelines or which would cause excessive disruption, the Director of Communications would seek the approval of the PR & ED Sub Committee.
8. Members should note this only applies to filming we support and facilitate. There is a legal right to film from the public highway if no obstruction is being caused.
9. Members should note this report does not cover filming on assets owned by the City of London Corporation such as the markets, Mansion House or the Old Bailey. The Film Liaison Team have used the Transformation Fund to employ a consultant to research all our assets which could be used for filming. The consultant will report back on current filming practices across the City Corporation. The consultant will advise on whether we need a City Corporation wide strategy for promoting and managing filming.
10. Supporting film-making is a discretionary service and Section 93 of the Local Government Act 2003 permits all Local Authorities to charge for the provision of this service. In addition to statutory parking and highway charges the Film Team charge administration fees for filming on the public highway as set out in Appendix 1.

Corporate & Strategic Implications

11. By continuing to support filming on the public highway and the demands of the filming industry within these regulating criteria we support the City Corporation's Corporate Plan for 2018-23 in terms of its vision for a '*vibrant and thriving City, supporting a diverse and sustainable London within a globally successful UK*' and *contribute to a flourishing society and support a thriving economy*. Specifically relating to the following outcomes in the Plan:

- People are safe and feel safe
- We are a global hub for innovation in finance and professional services, commerce and culture
- We inspire enterprise, excellence, creativity and collaboration

Conclusion

12. Members are asked to approve the criteria set out under proposals herein.

Appendices

- Appendix 1 – Film Office administration fees:
<https://www.cityoflondon.gov.uk/about-the-city/filming/Pages/fees.aspx>

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