

Committee(s):	Date(s):
Open Spaces, City Gardens and West Ham Park Committee	3 December 2012
Subject: Annual review of filming in the Open Spaces	
Report of: Director of Open Spaces	Public For Decision
<p style="text-align: center;"><u>Summary</u></p> <p>This report informs the Committee of the extent of filming activity in the Open Spaces and the income received in 2011/12 and provides guidelines for filming charges for 2013/14.</p> <p>Details of the activity at each Open Space are outlined in the report.</p> <p>Income from filming across all the Open Spaces in 2011/12 amounted to £73,550, compared to £78,300 in the previous year, although the amount of filming in any year remains unpredictable.</p> <p><u>Recommendation</u></p> <p>That this report is received and the guidelines for filming charges in the Open Spaces in 2013/14 are approved.</p>	

Main Report

Background

1. In line with the City's policy of supporting the film industry, a full review of filming in the Open Spaces was undertaken in conjunction with the Film Liaison Officer in 2002. Guidelines were developed for each Open Space and standardised, where possible, to give individual managers flexibility to allow them to take account of the special circumstances that apply at each site.
2. The review identified that standardisation could be achieved in many ways, but flexibility was essential in the following areas:
 - Final charges for filming at each site (within agreed parameters)
 - Charges for use of film vehicles and City staff time
 - Site specific guidelines and restrictions
 - Internal management of contracts and other administration.
3. In addition to the guidelines, an overall policy on filming in the Open Spaces was approved. The contract and terms and conditions for filming were also

amended to ensure that the Superintendents retain the right to stop filming in certain circumstances.

Filming activity during the past year

4. All sites have continued to encourage filming, where appropriate, as a useful source of income and film companies have still been attracted to the City's Open Spaces over the past year. The scale of filming activity at each site, since the last review was presented to this Committee in December 2011, has been summarised by the Superintendents as follows:

Burnham Beeches

Activity was modest with four filming sessions on the site including 'The Story of Britain' (Maya Vision); 'Now is Good' (Now is Good Ltd), and 'Snow White and the Huntsman' (Dark Mirror Films Ltd). However, income for 2011/12 was up substantially when compared to the previous year, which had very little filming activity.

Epping Forest

Epping Forest continues to be a popular venue for both film and photographic shoots. The Forest offers a great diversity of locations and its proximity to London all helps towards its popularity as a film location. Applications for small photographic and film shoots are still coming in on a regular basis; these are ideal as they have very little impact on the Forest and other Forest users. A total of 50 licences have been issued this year so far, just one more than last year.

This year has seen a reduction in student portfolio work whereas small advertisement work and small features have shown an increase. The Forest has again featured in some national newspapers and lifestyle magazines. 'The Only Way is Essex' continues to use the Forest for last minute shoots. Forest Keepers as always have been involved in taking location scouts out to show locations which helps promote the Forest for future projects. We have also featured ourselves in a number of news reports and magazine articles regarding ecological and environmental issues that affect the Forest. The Deer Sanctuary at Theydon Bois attracts a lot of interest both for photography and filming of documentary type programmes.

We have now reviewed our pricing structure for filming/photography, which is based on an hours/crew size matrix. This has taken out some of the ambiguity experienced in the past.

Hampstead Heath, Highgate Wood and Queen's Park

Hampstead Heath is a popular urban open space used for a wide range of filming and photographic location works. Its outstanding City views, peaceful meadows, woodlands and formal park areas remain as popular as in past years.

The Heath is known worldwide and this year attracted a Bollywood production by First Step Productions. With the 2012 Olympics the Heath became a

backdrop for the BBC's 'World Olympic Dreams' and the Olympic Broadcast Services 'Inspiring a Generation'. We also still attract national newspapers and main stream magazines mainly for fashion shoots. There have also been regular news, current affairs, documentaries, light entertainment programmes and promotions, including a film for the Natural History Museum entitled 'Autumn Walk'.

Filming and photography is arranged to ensure that other Heath users are not inconvenienced and can fully enjoy their visits. So far this year, there have been over 53 productions.

Universities and colleges across London still send students to do projects for their course work and post graduate studies. We continue to work closely with our colleagues at the City of London Film Office, Film London and the Guild of Location Managers to promote Hampstead Heath, Queen's Park and Highgate Wood as locations.

Highgate Wood has hosted a number of film and photo shoots by students including those from the Central School of Speech and Drama and the London College of Fashion. A BBC4 documentary was also filmed by Doghouse Media.

City Gardens

City Gardens continue to work with the City's Film Office to take advantage of filming opportunities in the Gardens. Postman's Park, St Dunstan's in the East and Bunhill Fields have all featured in external productions in the last year. The latter was used as a location for a BBC production of 'Great Expectations'. Income in 2012 has increased and other features and news articles that have taken place in the Gardens have been free of charge due to their promotional value. Gardens are increasingly being used for wedding photography and filming, the City Gardens occasionally receive requests for this use, and have occasionally charged a nominal amount.

West Ham Park

2012 has been a more profitable year for income and there has been an increase in both informal interest and formal filming requests. Two requests were declined, one as inappropriate, the other in failing to provide sufficient information. Two Olympic themed items promoting the Olympic and Paralympics games featuring athletes were filmed free of charge owing to their promotional value. Income obtained was for a Marks and Spencer and Oxfam time lapse for the 'Shwopping' campaign and a short corporate training video.

City Commons

A scene from a small, independent film entitled 'Lost Girl' was shot at Farthing Downs.

City of London Cemetery & Crematorium

There were six separate small shoots in the last year.

Corporate & Strategic Implications

5. Encouraging appropriate filming in the Open Spaces supports one of the main objectives in the current departmental Business Plan of increasing income. The promotion of the Open Spaces that is achieved also supports the City Together theme of A Vibrant and Culturally Rich City.

Financial and risk implications

6. A consistent charging system has now been in operation across the different areas for several years. The Film Office considers that the charging guidelines are still appropriate, as they allow local staff to set the appropriate fee, according to the length and complexity of the filming session. The Film Office continues to offer advice and liaise with location managers, when appropriate.

The breakdown of income from filming on the Open Spaces for 2011/12 compared to the previous two years was as follows:

	2009/10	2010/11	2011/12
	£	£	£
Burnham Beeches	144,200	4,100	37,900
Hampstead Heath	22,200	58,100	25,000
Epping Forest	30,200	13,500	8,700
City Gardens	3,500	900	-
Queen's Park	2,300	500	-
Highgate Wood	600	900	1,100
West Ham Park	-	-	-
Directorate	-	300	-
City Commons	-	-	300
Cemetery	2,750	-	550
Total	205,750	78,300	73,550

These figures highlight the variable nature of filming across the Open Spaces in any one year. Burnham Beeches for example achieved significant income in 2009/10 from the Harry Potter filming and this inevitably resulted in much lower income from filming the following year. The table above generally reflects the unpredictability of filming requests.

7. The proposed filming charge guidelines for 2013/14 are listed in the appendix to this report. Having consulted the Superintendents and the Film Office, next year's fees have been increased by 5% at the top of each band, but they still continue to provide each Superintendent with the flexibility to charge appropriately for each shoot.

8. To encourage filming where it is appropriate for our sites, more information is being made available to film companies. However, as the amount of filming in any year is unpredictable, budget adjustments are made at revised estimate stage, when it is known what films have been planned and whether our sites are suitable.

Conclusion

9. The City remains very supportive of the film industry and many of the Open Spaces continue to be popular areas for film makers. Each filming request is assessed on its merits and where it is appropriate for the site, filming is encouraged and also provides a useful additional source of income.

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Guidelines for Charging for Filming on the City's Open Spaces 2013/14

<u>Fee charged per Day:</u>		
1. Stills:		
a. Book:	£100 - £700	
b. Magazine/Newspaper:	£100 - £830	
c. Advertising:	£500 - £4,000	
2. Film:	Interior	Exterior
a. Feature:	£1,000 - £5,350	£1,000 - £3,470
3. Television:	Interior	Exterior
a. Drama/Feature:	£1,000 - £3,470	£500 - £2,100
b. Light Entertainment:	£900 - £2,200	£400 - £1,420
c. Documentary:	£250 - £1,160	£200 - £760
d. News:		nil - £320
4. Television Commercial:	Interior	Exterior
a. Advertising Film:	£1,000 - £5,460	£1,200 - £3,470
5. Sound Recording	Interior	Exterior
a. Radio:	£50 - £390	£50 - £130
b. Live for record / CD:	£250 - £1,420	£250 - £1,420
6. Other (see note 8)		
a. Students:		nil - £320
b. Non-commissioned Short Films:		nil - £320 or deferred payment

Guidelines :

The charges shown above should be regarded as Guidelines only. Staff / utility (e.g. electricity, water) costs should always be additional to the location fee. Location Fees should be agreed individually for each production based on various criteria, for example:

1. Length of time filming (e.g. Full day/half a day/a couple of hours)
2. Scale of the unit that will be arriving (e.g. Is it 5 crew with a camera and tripod, or 200 crew/extras with large equipment, carrying out stunts)
3. Hours of filming (e.g. Day or night)
4. If it is a feature film is it British or American produced (British productions will tend to have a smaller budget)
5. Is it of benefit to the location – i.e. news, education, documentaries, tourist books, etc. will all be low budget but make up for it by providing good public relations.
6. Preparation and strike days should also be charged for, usually at 50% of the agreed filming day rate.
7. Finally, regardless of any pleadings from a Location Manager, fees should be agreed at a level that makes the filming worthwhile to the location supervisor – either in monetary or PR terms – and cover the inconvenience of time spent liaising with the film crew. When possible students should be accommodated as part of the City's policy of supporting the film industry. However any actual costs arising from filming should be paid for by the student (e.g. Use of park vehicles – petrol, electricity, staff time if a member of staff has to supervise, etc.)

N.B. An administration fee should be charged for filming sessions, if appropriate.