

EMBARGOED UNTIL 00:01 TUESDAY 11 AUGUST 2009

Initiative makes Lincolnshire a 'Film Friendly' county

Lincolnshire today declares itself 'film friendly' as Lincolnshire Tourism, City of Lincoln Council and Lincoln Business Improvement Group (Lincoln BIG) join EM Media to pledge support for the East Midlands Film Friendly Initiative, which aims to make the East Midlands the number one destination for film and TV productions.

The **East Midlands Film Friendly Initiative** is the result of work by regional screen agency EM Media, which aims to increase inward investment into the East Midlands through active promotion of the region's diverse locations, skilled crew and facilities. The Initiative aims to bring together local authorities, city centre management organisations and tourism organisations from across the region to work with EM Media to encourage a positive filmmaking experience across the East Midlands.

The **Film Friendly Initiative** will ensure filming in the East Midlands is easy, efficient and effective. EM Media will continue its work to increase levels of filming in the region and partners in the Initiative will work to encourage return business from production companies, by guaranteeing producers a positive filming experience in the East Midlands.

The **East Midlands Film Friendly Initiative** agreement will be signed today at one of the county's most popular film locations, Lincoln Cathedral. The agreement will be signed by EM Media Chief Executive Debbie Williams, Lincolnshire Tourism Chief Executive Penny Baker, City of Lincoln Council Portfolio Holder for the Economy, Tourism and Culture, Cllr Hilton Spratt and Lincoln BIG Chief Executive Matt Corrigan.

The Cathedral has been seen in several high profile productions. These include feature films *The Da Vinci Code* starring Tom Hanks and Audrey Tautou, and more recently *The Young Victoria*, starring Emily Blunt and Lincolnshire-born Jim Broadbent.

Other Lincolnshire film locations have included Gedney Drove End, used in *Atonement* starring Keira Knightley and Burghley House, seen in 2005's *Pride & Prejudice* also starring Keira Knightley and again in 2007's *Elizabeth: The Golden Age*, starring Cate Blanchett and Samantha Morton. Seaside resort Skegness has been used in two productions co-financed by EM Media, the comedy *Magicians* and most

recently in the coming-of-age drama *A Boy Called Dad*, which received its world premiere at the Edinburgh International Film Festival in June.

Chief Executive Debbie Williams comments:

“EM Media has demonstrated that production activity in the East Midlands during 2007/08 resulted in £35m inward investment into the region’s economy and enhanced the region’s reputation as one of the UK’s most exciting places to film. We welcome the opportunity to work in partnership with local authority and tourism colleagues across the East Midlands to build upon this success. Filming brings many benefits; it increases inward investment to the region, creates jobs and in the longer term leads to increased tourism. We’re delighted that our partners in Lincolnshire have recognised those benefits and embraced the Film Friendly Initiative, and we look forward to rolling it out across the East Midlands.”

Lincolnshire Tourism Chief Executive Penny Baker comments:

*“Lincolnshire Tourism is delighted to be part of the East Midlands Film Friendly Initiative. Lincolnshire has much to offer filmmakers with its varied coastline and diverse locations. The county has played host to many productions in recent years from costume dramas like *The Young Victoria* to the more recent filming in Skegness and Anderby Creek of *A Boy Called Dad*. We believe that joining EM Media and other partners in being well aware of what it takes to be a great location for filmmakers will also draw more media attention, attract more visitors and lead to a major boost to the Lincolnshire economy.”*

Cllr Spratt, Portfolio Holder for the Economy, Tourism and Culture at the City of Lincoln Council comments:

“The City Council is a keen supporter of creative industries and we have invested heavily in this area in recent few years. We are delighted to support EM Media with this project; this is another example of our commitment to the local economy. By working with our partners we hope to encourage even more filmmakers to our city, Lincolnshire’s jewel in the crown.”

Lincoln BIG Director Bryan Williams comments:

“Lincoln BIG is pleased to support any initiative that leads to increases in levels of footfall and inward investment into Lincoln’s historic city centre. As representatives of the city’s business community we aim to help increase levels of trade and awareness about the city’s unique offer. Location filming can raise awareness of the city at national and even international levels, as well as providing a boost to the local economy, and for this reason we are delighted to be a part of the East Midlands Film Friendly Initiative.”

PHOTOCALL DETAILS:

DATE: Tuesday 11 August 2009

TIME: 14:00

PLACE: Meet at front desk, Lincoln Cathedral, 17 Minster Yard, Lincoln, LN2 1PX

EM Media Chief Executive, Debbie Williams, Lincolnshire Tourism Chief Executive Penny Baker, Cllr Spratt, Portfolio Holder for the Economy, Tourism and Culture at the City of Lincoln Council and Lincoln BIG Chief Executive Matt Corrigan will sign the Film Friendly Initiative agreement, officially marking Lincolnshire's 'film friendly' status.

For further information please contact Emma Hewitt, Communications Coordinator, EM Media on 0115 934 9097 or 07967 200 745. Alternatively email at emma.hewitt@em-media.org.uk.

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Notes to editors

About The East Midlands Film Friendly Initiative

The East Midlands Film Friendly Initiative aims to bring together partners from Local Authorities covering all counties of the East Midlands (Derbyshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire and Rutland), relevant City Centre Management organisations and Destination Management Organisations to work together to make the East Midlands *the* film friendly region of choice for national and international productions.

The East Midlands Film Friendly Initiative will guarantee producers a hassle free shoot in the East Midlands by facilitating the filmmaking process, and will work to increase levels of filming to the region, develop positive relationships and ensure return business; supporting EM Media's ambition to make the East Midlands the number one destination for films and substantial TV productions.

The East Midlands Film Friendly Initiative has compiled a Guide to Filming and Code of Practice which will be issued to all Film Friendly Partners and visiting productions.

In 2007/08 film and television productions generated £35 million inward investment for the East Midlands' economy. Through partnership working The East Midlands Film Friendly Initiative will endeavor to encourage more productions into the region by providing essential, on the ground support to visiting productions.

About EM Media

- EM Media is the Regional Screen Agency for England's East Midlands.
- Working in harmony with a range of partners locally, nationally and internationally, EM Media secures finance, nurtures talent, invests in success and stimulates growth and innovation in the Film, Games, TV and Interactive sectors; ensuring East Midlands' digital industries lead and compete globally.

- EM Media has financed over 70 distinctive and innovative digital media projects, including the development and production of 31 feature films, leading the creation of a national profile for the East Midlands as a film-led region.
- Financed productions include:
 - Justin Molotnikov's *Crying With Laughter*
 - Karl Golden's *Pelican Blood*
 - Samantha Morton's directorial debut *The Unloved*
 - Brian Percival's *A Boy Called Dad*
 - Alexis Dos Santos's *Unmade Beds*
 - Nicolas Winding Refn's *Bronson*
 - Kenny Glenaan's *Summer*
 - Duane Hopkins' *Better Things*
 - Martin Radich's *Crack Willow*
 - Steven Sheil's *Mum and Dad*
 - Jeanie Finlay's *Goth Cruise*
- Award-winning film investments include the BAFTA and BIFA winning *Control* (Anton Corbijn) and the BAFTA award-winning *This Is England* (Shane Meadows) (*Best British Film 2007*).
- EM Media has also co-financed the first slate of films from Warp X, the low-budget digital film initiative which has produced:
 - *A Complete History of My Sexual Failures*
 - *Donkey Punch*
 - *Hush*
 - *Bunny & The Bull*
 - *She, A Chinese*
 - *All Tomorrow's Parties*
- EM Media has co-financed the development and production of games and virtual worlds with European Regional Development finance, including *Space Ark*, *mixm8*, *Beauty Salon*, *Geon: Emotions*, *Bugs of War*, *Manifest*, *Spell Souls* and *Hunter's World*.

Visit www.em-media.org.uk.

About Lincolnshire Tourism

Lincolnshire Tourism is the organisation set up to market Lincolnshire as a visitor destination. Our role is to grow the economic value of the tourism sector and promote Lincolnshire as a visitor destination to tourists from the UK and overseas. Lincolnshire Tourism works with VisitBritain, VisitEngland, East Midlands Tourism and all local authority and tourism business partners to promote the county.

About the City of Lincoln Council

For more information about the City of Lincoln Council please contact Caroline Ashman, Senior Communications Officer on 01522 873443 or via email at caroline.ashman@lincoln.gov.uk

Also see www.lincoln.gov.uk/media

About Lincoln BIG

Lincoln Business Improvement Group (Lincoln BIG) is dedicated to raising the quality of experience throughout Lincoln city centre for businesses, residents and visitors. Our basic philosophy is that by improving people's experience of the city centre, they will stay longer, visit more often and it will make the city centre a better place to do business.

This aim is delivered through a programme of investment around six main activities.

- Access -
- Evening Economy -

- Events & Promotions
- Lincoln in Bloom
- Security Group
- Street Management

