

Press Release



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For immediate release

EM Media support plays dramatic role in boosting economy and creativity in the East Midlands to the tune of £18m

EM Media's production fund and its Locations Service provide the region with job creation, inward investment and, through key partnerships with tourism organisations such as East Midlands Tourism and Visit Britain, an increase in the number of visitors to the region. Through this activity EM Media has helped to bring close to £18million into the East Midlands economy.

This regional boost feeds into the overall figure of £4.3bn that the British Film Industry contributed to the UK economy during 2006, as cited in an independent report published by Oxford Economics¹. The report also found that the British film industry supports 95,000 jobs, while film tourism attracts overseas visitors spending around £1.8 billion a year. EM Media's activities have played a part in contributing to this overall figure.

In 2006 EM Media secured a £6million production fund through European Regional Development Funds (ERDF), which has allowed the agency to add to its impressive portfolio of co-financed feature films, which currently stands at 14 and includes the forthcoming *And When Did You Last See Your Father?* and *Control*. EM Media's Locations Service meanwhile has supported hundreds of productions and plays a dual role; firstly to attract visiting productions to film in the East Midlands which recruit local crew, facilities and suppliers and secondly to offer support to EM Media co-financed productions.

This location support is invaluable to a production as it assists with the logistics of filming in a city, ensures effective communications between local authorities, police and relevant departmental bodies and helps enhance the reputation as the East Midlands as a viable place to film. Without it production companies would not be aware of the potential locations, facilities and the skilled workforce that exists in the region and the East Midlands could potentially lose productions to other regions in the UK.

• ¹ Report: *The Economic Impact of the UK Film Industry*

The inward investment figure of £18million reflects the impact of EM Media's work to encourage productions into the region through active promotion of the region's crew, locations and facilities plus the amount spent by production companies which receive co-finance through the ERDF production fund.

Four major EM Media co-financed productions filmed in the East Midlands during 2006; *Control*, *And When Did You Last See Your Father?*, *Better Things* and *Magicians*. These productions spent a total of £4.6M during their combined stays.

The impact of having such high profile productions filming in the region on tourism activity is less straightforward to measure but EM Media is one of a range of partners supporting a research project into the level of impact films such as these have on tourism, with the results due to be published in the coming months.

However, Burghley House in Lincolnshire recorded a 20% increase after it was featured in the EM Media supported *Pride and Prejudice* and the BBC production of *Jane Eyre*, which filmed at Haddon Hall in Derbyshire saw an increase in visitor numbers. Janet O'Sullivan, administrator at the Hall commented, "We've had additional interest in Haddon and have been extremely busy with all the additional attention from viewers keen to soak up the romantic atmosphere of the area."

Meanwhile, with talk of potential OSCAR and BAFTA nominations for EM Media co-financed productions the talent involved and ERDF as backers of film activity all look set for receiving international acclaim!

For further information please contact Sally Hodgson, Communications Executive, EM Media on 0115 934 9006 or via email at sally.hodgson@em-media.org.uk.

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Notes to editors

- EM Media is the Regional Screen Agency for England's East Midlands. A delegate body of the UK Film Council, the agency invests RIFE Lottery and Treasury Finance in film activity and European Regional Development Funds (ERDF) in the development, production, distribution, exhibition, prototyping and publishing of Film (long and short form), Television (corporate broadcast, internet TV), Games (for console, PC, hand held, mobile phone) and Interactive (internet, mobile phone and TV software).
- EM Media is a partner in Warp X, the pioneering digital film studio established to revitalise low-budget British film-making, an initiative of UK Film Council, Film4, Screen Yorkshire, Optimum Releasing and EM Media.
- EM Media has co-financed 14 feature films with ERDF finance. Currently in post-production is low-budget horror *Mum and Dad*, 2AM Films 2007. EM Media's forthcoming and current releases include: *Better Things*, Mascot Pictures 2006, *And When Did You Last See Your Father?* Number 9 Films 2006, *Magicians*, Intermedia Films 2006, *Control*, NorthSee 2006, *This is England*, Warp

Films 2005. Other feature investments include *Brothers of the Head*, Potboiler Productions 2005, *A Cock and Bull Story*, Revolution Films 2005, *Dead Man's Shoes*, Warp Films 2004, *One For the Road*, One for the Road Productions, 2003, *Once Upon a Time in the Midlands*, Slate Films, 2003 and *Anita and Me*, Starfield Productions, 2002. Two further feature film investments will be announced shortly.

- EM Media has co-financed the development and production of two games through ERDF finance, including *Geon: Emotions*, Strawdog Studios and *Manifest*, AIMS Solutions.
- EM Media's Location Services has encouraged and assisted a range of productions to use the East Midlands for locations and filming, including *Atonement* (Working Title Films), *The Da Vinci Code* (Imagine Entertainment), *The Other Boleyn Girl* (BBC Films), *The Golden Compass* (New Line Cinema), *Pride & Prejudice* (Working Title Films).
- See www.em-media.org.uk for further information.
- *The Economic Impact of the UK Film Industry* report finds that film contributes to 'UK plc' in a number of ways including:
 - **Employment** - the UK film industry employs 33,500 people directly (similar to book publishing and IT hardware) and supports 95,000 jobs in total. Employment has risen steadily since the mid-1990s with a 70% increase in production sector jobs since 1996 creating an extra 7,700 full-time jobs.
 - **Tourism** - films depicting the UK are responsible for attracting about 1 in 10 overseas tourists, spending around £1.8 billion a year. This is estimated to be worth around £900 million to UK GDP.
 - **Environment** – the film industry is one of the UK's most carbon-friendly sectors. Its emissions per £1,000 of GDP contribution are estimated to be only half those of the economy as a whole.
 - **Investment** – capital investment in the UK film industry is estimated to have been £120 million in 2006. Since 2000, fixed capital investment in infrastructure and new technology has totalled around £635 million.
 - **Exports** – total exports of the film industry were £967 million in 2005, with a net contribution of £163 million to UK balance of payments.
 - **Merchandising** associated with UK films is thought to have supported about 6,500 jobs in 2006 with a £235 million contribution to GDP.
 - **Multiplier effect** - for every 10 jobs directly supported by the UK film industry another 10 are supported indirectly in the supply chain.

Culturally British films are important to UK audiences. A film shown in the UK can expect its box office to be up to 30% higher if it is indigenous and UK films have boosted box office revenues by more than £50 million a year over the last decade.