



creative  
england

Ribble Valley Tourism Association Meeting  
21<sup>st</sup> October 2025

# Filming in England



An aerial photograph of a long, straight gravel driveway that leads from the foreground towards a large, multi-story brick building in the distance. The driveway is flanked by lush green grass and mature trees. The sky is overcast. The text 'creative england' is overlaid in the top left corner, and 'Filming in England' is written in large white letters across the center of the image.

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# Filming in England

# About Us

Creative England's Filming in England team is an integral part of the Creative UK Group, proudly funded by the British Film Institute and endorsed by the Department for Digital, Culture, Media & Sport.

We are the first port of call for productions looking to film in England, outside London. Our national team offer free comprehensive production support to feature films and high-end TV and a bespoke crewing service across all production genres.

From Bridgerton, House of the Dragon and The Crown to Mission Impossible, Indiana Jones and Wonka – we work to support the further spread of filming activity within the English Regions, ensuring communities across the nation enjoy the profile, job opportunities and economic benefits that the sector generates.



# National Delivery Organisations

# Filming in England



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**SCREEN SCOTLAND**  
**SGRÌN ALBA**



# Meeting the needs of the film and high-end TV industry

We are the experts, with boots-on-the-ground ensuring England remains a trusted and attractive destination for globally mobile productions, amidst increasing competitiveness from international territories.



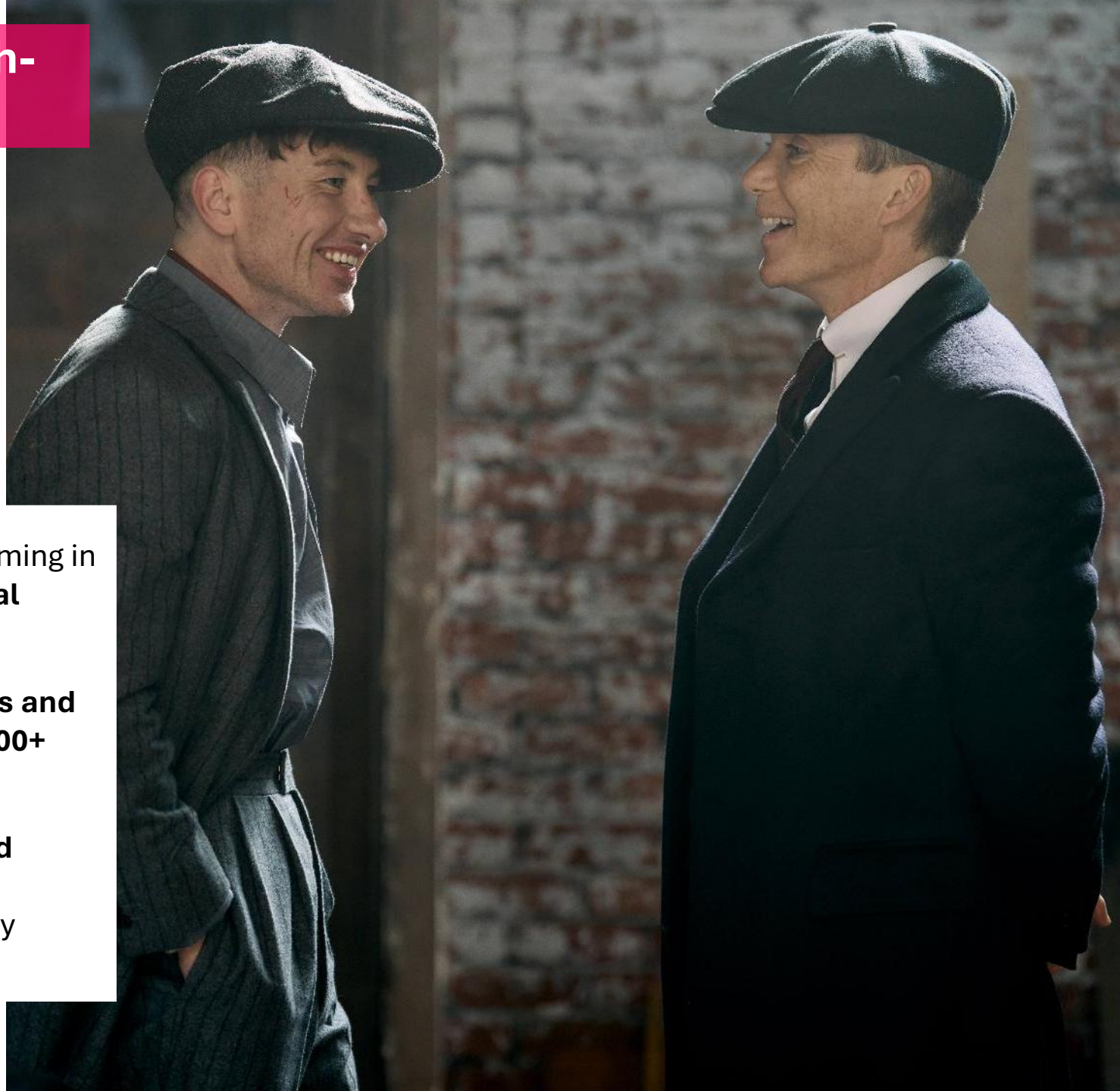
**200+ feature films and HETV productions** filming in English Regions in 2023, contributing to a **local spend exceeding £200 million**



Facilitating **connections for 7,000 freelancers and new entrants with job opportunities** and **1,000+ local supply chain businesses**



Navigate a **complex network of contacts and procedures**, guiding productions to talent, infrastructure, supply chains, and film-friendly locations.



# Enabling an expansive network of partners

Our understanding and ability to respond to the developing interests and needs of 200+ local authorities, bolstering local government resilience and creating a level playing field across the Country.



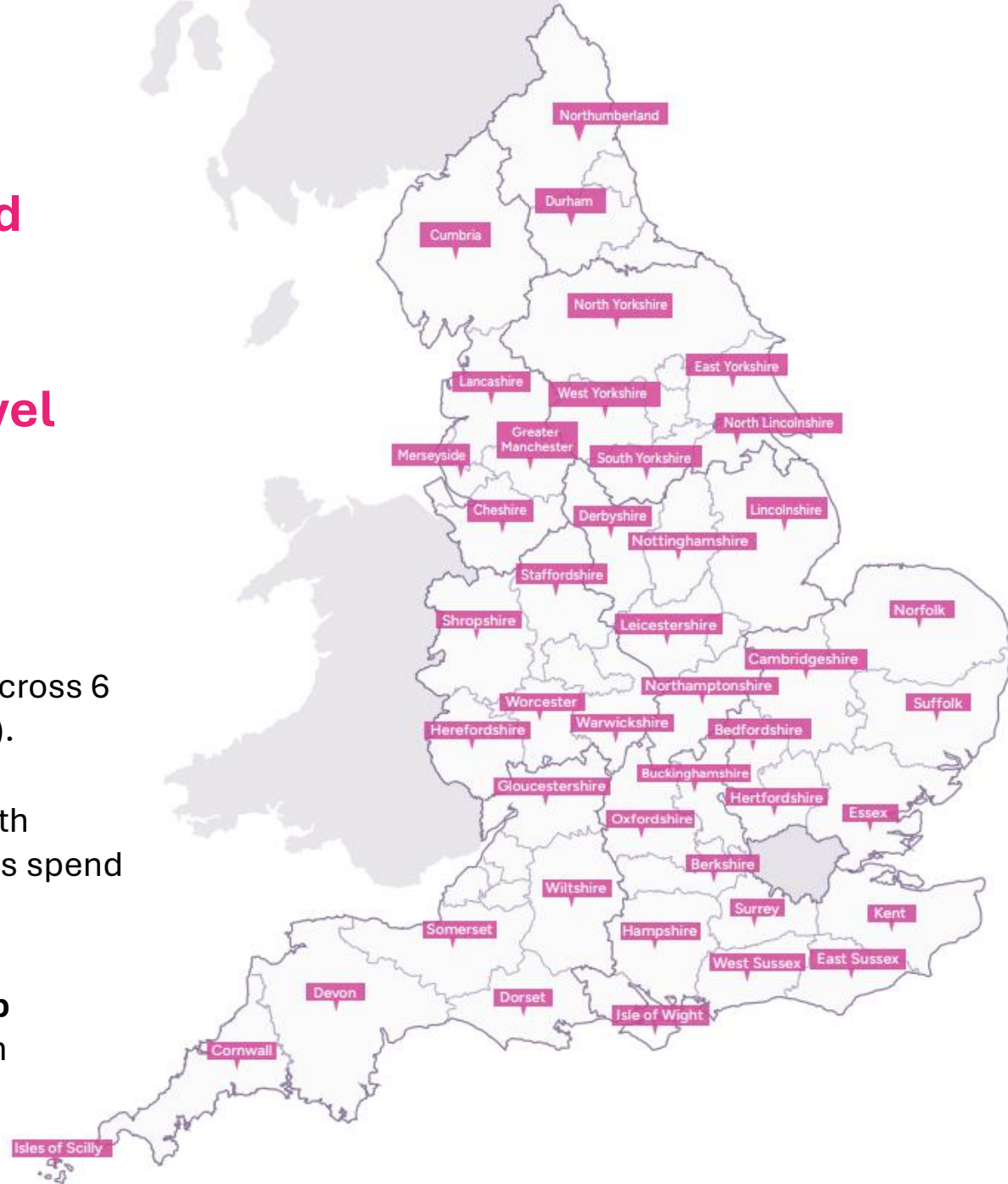
We provide active **support to 100+ Local Authorities**, representing nearly one-third of all Local Authorities across 6 regions of England (outside London, NE and Yorkshire).



**Pioneering Local Economic Toolkit** demonstrating with economic evidence how screen production contributes spend and value, supporting local initiatives and investment.



Flexible support model culminating in **annual flagship summit** consistently drawing active participation from Local Authorities nationwide.



## Local, regional and national advocacy

We play a critical role in maintaining the UK's standing as a world-class destination for film and television production.

We provide cohesive advocacy, promotion and representation of the national landscape.



Fostering broad and inclusive collaboration within the **Filming in England Partnership**, with over 300+ member organisations



Toolkits and **evidence-based insight** of the screen sector in English Regions enhancing informed decision making.



**Unified promotion & representation** of English Regions on both domestic and global stage

## Filming in England

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### Measuring Matters Local Economic Impact Toolkit

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Presented By Creative England  
and Olsberg • SPI

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A unique toolkit for local authorities across the eight English Regions to measure and communicate the impact of the screen sector on their communities, and to showcase the benefits to the local economies.

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OLSBERG • SPI

# Filming in England Partnership

## Objectives

- To enable more effective communication and collaboration and ensure that we continue to be film-friendly for all productions across the country
- To provide clarity and consistency in the facilitation of filming, and to identify challenges as well as opportunities faced throughout the country
- To reduce potential obstacles for production companies and provide positive experiences for filming to increase the industry's confidence. Ultimately, to bring more productions to the English regions outside of London
- To ensure safe, sustainable, and efficient filmmaking, reducing inconveniences for citizens, residents and businesses, and to strengthen the case for filming across the whole of England
- To help all areas recognise the positive benefits of film production - whether through direct income, secondary economic impact, employment, increased profile and tourism, or cultural engagement of the local community





**Economic Impact of Filming**



# Local Economic Impact Toolkit



1  
Best Practice Templates



2  
Average Production Spend Rate Card



3  
Production Tracker



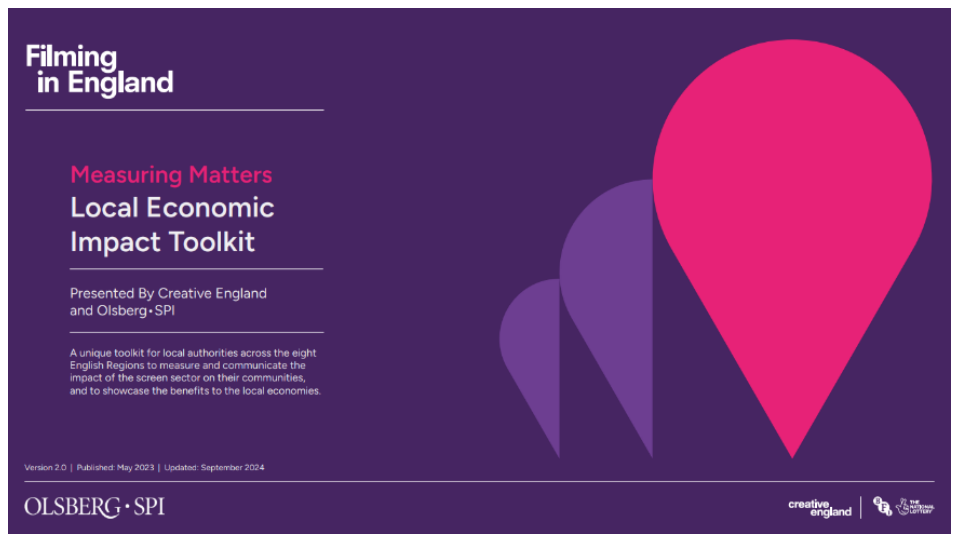
4  
Ripple Effect Case Studies



5  
Regional Impact Tool

# Guidance, Guidelines & Good Practice

## Local Economic Impact Toolkit



ABOUT LOCATIONS CREW SUPPLIERS STUDIOS & BUILD SPACES RESOURCES FILMING IN ENGLAND PARTNERSHIP NEWS EVENTS

FILMING GUIDANCE CENTRE	LOCAL AUTHORITY RESOURCE CENTRE	LOCAL ECONOMIC IMPACT OF FILMING	UK TAX RELIEFS
REGIONAL PRODUCTION FUNDS	CREW DIRECTORY	SUPPLIERS DIRECTORY	LOCATION TOOLKIT
LOCATIONS DIRECTORY	STUDIOS AND BUILD SPACES	NEW ENTRANT HANDBOOK	EDUCATOR'S GUIDE TO FILM AND TV
DIVERSITY & INCLUSION	EDUCATION & CAREER RESOURCES		

## Filming Fees Guidance



Production Genre	Local Authority Location Classification	Average Production Budget	Example	Estimated Spend Per Day
Feature Film	London Adjacent	High (£60m+)	<i>No Time to Die</i>	£108,000
		Medium (£10m+)	<i>The Favourite</i>	£37,900
		Low (£1.5m+)	<i>Swimming with Men</i>	£8,000
	Production Hub	High (£60m+)	<i>Captain America</i>	£256,000
		Medium (£10m+)	<i>Darkest Hour</i>	£90,000
		Low (£1.5m+)	<i>The Girl with All the Gifts</i>	£13,000
	Developing Production Location	High (£60m+)	<i>Mission Impossible</i>	£187,000
		Medium (£10m+)	<i>Everybody's Talking About Jamie</i>	£66,000
		Low (£1.5m+)	<i>Benediction</i>	£11,000
High End TV Drama	London Adjacent	High (£3.5m+ per ep)	<i>The Crown</i>	£29,000
		Medium (£2m+ per ep)	<i>Midsommer Murders</i>	£14,000
		Low (£1.25m+ per ep)	<i>After Life</i>	£9,000
	Production Hub	High (£3.5m+ per ep)	<i>A Very British Scandal</i>	£80,000
		Medium (£2m+ per ep)	<i>The Bay</i>	£61,000
		Low (£1.25m+ per ep)	<i>Brassic</i>	£46,000
	Developing Production Location	High (£3.5m+ per ep)	<i>House of the Dragon</i>	£35,000
		Medium (£2m+ per ep)	<i>Agatha Raisin</i>	£18,000
		Low (£1.25m+ per ep)	<i>The Thief, His Wife and the Canoe</i>	£11,000
Television		Drama/Soap (<£1.25m per ep)	<i>Coronation Street, EastEnders, Emmerdale</i>	£20,000
		Sitcom/Comedy Drama	<i>The Windsors</i>	£12,000
		Light Entertainment	<i>Great British Bake Off</i>	£4,000
		High End Documentary	<i>Springwatch</i>	
		Reality	<i>Real Housewives</i>	
	News		£500	
Commercial		>£1m		£25,000
		<£1m		£15,000
Music Video				£2,500
Corporate				£1,250
Micro Budget Feature Film or Short Film				£1,000

Figures represent local spend per filming day of principal photography. Prep and strike days are calculated at a quarter of the spend of a filming day. See [here](#) for supplementary guidance on using the rate card and see [here](#) for guidance on Local Authority Location Classifications.



# Average Local Production Spend Rate Card

## Regional Impact Tool

### What

An innovative tool that calculates the impact in terms of Gross Value Added (GVA) supported and job creation of Feature Film and/or High-End Television production activity, based on published Office for National Statistics (ONS) data.

### How

To generate data, the user enters the number of production filming days for Feature Film or High-End Television productions and combined with the Local Authority Local Classification and Average Budget Range will calculate the GVA and number of jobs supported.



Regional  
Impact  
Tool

[1 Guidance](#)[2 Feature Film](#)[3 High-End Television](#)[4 Estimated Economic Impact Calculation](#)

### TOTAL ESTIMATED ECONOMIC IMPACT – FEATURE FILM AND HIGH-END TELEVISION

Total Production Filming Days		<b>17</b>
Estimated Average Spend per Day	£	<b>111,000</b>
Estimated Total Production Spend	£	<b>1,659,000</b>
Estimated <i>Direct</i> Gross Value Added	£	<b>630,420</b>
Estimated <i>Direct</i> Number of Jobs		<b>8.7</b>

### TOTAL ESTIMATED ECONOMIC IMPACT – FEATURE FILM SUMMARY

Total Production Filming Days		<b>7</b>
Estimated Average Spend per Day	£	<b>187,000</b>
Estimated Total Production Spend	£	<b>1,309,000</b>
Estimated <i>Direct</i> Gross Value Added	£	<b>497,420</b>
Estimated <i>Direct</i> Number of Jobs		<b>6.9</b>

### TOTAL ESTIMATED ECONOMIC IMPACT – HIGH-END TELEVISION SUMMARY

Total Production Filming Days		<b>10</b>
Estimated Average Spend per Day	£	<b>35,000</b>
Estimated Total Production Spend	£	<b>350,000</b>
Estimated <i>Direct</i> Gross Value Added	£	<b>133,000</b>
Estimated <i>Direct</i> Number of Jobs		<b>1.8</b>

[PDF Download](#)[Previous](#)

# Impact of Local Businesses

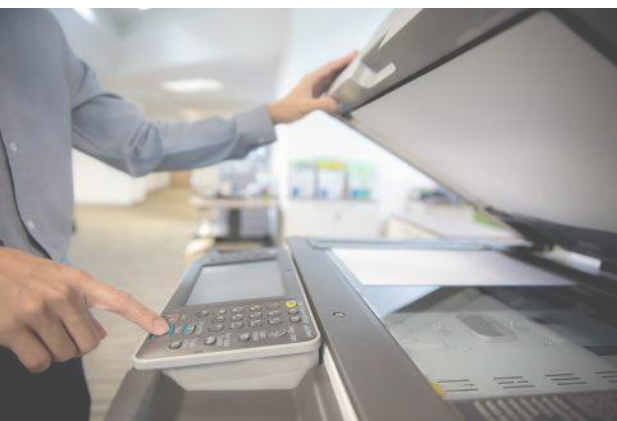
- In addition to local authority permissions, productions must also work closely with local businesses to minimise any impact
- May also have ancillary needs for which they may rely on reliable, film-friendly local suppliers to help facilitate – locations, security, hospitality, catering to name a few...
- Boosts local businesses & employment



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# Ripple Effect Case Studies

## What

A visual presentation of the impact of production on the economy **outside** of the screen sector.

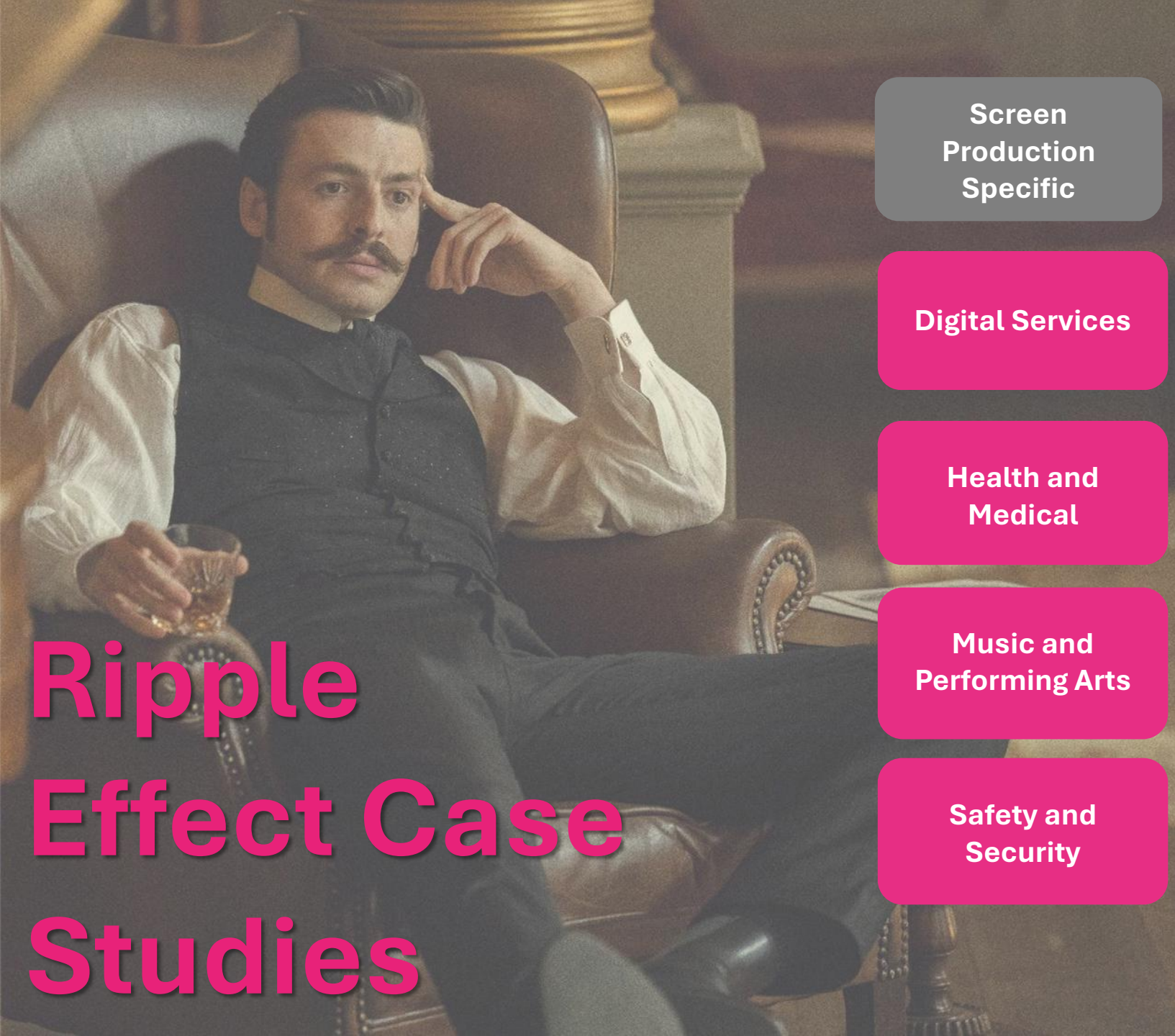
They can be used as a reference point to demonstrate the potential impact that production activity can have in a jurisdiction.

## How

A process that forensically reviews a production's below-the-line expenditure and categorises it against several pre-defined business sectors that do not specifically cater to screen production but are equipped to contribute resources and services to productions.



# Ripple Effect Case Studies



# Ripple Effect Case Studies

Screen  
Production  
Specific

Digital Services

Health and  
Medical

Music and  
Performing Arts

Safety and  
Security

Business Support

Fashion and  
Beauty

Hospitality and  
Catering

Power and  
Utilities

Training and  
Education

Construction

Finance and  
Legal

Local Labour

Real Estate

Travel and  
Transport

Classification: Developing  
Production  
Location

Production Genre: Feature Film

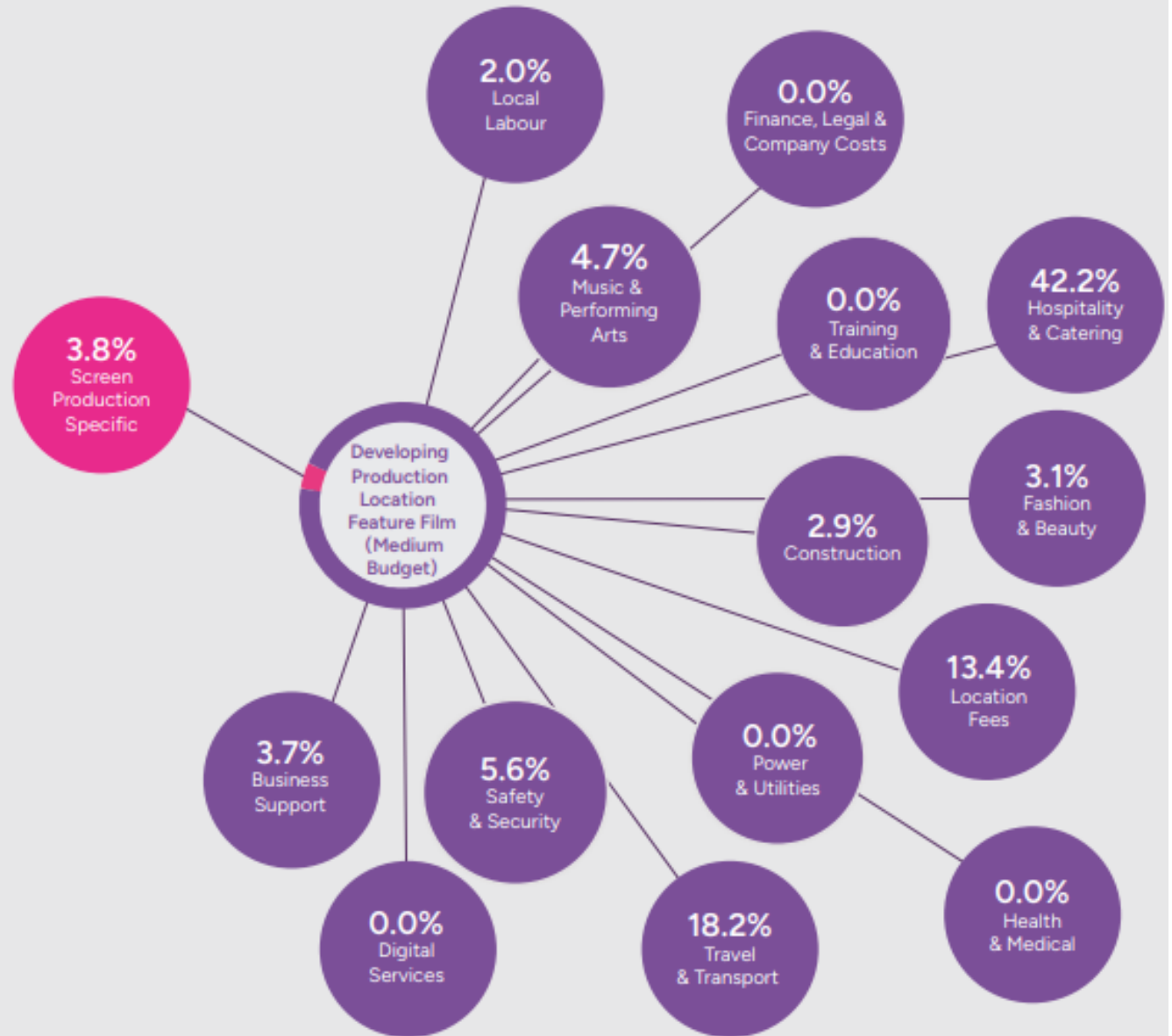
Budget: Medium (£10m+)

On location not in proximity to a production hub saw production set up bases in shooting locations and using local infrastructure, resources and services.

Notable amount of budget allocated to Hospitality and Catering (42.2%), Travel and Transport (18.2%) and Location Fees and Real Estate (13.4%)

3.8%  
Screen Production Specific

96.2%  
Ripple Spend Specific

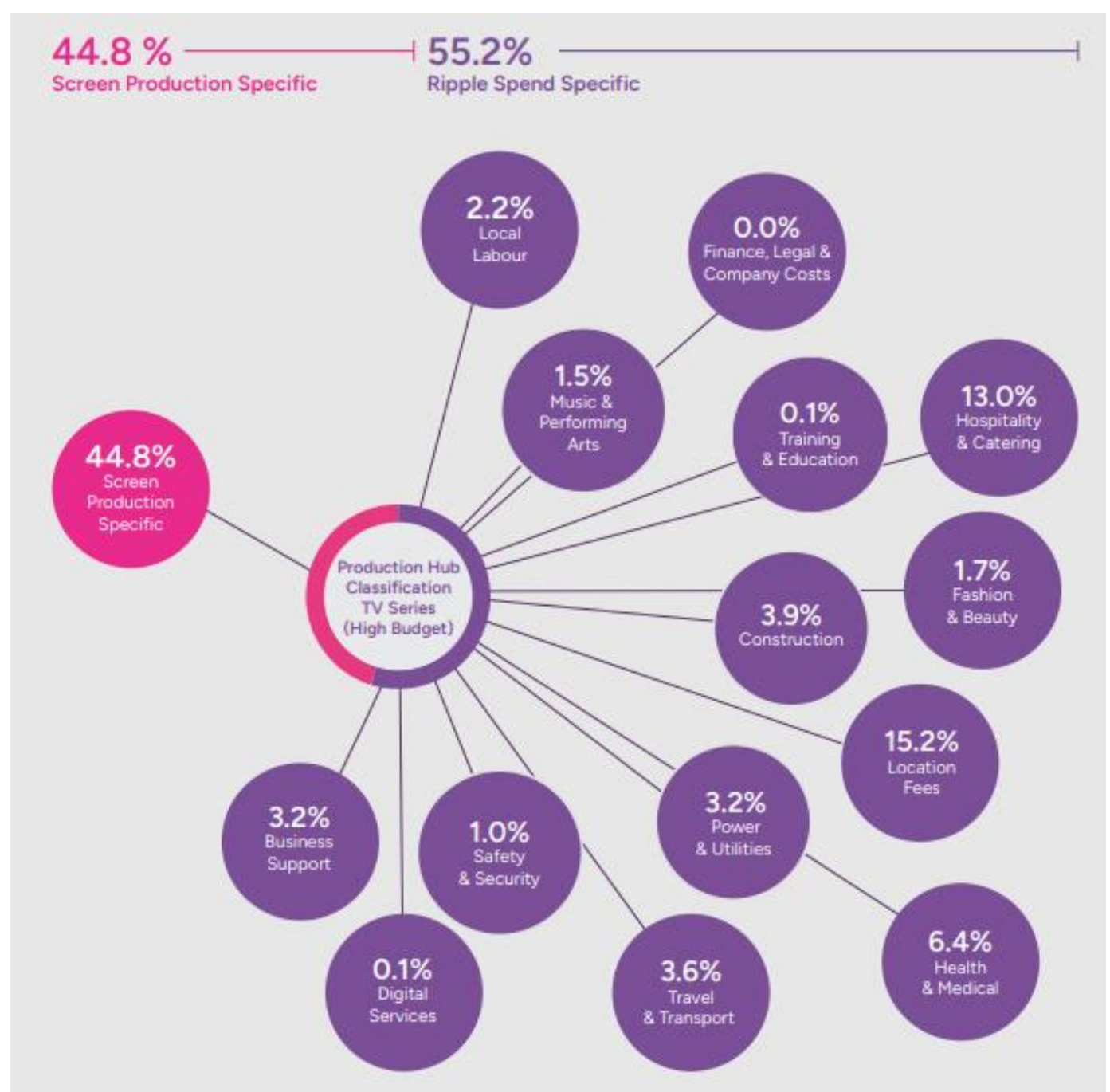


Classification: Production Hub  
Production Genre: TV Series  
Budget: High (£3.5m+ per episode)

This is a second season that had established itself in the same region since its first season.

Screen-Production-Specific spend (44.8%) is relatively high since local workforce and suppliers are developed and integrated into the show.

Notable areas of spend outside of screen sector are Location Fees and Real Estate (15.2%) and Hospitality and Catering (13%) – most likely becoming favoured vendors whilst still supplying other sectors.



# Things to Consider

- What impact is there to your business?
  - Staffing, disruption to day to day
- How can the production work with you to ensure minimal impact?
  - Communication is key
- How can you support the production?
  - What services can you provide giving both support and benefiting financially from filming?



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## Questions?

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# Thank you!



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