



FRAMING ESSEX

Supporting Film and TV in the
County





UK Film and TV Production

- Film and TV production in the UK is on the rise.
- The majority of this growth has been spurred on by inward investment from international productions.
- Supported by a competitive tax credit regime for film and television drama, even more productions are expected to film in UK in the coming years, meaning that audiences around the world will see more of the UK's rich and varied locations on screen than ever before.





Strategic Partnership

creative
england

Filming
in England

Essex
Film
Office



This is Essex

- Miles of coastline
- Ancient oak forests
- Castles and country houses
- Art deco façades and an electric palace
- Nightclubs
- Vineyards
- History, heroes and...villains

... and a lot, lot more!



Screen Tourism

- Screen tourists brought between £100 million-£140 million to the economy in 2014
- 36.1% of all international tourists and 11.6% of all domestic tourists in the survey were defined as core screen tourists – i.e. a film or TV production was the primary motivator for their visit.*

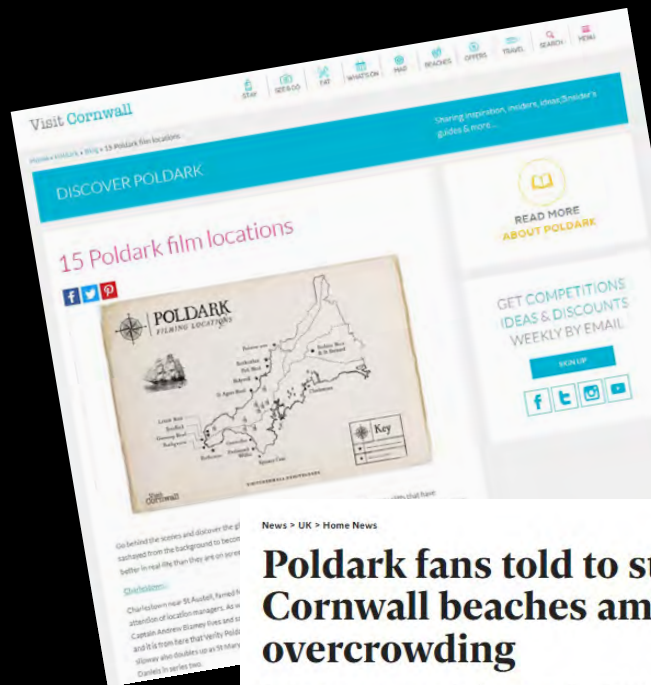
However, not all productions will attract the same volume of tourists!

*Filming in England, Screen Tourism Report



“Businesses now say they’re having their best summer in years, with custom up 30-40%. They list Brexit and rising prices in Europe as triggers but say the main one is Poldark, the newspaper claims.”

“Half of visitors who took part in a tourism survey said they had watched the series, while a fifth said Poldark had actually prompted their visit”



"It has gone Aidan Turner mad" said Kerry Baillie, of Porthgwarra Cove Cafe in St Levan, West Cornwall, told the Mirror.

"A lot of women come down here in full make-up and heels to have their photo taken in the place where he did the skinny dip, and a lot of them are in their 50s."



Poldark fans told to stay away from Cornwall beaches amid fears of overcrowding

Tourism bosses say some parts of county are struggling to cope amid unprecedented visitor numbers

Colin Drury • Monday 13 August 2018 16:19 • Comments



Poldark: attracting visitors to Cornwall (BBC)

Keven Ayres, owner of the Cornish Store in Falmouth, told the Guardian:

"Poldark is brilliant for us. Anything that focuses attention on Cornwall and brings more people here has to be a good thing."

**Essex
Film
Office**

Essex Film Office

- Raising the profile of Essex as a film location
- Working in collaboration with Filming in England to put Essex forward
- First port of call for filming enquires
- Building networks and troubleshooting to make Essex film friendly

*We need **you** – **you** are our database*





Pitching Essex to the trade

The Essex Film Office will have a presence at FOCUS, promoting Essex along side other National and International locations



Thank You
Contact us:

film@essex.gov.uk

┌ + ┐ Essex
└ ┘ Film
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