

DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
OFFICE OF THE CHIEF EXECUTIVE	TOURISM AND LEISURE COMMITTEE	22 JUNE 2017	9
FILMING CHARGES			

PUBLIC ITEM

This item is for consideration in the public part of the meeting.

SUMMARY

The council is seeking to adopt a more commercial approach as part of becoming a self-sufficient council by 2020, in response to this a suggestion has been put forward to introduce charges for professional media production companies to have permission to film in the Fylde Borough. This is an approach that is common place in most other local authorities where there is demand from professional media companies to film. The report outlines the proposed benefit from introducing a charge for filming and the supporting policy.

RECOMMENDATIONS

1. That the committee review and approve the policy arrangements for professional media production companies to have permission to film in the Borough.
2. That the committee approve the proposed charges for filming in the Fylde Borough.

SUMMARY OF PREVIOUS DECISIONS

N/A

CORPORATE PRIORITIES

Spending your money in the most efficient way to achieve excellent services (Value for Money)	√
Delivering the services that customers expect of an excellent council (Clean and Green)	
Working with all partners (Vibrant Economy)	
To make sure Fylde continues to be one of the most desirable places to live (A Great Place to Live)	
Promoting Fylde as a great destination to visit (A Great Place to Visit)	√

REPORT

1. Since January 2017 there have been several requests from professional media companies to film on location and on council owned land in the Borough including national organisations such as ITV and the BBC for shows such as:
 - Coronation Street,
 - Loose Women,
 - Don't tell the bride
 - Ant and Dec's Saturday Night Takeaway

- Eaten By Lions (film)

It is clear that the Fylde is a popular location for filming both TV shows and film, as such there is a clear opportunity for the Council to obtain a revenue income from professional media companies filming. Other local authorities charge for permission to film on location and based on the average charges levied by other councils a potential income of £5100 could have been realised based on the recent requests that have been granted.

2. Based on the policy and procedures in place at other local authorities and the fees charged, best practice is to have a downloadable version of the guidelines and charges for professional media companies to film on location available on the website. An online form would be completed by the requester which is then forwarded to the relevant officer for consideration and approval or refusal. At present there is no formal process other than ad hoc requests made to the Communications Officer for filming on council owned land who then consults with the appropriate senior manager to decide if permission will be granted or not.
3. In order to put in place a formal process for receiving and acting on requests for filming on council owned land draft Guidelines for on location filming have been included at Appendix A, and if members want to consider introducing a charge proposed fees can be found at Appendix B. The guidelines are necessary to ensure a consistent approach to any request and to ensure that it is clear what content is appropriate e.g. filming detrimental to the reputation of the borough or the council would not be granted on council owned land.
4. Whilst it is recognised that on location filming by major organisations such as ITV and the BBC provide non cashable reputational benefit to the area levying a charge for the right to do so on council owned land is not uncommon. On most occasions professional film crews will require exclusive use of council owned car parks or other land to accommodate the associated infrastructure or cordon off the 'set' as well as officer time for notification, preparation and monitoring on site activity, it is reasonable to set a charge for the use of council resources. However, as with all fees and charges the rates proposed are reasonable and have been set after comparison with charges made by similar local authorities.
5. By 2020, every local authority is required to be self-sufficient, there will no longer be a central government grant. It was highlighted in the LGA Peer Challenge Report in June 2016 that income generation is significantly underdeveloped at Fylde and that every opportunity to contribute to revenue income should be explored. Whilst the charges may not realise significant income they would cover the direct and indirect cost of any resource requirement. It is important though that the guidelines are approved even if charges are not approved to ensure a transparent process is in place to manage any professional location filming on council owned land.

IMPLICATIONS	
Finance	Currently the Councils Financial Forecast does not include any budgeted income from filming charges. As and when income from this source is quantified this will be reflected in later updates to the Financial Forecast.
Legal	The council will not necessarily be able to charge for each and every occasion when the area is used in film or television. The ability to charge will depend on the use of council facilities, as mentioned in the report.
Community Safety	None arising from report
Human Rights and Equalities	None arising from report
Sustainability and Environmental Impact	None arising from report
Health & Safety and Risk Management	None arising from report

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BACKGROUND PAPERS		
Name of document	Date	Where available for inspection
none		

Attached Documents

Appendix 1 - Proposed Filming Guidelines and Charges 2017.