

Simon Fry
Heyford Park House,
Bicester,
Oxon, OX25 5HD

2nd May 2014

Dear Simon,

RE: LETTER OF SUPPORT: Change of use of land to include use for filming purposes

Creative England is the not-for-profit national company that provides support to the creative industries in England. Funded by the British Film Institute, Creative England supports international and national film and TV production to shoot in England and works to improve the environment for filming in England. We work in close collaboration with the British Film Commission, working to attract inward investment from film and TV production.

Creative England would ask Cherwell Local Authority to take into account the very significant immediate and on-going economic benefits that filming brings to the local area whilst considering the application for change of use.

The benefits of filming at a particular location can be evidenced in two ways:

1. The amount spent by production companies into the local economy.
In 2011 the UK film industry directly contributed around £1.6 billion to UK GDP and created 43,900 full-time equivalent jobs. Using industry approved figures, Creative England is able to work out the average amount a production would spend when filming on location per day. For example, a medium feature film such as *Muppets Most Wanted* (2014), which recently filmed at Heyford Park, is estimated can spend in excess of £22,000 per day on local employment and services, whilst a television production can spend in the region of £17,000-19,000.
2. The long-term effect of tourism on a property following the release of a feature film.
Film tourism is a growing industry and an increasingly profitable one. *Oxford Economics, The Economic Impact of the UK Film Industry*: The report shows that films depicting the UK, for example *Jane Eyre*, are responsible for generating around a tenth of overseas tourism revenues, estimating that around £2.1 billion of visitor spend a year is attributable to UK film, which in turn contributes around £1 billion to UK GDP and £230 million to the Exchequer.

The Chancellor's Budget announcement of a new UK tax incentive for high-end scripted TV production has had an overwhelmingly positive reaction throughout the sector. It will secure the domestic production of British projects that were only being made overseas due to lack of UK incentive. Heyford Park has provided film locations to some of biggest productions to shoot in the UK over the recent years such as: *Muppets Most Wanted* (2014), *The Woman in Black: Angels of Death* (2015), *Fortitude* (2014) and *World War Z* (2013). If granted permission for change of use then



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Heyford Park will be able to accommodate future important filming opportunities as well as be part of the Film Friendly Ethos in the English regions.

I hope that Cherwell Local Authority will look favourably on the application and will take all factors into consideration.

Yours faithfully,

Rebecca Snook
Creative England
Production Liaison and Partnerships Manager (South)
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