

Your response

Creative England is dedicated to supporting the growth of the creative industries, with a particular emphasis in the regions outside of London. Whilst we welcome Ofcom's 'Call for Evidence' in reviewing regional TV production and programming guidance, many of the questions are production company and producer-specific, so we have answered the questions which are relevant to our work and our positioning with regards to creative industry regional ecologies.

Question 1: Which factors have, since the guidance was introduced in 2004, had the biggest impact (positive or negative) on the TV production sector in the nations and regions and why? Are these different to the factors affecting London-based productions?

Confidential? – N

The consolidation of ITV and the strong quota system for the nations has had a marked impact not only on the reduction of content serving audiences in the English regions, but also the presence and strength of strong regional production companies outside London. The physical presence and spend of former regional ITV franchises enabled a far more diverse offering by small creative companies which fed the corresponding visibility of regional voices and stories. In addition, research by OFCOM continues to show that Diverse and BAME audiences do not feel well served by the current PSB system.

Question 2: What impact, if any, has the BBC's move to Salford had on the sector, and on regional production specifically?

Confidential? – N

The BBC's move to Media City in Salford has demonstrated the positive effect on local ecologies that can come through targeted regional interventions. Reports have shown that the relocation has led to a 43% increase for media employment in the area, an additional 4,600 jobs, between 2011 and 2016¹. ProConnect Manchester, Creative England's programme supporting SMEs and freelancers working in film and TV production is evidence of the rich and diverse production ecology located in the Greater Manchester area. Since our programme started in 2016, our team has engaged with over 245 separate beneficiaries working in film and TV production – 104 production companies and SMEs - 13 of which are startups (under 12 months old) – and 141 sole traders.

Question 4: What are stakeholders' views on the impact anticipated future structural changes in the industry might have on the production sector in the nations and regions?

Confidential? –N

We continue to see an imbalance between production spend in London and outside of it – Pact's 2017 census suggested that two-thirds of UK production spending was concentrated in the capital last year.² Creative England is a champion of initiatives designed to address that issue; to increase opportunities for regional voices – both onscreen and offscreen – to be heard.

Channel 4's plans to relocate a proportion of its staff to three new creative hubs in the regions and nations was welcomed by Creative England. We believe that investing in the regional production sector by building strategic relationships with production companies and clusters of companies will have a profound impact on the industry outside of the South East, uncover new talent and encourage the growth of specialisation in genres and formats. Additionally, the government's commitment to establish a £60m three-year contestable fund designed to help "stimulate the provision and plurality of public service content in targeted areas" creates an important opportunity to support creative content businesses and the creative ecologies they are part of – across the UK, outside London.

¹ <http://www.centreforcities.org/reader/move-public-sector-jobs-london/relocation-bbc-activities-salford/>

² <http://www.pact.co.uk/asset/2D0DD977-4236-4764-9318FC36A3629246/>

Question 17: Is there a representative spread of nations' and regions' talent at all levels available to hire? Are there certain roles where it is not possible to fill roles from the nations and regions alone? If yes, which roles and what impact does this have on production budgets?

Confidential? – note that 'production enquiries' figures are confidential.

PLEASE SEE BELOW RESPONSE

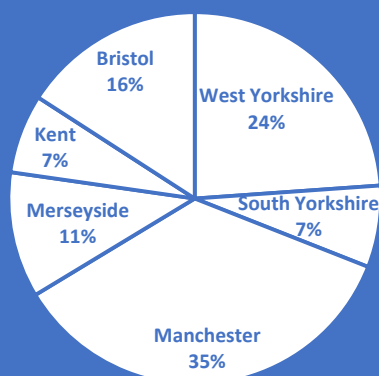
Creative England's Production Services team supports location filming in the English regions and manages a crew database of containing over 1,300 registered individuals. The database gives a useful snapshot of where crews are located and the type of crews available, highlighting the diversity of regional production talent, particularly in the most popular filming locations in Manchester, West Yorkshire and Bristol.

The following table shows the top 6 regions where crew requests are received and the corresponding number of most frequently requested crew grades:

	West Yorkshire	South Yorkshire	Manchester	Liverpool	Kent	Bristol
<i>Camera (Ops/Assistants/Trainees)</i>	92	42	137	46	15	81
<i>Direction (ADs)</i>	51	7	93	38	6	27
<i>Location (Managers/Assistants/Scouts)</i>	23	11	64	15	6	27
<i>Production (Coordinators/Secretaries/Runners)</i>	68	18	196	37	18	66
<i>Costume (Designers/Standby/Trainees)</i>	29	11	33	20	7	22
<i>Accounts (Cashier/Accountant/Assistants)</i>	10	2	19	12	2	5

In terms of regional spread, the below chart shows the most popular filming regions and the corresponding percentage of registered crew based or willing to work there.

NO# OF CREW REGISTERED IN REGIONS



Please note: the above crew figures are a snapshot of our database and therefore indicative only – e.g. data may include registered crew that is no longer active.

In terms of demand for production crews in the regions, our team receive over a thousand production enquiries each year and, against a backdrop of reduced funding for the service, have seen year on year increases in enquiries and spending in the regions outside of London, as the following table shows [please note that 'production enquiries' figures are confidential]:

	2012/13	2013/14	2014/15	2015/16
Production Enquiries	[<]	[<]	[<]	[<]
Total estimated spend	£55,000,000	£80,392,950	£92,898,537	£102,106,635
Productions Supported to film on location in the Regions	414	999	1,366	1,521
Feature Film	62	95	84	87
Short	25	32	71	67
TV Drama	64	89	101	98
Filming days supported	4,930.50	6,384.50	8,000	8,853

N.b. the above statistics have been collected by Creative England and Film Office partners