

Subject:	Filming – Fees & Charges		
Date of Meeting:	Thursday 19th June 2014		
Report of:	Assistant Chief Executive		
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Ward(s) affected:	All		

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 The fees & charges for filming within Brighton & Hove have not changed for several years, as filming has played a secondary role to the Outdoor Events Programme. The award of “Film Friendly” status to the city by Creative England has emphasised the potential for filming to take place and provides the opportunity to review the fees & charges that are levied.
- 1.2 The proposals are a new structure for the fees & charges and include the introduction (following requests from film producers) to introduce an “Hourly Rate” which is supported by Creative England. In addition, the charges proposed are intended to compare realistically with the London Boroughs where there is also a strong demand for filming.

2. RECOMMENDATIONS:

- 2.1 That members approve the fees & charges for filming within the city for 2014/15 as per Table 1.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 The city is used regularly for filming ranging from students as part of their studies to major series such as “The Fear”. In 2013 / 14 there were 135 pieces of filming which were authorised by the Outdoor Events Team and generated a total income of £33,575.00. The benefits of filming to the economy of the city are covered in the presentation on “Film City” and are therefore not included in this report.

- 3.2 The aim of the fees & charges which follow are intended to be structured as per feedback from film producers and Creative England who have supported the approach taken. Furthermore, the intention is to levy realistic fees & charges which are not discouraging to film producers, but provide the council with reasonable income for the activity that is being undertaken.
- 3.3 Comparisons with other local authorities across the country are difficult because there are so many different approaches to charging for filming. However, a much more meaningful comparison can be made with the London Boroughs where Film London are able to provide comprehensive information with most boroughs adopting the structure of an administration fee, hourly rate and day rate.

BRIGHTON & HOVE FILMING FEES & CHARGES – Table 1

Filming & Photoshoots	CURRENT FEE	2014/2015 FEES (proposed)
Administration Fee	£0.00	£50.00
Television Drama/Advert/Feature Film	£250.00 per day	£400 per day/£100 per hr
Documentaries/Music Videos/Pieces to camera	£250.00 per day	£300 per day/£100 per hr
Commercial stills/Photoshoots	£250.00 per day	£300 per day/£100 per hr
News/Weather/Tourism	£0.00	£0.00
Students	£50 admin fee	£50 administration fee
Unit Bases	£500 per day	£500 per day
Officer Fees during core hours	£0.00	one site meet, then £25/hr
Officer Fees outside core hours	Various	£40 per hour

HOURLY RATE

- 3.4 A key change is the introduction of an hourly rate rather than just a day rate being available. The ability to pay an hourly rate has been a regular request when filming enquiries are received. This reflects the small pieces of filming that take place regularly in the city.
- 3.5 The introduction of an hourly rate also enables the day rate to be increased to a level which is more appropriate for commercial filming. Currently it is felt that the day rate rate of £250 is very low for significant pieces of filming. For a feature film which utilises the city for several weeks of filming (rather than days) the intention would be to negotiate the fee on a commercial basis.

ADMINISTRATION FEE

- 3.6 Due to the number of enquiries that are received and the time consuming nature of such enquiries, the proposal is to introduce a one off administration fee for all filming opportunities. This is consistent with the enquiries for Outdoor Events and is helpful in ensuring that only genuine applications are processed.

- 3.7 Most London Boroughs charge an administration fee which exceeds the £50 one off fee which is proposed for Brighton & Hove (see Appendix 1). Furthermore, the administration fee charged by most of those boroughs is an hourly rate which includes all charges for officer time. It is proposed for Brighton & Hove that lower rates for officer time are charged should there be a specific need for officer attendance at the filming (see 3.8 below).

CHARGING FOR OFFICER TIME

- 3.8 Filming primarily takes place in public areas but will occasionally need officer attendance to enable a request from a film producer to be put in place e.g. access to a specific area. The charging of a consistent hourly rate will ensure that the council does not incur a direct cost for staffing the filming, and enable the film producer to know the consistent charge that will be levied.

NEWS / WEATHER / TOURISM

- 3.9 The proposal is to continue not to charge for these types of filming as they are items of public information or directly promote the city as a destination.

IMPACT ON TOTAL INCOME

- 3.10 The impact on total income generated by the proposed changes is impossible to estimate and will be monitored carefully over the course of the year. While the day rate charges are increasing, there is likely to be less day rates charged, as film crews will have the option to pay the hourly rate instead. The likelihood is a minimal impact on overall income, however if the changes do start to have a significant positive impact on the total income generated there may be the opportunity to provide further support for filming in the city.

COMPARISONS WITH LONDON BOROUGHS

- 3.11 The charging for location fees in London Boroughs is attached in Appendix 2. As the table shows the proposed charges in Brighton & Hove of £100 per hour and day rates of £300 / £400 are exceeded (in some cases substantially) by the majority of the London Boroughs.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

- 4.1 As per the main body of the report.

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 Feedback from enquiries for filming has been taken into consideration as well as the views of Creative England.

6. CONCLUSION

- 6.1 To assist with the development of filming in the city, a new structure for the filming fees & charges is proposed with a balance of seeking to achieve a reasonable income for the council.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 The overall outdoor events income budget for 2014-15 is £0.223m, of which fees from filming represents approximately £0.034m (based on 2013-14 activity levels). The proposed fee structure contained in the main body of the report is expected to have a minimal impact on the level of income received from filming.

Finance Officer Consulted: Mike Bentley

Date: 27/05/14

Legal Implications:

- 7.2 The proposed fees are considered to be reasonable having regard to the information set out in the report and the appendices and there are no adverse legal implications arising.

Lawyer Consulted: Bob Bruce

Date: 27/05/14

Equalities Implications:

- 7.3 The nature of the filming being undertaken is considered to try and ensure that the city is not associated with negative equalities impacts.

Sustainability Implications:

- 7.4 The importance of filming to the city is covered in the Film City presentation which precedes this report at committee.

Any Other Significant Implications:

- 7.5 Filming provides an excellent opportunity to promote the city with a consequent positive impact on tourism and the city's economy.

SUPPORTING DOCUMENTATION

Appendices:

1. Film London – Borough Film Services Admin Fees
2. Film London – Borough Film Services Location Fees

Documents in Members' Rooms

1. None

Background Documents

1. None

The background to filming to the city is covered in the Film City presentation which precedes this report at committee.

