

BRISTOL CITY COUNCIL

DOWNS COMMITTEE

24th November 2014

Report of: Service Director of Communication and Marketing

Title: Delegated and Upcoming Events Proposed on The Downs

Ward: Stoke Bishop / Clifton / Westbury on Trym

Officer Presenting Report: Peter Watts, Festivals and Events Officer
(Site Licensing)

Contact Telephone Number: 0117 922 3466

RECOMMENDATION

That the events and filming activity that has taken place on The Downs under delegated powers be noted.

That the proposed future events to take place on The Downs between Committee meetings be noted.

Summary

This is a report of the Events and Filming activity that has taken place under the Delegated Powers of the Downs Committee, as authorised by the Film Office and Site Permissions team. It also presents an outline of the minor events proposed to take place between Committee meetings and any agreements reached during any Sub Group meetings for Events. The report is intended to update the Committee and provide an opportunity to raise any issues concerning events on The Downs.

The significant issues in the report are:

- a) Filming activity that has already taken place under Delegated Powers since the last Downs Committee Meeting (Paragraph 7).
- b) Events activity that has already taken place under Delegated Powers since the last Downs Committee Meeting (Paragraph 8).
- c) Proposed future events that will take place under Delegated Powers between Committee Meetings (Paragraph 9).
- d) A proposed review of existing policy for outdoor event activity

Policy

1. All events that take place on The Downs have to adhere to the 'Policy for events on The Downs'.

Consultation

2. Internal

Robert Westlake – Downs Ranger
Peter Malarby – Legal Services
Tony Whitlock - Resources

3. External

Not applicable

Context

4. The following filming activity has already taken place under Delegated Powers between Downs Committee meetings and is presented for the information of the Downs Committee.
5. The following events have already taken place under Delegated Powers between Downs Committee meetings and are presented for the information of the Downs Committee.
6. The following events are proposed to take place under Delegated Powers.

Proposal

Filming that has taken place Since 1st April 2014

Filming that has taken place Since 1st April 2014

14/4/14	Fremantle Media	Britain's Got Talent Inserts	75.00
02/5/14	Good Spaces Productions	Nationwide Building Society Commercial	175.00
23/5/14	N-Photo	Online Tutorial	75.00
08/07/2014	Icon Films	Chime Cream Investigation	150.00
18/7/14	BBC	Great Antiques Map	50.00
7/8/14	Touch	Can't Pay, We'll Take it Away	50.00
4/9/14	University of Bristol	Student Filming	No Charge
16/9/14	Pangaea TV	Clarks Village Photoshoot	175.00

Total filming revenue to date £750

7. Events that have taken place since previous report 8th September 2014

Organisation	Event title and description	Any road closures or restrictions?	Dates and times of event	Gross Site Fee
Spinning Weal Ltd	Wool Fair	NO	Sept 5th	£1605
Sheer Adventure	Firefighters Abseil	NO	Sept 13th	£100
Prostate Cancer Uk	Run for the Future	NO	Sept 13th	£205
Arnolfini	Oscar Tuzon BBQ event	NO	Sept 27th	£36
New World Circus	Circus on the Downs	NO	Late Sept / Early Oct	£32,000
Christian Aid	Charity Abseill	NO	Nov 15th	£1000
University Of Bristol	Relay Events	NO	Nov 22nd	£205

8. Proposed future events under delegated powers

Event title and description	Dates and times of event
Walk for Gaza – Sponsored Walk	28 th February 2015 – 08:00 until 16:00

9. New Events Proposed for 2014

The first meeting of the Downs Committee Events Sub – group met to discuss the possibility of The Kite festival relocating to The Downs in 2015. All agreed this was a possibility and supported the move subject to the usual licences and permission process.

The Foodies Festival which has been based on the Amphitheatre in previous years has also expressed a desire to relocate to The Downs bringing with it its 3 day showcase of food and drink. This is a proven, commercial ticketed event that has previously been held within the Harbourside region. The ambition is that the Foodies Festival will become a regular feature on The Downs.

Funderworld have confirmed that they would like to return in 2015 at the original dates in April and officers are exploring options.

Members of the committee expressed a desire to have more understanding about the Film office and its remit on the Downs, in particular the associated

fees and charges for filming activity. The appendix to this report offers more detail about the Film office.

Legal and Resource Implications

Legal

The Clifton and Durdham Downs (Bristol) Act 1861 provides that The Downs should remain as a place for the public resort and recreation of the citizens and inhabitants of Bristol, and that a committee should be appointed to manage them. The recommendation contained in this report is within the powers conferred by this statute.

Financial

(a) Revenue

Site Fees are based on the schedule of charges 2013 -14
Income since last report under Delegated Powers :

Gross Year End Figures to date (subject to final fee discussions)

Film Office	£750 (Net to Downs Committee))
Events already held	£57,540 (Gross)

Year end (March 2014) Forecast £59,000 (Gross)

(b) Capital

None

(Financial advice provided by *Tony Whitlock, Principal Accountant*)

Land

The land is under the control of the Downs Committee.

Personnel

Not applicable

(Personnel advice provided by n/a)

Appendices:

None

LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

Background Papers:

Bristol Film Office

A Division of Bristol City Council's Arts, Events & Film Team

The Bristol Film Office was introduced by Bristol City Council in January 2003 as part of the city's media strategy. The Film Office joins a global network of 300 national, regional and city film commissions, all operating in a fiercely competitive arena to attract inward investment to their jurisdictions from regional, national and international companies.

Bristol Film Office has now embedded its brand and increased the exposure of Bristol within the production industry. This has resulted in the city's established reputation as a viable, cost-effective and trusted location to base media businesses and create film and TV projects.



From left to right: *Sherlock 3* (Hartswood Films for BBC1) filming at Portland Square; *One Born Every Minute* Series 6 at Bristol's Southmead Hospital; *New Worlds* set-build at Phoenix Wharf on Bristol's Floating Harbour.

Strategic Objectives of Bristol Film Office:

- **To increase filming activity and develop Bristol's film and TV industry by providing a co-ordinated effective service delivery and business support**
- **Ensure that moving image culture and the creative industries become a distinctive brand for the city**
- **Increase levels of inward investment to the city through production activity**
- **Optimise the potential growth of the city's production companies**
- **Maximise the development potential of the city's media industries**

The Film Office works to achieve these objectives through an integrated set of actions. These include:

- **Providing a one-stop-shop service to the production industry**
- **Promoting the city's creative industries on an international level, increasing its profile as a prolific regional production centre**

- Maintaining a comprehensive on-line library of filming locations and a competitive local crew and facilities guide
- Delivering industry development projects, as well as providing advocacy and representation for the city's media sector
- Acting as a conduit for development initiatives, funding intelligence and advice
- Acquiring film and TV product for cultural and tourism based promotional campaigns for the city



Skins for E4 filming at the Kingsdown Estate



James McAvoy filming the feature film, *Starter For Ten* at Royal York Crescent

The Film Office's achievements, particularly in creation of job opportunities and overall sector support and development, provide valuable models which are applicable across other creative sub-sectors.

Specifically the Film Office delivers:

- Promotion of the city and its cultural assets to an international audience
- Inward investment opportunities for the city through attracting production and businesses to Bristol
- Job opportunities for local personnel working in the creative industries, a key priority sector for the city and region
- Devising and partaking in sub-regional and regional sector development initiatives with other local authorities and regional agencies

Bristol Film Office continues to make a valuable contribution to Bristol City Council corporate objectives on various levels. Demand for the services offered by Bristol Film Office has grown rapidly since it opened. We monitor various aspects of the operation and collate this key information to benchmark against similar offices in the UK and Europe.

Performance Indicators	2013/14	2012/13	2011/12
Income to BCC	£72,216	£63,320	£80,450
Inward Investment to the City From Filming	£19,629,000	£16,491,000	£18,743,000
Job Opportunities Created	1562	1344	1655
Business Enquiries	708	415	584
Filming Days	650	611	1044

Downs Filming Income Levels Analysis

Year	Total Income	% BBC Casualty	% Other TV Drama	% Other Productions
2007/08	£14,316.30	17.7%	81.4%	0.9%
2008/09	£8280.00	45.0%	54.0%	1.0%
2009/10	£13,798.50	59.6%	34.3%	6.1%
2010/11	£9450.75	49.5%	39.1%	11.4%
2011/12	£5765.00	33.2%	52.9%	13.9%
2012/13	£2261.00	0%	58.3%	41.7%
2013/14	£972.50	0%	27.0%	73.0%
2014/15 (to date)	£750.00	0%	0%	100%

The decrease in filming income levels to The Downs included in the table above demonstrates a number of factors that have contributed to changing industry trends and fluctuating levels of filming income across the city as a whole. These are as follows:

1. In September 2011 BBC Casualty left Bristol, moving the entire production to Cardiff. BBC Casualty's regular activity around The Downs contributed to an average of 41 percent of total Downs filming income between 2007/08 and 2011/12. The loss of such a long-standing TV production that relied on the use of Bristol locations and unit parking for 48 episodes per year hit overall filming income across the city hard. It has resulted in an average annual loss of £4359.81 to The Downs.
2. To mitigate the loss of BBC Casualty for Bristol, Bristol City Council looked to The Bottle Yard Studios in Hengrove to attract increasing levels of high-end productions to Bristol and make efforts to fill the production gap that BBC Casualty's departure left. This shift in focus to attracting studio-based productions was also in response to changing industry trends. In April 2007 the UK Government announced competitive tax relief incentives for feature films working in the UK. In April 2013, this was enhanced by additional tax relief measures for big-budget TV drama series. As a result of these incentives, Bristol (as well as other UK cities) has seen much larger, studio-based productions working in the city, replacing the lower-budget, location-based TV series such as *Teachers*, *Skins*, *Being Human* and *Mistresses*. Location-based productions regularly used The Downs for unit parking and locations, contributing an average of £4298.00 per annum of income to The Downs. The change in the types of productions that we are seeing working in the city and the shift to studio-based productions has resulted in additional loss of filming income for The Downs on top of the loss of BBC Casualty
3. Since Casualty's departure in 2011, and with the shift in production trends to studio-based filming, we have seen an increase in the percentage of income to The Downs coming from small TV productions. These are primarily documentaries, factual, reality and test shoots, all of which have

notoriously low budgets and have seen their budgets cut even further in recent years. These types of productions contribute an average of £670.00 per annum in income to The Downs.