

Bringing the big screen to Exmoor



Mark Ford, Screen Somerset
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What & Why?

What

“To encourage and assist filming”

- Council film office (external funding)
- Single point of contact
- Helps Location Managers & scouts
- Issues permits/some fees
- Fast & flexible

Why

- Skills & employment
- Profile & ‘buzz’
- **Economic benefits**
During production
Screen tourism



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Production spend 2023/24

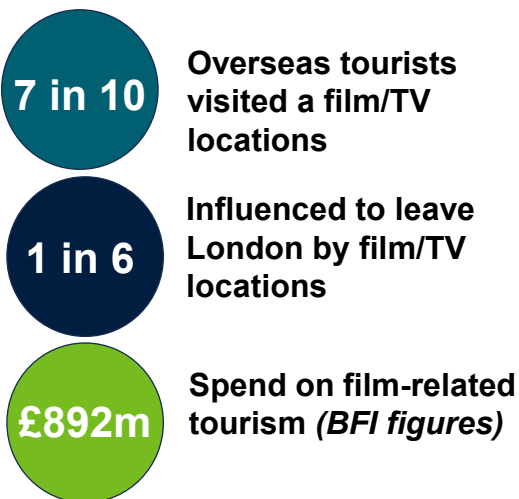
Filming in England Partnership



Last 12 months = £2.8m

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Screen Tourism



Younger demographic (18-34).

India, Brazil, Japan and US.

Literary adaptations, classic or modern.

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Quick Quiz...



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The Salt Path



- Great opportunity
- Global exposure
- Literary adaptation
- Playing itself
- VisitBritain 'Starring Great Britain campaign'

"Launching in USA, Australia, Germany, France and GCC in January 2025, we will be inviting audiences to 'see things differently' through the lens of film and TV to demonstrate a welcoming, dynamic, and diverse Britain and drive urgency to visit".



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The Salt Path



Somerset

- Minehead coast path
- Hill Road/Greenaleigh Sands Porlock Weir

Devon

- Valley of Rocks
- Ilfracombe
- Clovelly Village
- Hartland Quay
- Morwenstow
- Sandymouth Bay

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Ideas



- Link to the SWCP
- Mention in promo materials
- Links to trailer & media coverage
- Social media
- Targeted marketing?
- Speak to Visit Devon/Somerset

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Screen Somerset: Get involved



Sign up as 'film friendly' accommodation

Discounted group rates, flexible around changing schedules and anti-social hours, good parking, IT connectivity.

Email info@visitsomerset.co.uk

Sign up as a filming location or unit base

Think laterally. No commitment. No cost. Potential income.

Email filming@somerset.gov.uk



Seize the opportunities!!!!

How can you make use of the exposure that film and TV gives?

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