

Press Release



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Film and media brings £35m boost to East Midlands' economy

Figures released today by Regional Screen Agency EM Media show film and media production activity brought £35m inward investment to the East Midlands' economy in 2007/08, and furthered the region's reputation as the home of award-winning creative talent.

EM Media has published two documents; a Review of 2007/08 supported by an Economic Achievements document covering the same year. The documents detail the investments the agency made during that year and the positive impacts these created, and both documents highlight the success of East Midlands talent.

2007/08 Economic success:

The total reported inward investment figure of **over £35m** is a **29% increase** on the previous year's £27m and was generated in the main by production companies making films in the East Midlands.

EM Media invested in the production of **nine feature films**¹ in 2007/08; this represents **15% of all domestic UK feature films** (films made by a UK production company) produced in the period².

EM Media provided production support and assistance to a further six feature films³, five of which were indigenous UK productions. Therefore, **23% of all domestic UK features produced in 2007/08 filmed wholly or in part in the East Midlands**⁴.

Feature films bring a multitude of benefits to the region; film production brings inward investment, creates jobs, raises the international profile of the East Midlands as a 'film-friendly' destination and, in the longer term, can lead to increased tourism as movie fans travel to the settings of their favourite films.

EM Media's report confirms a **50% increase in the amount of crew employed** on productions in 2007/08; the total number of crew working in the region was **1,472** compared to 978 the previous year. Production activity generated **23,657 bed nights** at East Midlands hotels, B&Bs and serviced apartments, contributing over **£1.6m** to the inward investment total of over £35m.

¹ The nine feature films co-financed by EM Media in 2007/08 were: *All Tomorrow's Parties*, *Big Things*, *Bronson*, *Crack Willow*, *Goth Cruise*, *Hush*, *Pelican Blood*, *Summer* and *Unmade Beds*.

² Based on figures published in the UK Film Council Statistical Yearbook 2008

³ The six feature films to receive assistance from EM Media in 2007/08 were: *Easy Virtue*, *Goal! 3*, *Somers Town*, *The Duchess*, *The Young Victoria* and US feature film *The Wolf Man*.

⁴ Based on figures published in the UK Film Council Statistical Yearbook 2008

But it wasn't just film that flourished in 2007/08; the region also saw major developments across its games, TV and interactive industries; EM Media's annual review documents 2007/08 show the agency invested **£3.1m in 87 projects** across the film and media sector⁵ with budgets totalling **£16.5m**.

The investment breakdown for the year is as follows:

- EM Media invested £2.4m in **film** projects with budgets totalling £11.2m
- EM Media invested £0.4m in **games** projects with budgets totalling £3.9m
- EM Media invested £0.3m in **TV and interactive** projects with budgets totalling £1.4m

EM Media invested a range of funds, including Lottery and Treasury finance (through the UK Film Council) and the agency's £6m European Regional Development Fund (ERDF) finance. December 2008 saw the successful completion of this pioneering ERDF venture capital investment fund, the first one of its kind in the UK.

Creative success:

2007/08 was a year of unprecedented critical acclaim for EM Media's films, which won **over 30 awards**. These ranged from the **Best British Film BAFTA** for Shane Meadows' Nottingham-shot *This Is England* to Austin Film Festival's **Short Animation Jury Award** for Lincolnshire-based Peter Baynton's short film *Over The Hill*. The awards demonstrate that East Midlands' filmmaking talent in 2007/08 was responsible for producing some of the most memorable cinema of recent years.

EM Media's report also details how audiences across the world enjoyed films made in the East Midlands as ***This Is England*** and ***Control*** proved successful not only at awards ceremonies but also at the international box office. Both films went on to see strong DVD sales, which, in the case of *This Is England*, also led to increased DVD sales of Shane Meadows' earlier films such as *Dead Man's Shoes*; ensuring the profile and heritage of filmmaking in the East Midlands continued to be recognised on the world stage.

Debbie Williams, Chief Executive of EM Media comments,

"It is testament to the region's creative talent that we are able to report on an incredibly successful year. The investments we made will continue to impact during 2008/2009, just as investments made in earlier years impacted during 2007/08. We look forward to the release in March of *Bronson* and the latest Warp X film, *Hush*; both outstanding examples of British filmmaking, and later in the year at least two new games will also hit the market.

⁵ EM Media invests in companies working in the film, games, TV, interactive and digital media industries.
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EM Media's report demonstrates how the film and media sector now confidently spearheads a vibrant creative economy in the East Midlands. We are positive we will be sharing more incredible stories of creative endeavour and tremendous achievement a year from now."

Phil Hope MP, Minister of State for Care Services and Minister for the East Midlands, comments,

"Back in May 2008 I called upon Hollywood to come to the East Midlands and I drew attention to the major economic contribution the film industry makes to the region; the figures EM Media has published today clearly demonstrate that remarkable contribution and I offer my congratulations to all the talent and companies involved in increasing inward investment for the East Midlands.

We know Film and media products and services will play a vital role in the East Midlands during the challenging year ahead. I hope that EM Media will continue their success in the region."

Copies of EM Media's annual review documents for 2007/08 can be downloaded from the EM Media website (www.em-media.org.uk).

Debbie Williams, Chief Executive of EM Media is available for interview upon request.

For further information, images or footage please contact Emily Lappin, Head of Communications, Sally Hodgson, Communications Executive or Emma Hewitt, Communications Coordinator, EM Media on 0115 934 9090 or via email at firstname.lastname@em-media.org.uk.

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Notes to editors

EM Media is a dynamic Regional Screen Agency supporting the development of the film and media industries in the East Midlands region. It has three aims:

- Talent Development: to identify, grow and support the cultural, creative and economic ambitions of the region's dynamic talent pool.
- Audiences and Markets: to develop the range of markets, audiences and opportunities for consumption of digital product and to encourage participation, understanding and engagement with all forms of media product.
- Business: Utilise key business functions and practices to better shape our business to be able to inform and support film and media businesses across the East Midlands'

Since 2002 EM Media has made over 640 investments and invested over £10.2 million in the East Midlands' film, games, TV and interactive industries.

EM Media has built a reputation for investing in innovative and distinctive projects, and has led the creation of a national profile for the East Midlands as a film-led region. Forthcoming film releases include Nicolas Winding Refn's *Bronson* (released UK cinemas March 2009), Mark Tonderai's *Hush* (released in UK cinemas March 2009), Samantha Morton's directorial debut *The Unloved*, Karl Golden's *Pelican Blood*, Brian Percival's *A Boy Called Dad*.

Prior film investments include Duane Hopkins' *Better Things* (released in UK cinemas January 2009), Kenny Glenaan's *Summer* (released in UK cinemas December 2008) Martin Radich's *Crack Willow* (Under The Radar – EIFF 2008), Steven Sheil's *Mum and Dad* (released UK cinemas/DVD/VOD December 2008), Jeanie Finlay's *Goth Cruise* and the films from the Warp X slate including Chris Waitt's *A Complete History of My Sexual Failures* and Olly Blackburn's *Donkey Punch*.

Award-winning film investments include the BAFTA and BIFA winning *Control* (Anton Corbijn) and the BAFTA award-winning *This Is England* (Shane Meadows) (*Best British Film 2007*).

Visit www.em-media.org.uk.

