

Press Release



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For immediate release

Leicestershire enjoys the Limelight as EM Media invites Location Managers to tour the county

Regional Screen Agency EM Media is hosting a two-day tour of Leicestershire and Rutland for film and television location managers. This familiarisation tour aims to showcase both counties' potential for filming, building on the success of productions that have already featured Leicestershire's varied locations; including, *A Cock and Bull Story* starring Steve Coogan, *The Da Vinci Code*, starring Tom Hanks, *The Hours*, starring Nicole Kidman and Meryl Streep, and *Enigma* starring Kate Winslet.

A number of high-profile location managers have already confirmed their attendance; location managers play a crucial role in bringing productions to the East Midlands and the familiarisation event is designed to present Leicestershire and Rutland's diverse locations and raise the profiles of both counties to ensure visits from more productions in the future.

The location managers will see a broad range of sites during their two day stay, including the stunning Quenby Hall, also the Great Central Railway in Loughborough, Bosworth Battlefield and the magnificent Belvoir Castle. The tour will take in the sights of the city of Leicester via an open top bus ride through the city streets.

Emily Lappin, Head of Communications at EM Media, comments, "We hope by showcasing the varied locations and excellent facilities of both Leicestershire and Rutland we will be able to secure more feature films, television productions and commercials for the region. By doing this we are not only raising the profile of the East Midlands but providing a major boost for the region's economy as local businesses, including hotels, bars, restaurants, all stand to benefit financially from productions shooting in the region and EM Media also encourages visiting productions to use local crew whenever possible."

EM Media's Location Services provides a full support service to visiting productions, actively promoting the East Midlands region by providing film and TV companies with details of locations, crew, facilities, and accommodation. Encouraging productions to film in the region can bring a significant amount of

revenue to the East Midlands. The BBC recently used the region as a base for its acclaimed adaptation of *Jane Eyre*; the 90 strong cast and crew used accommodation and facilities during their three month stay and spent around £4million in the region.

The East Midlands has proved to be a popular draw for many high profile movies of late, mainly thanks to the support offered by EM Media; Shane Meadows' highly acclaimed *This Is England* – in cinemas now – received £250,000 investment from EM Media through the European Regional Development Fund, as well as support sourcing locations and crew for the production. *Peep Show's* Mitchell and Webb star in *Magicians*, a high concept comedy that hits cinema screens on May 18, which also received investment and locations support from EM Media. *Control*, the biopic of Joy Division's Ian Curtis, has recently been selected to open the prestigious Director's Fortnight at the Cannes Film Festival; the film stars Samantha Morton and again shot in the East Midlands after receiving investment and support sourcing locations and crew from EM Media.

This is the fourth in a series of five familiarisation visits funded by East Midlands Tourism (EMT) aimed at film and television industry key personnel that have taken place over the last year. Other visits have included locations in Derbyshire, Northamptonshire and Lincolnshire.

Richard Dickinson, chief executive, East Midlands Tourism comments, "The success of films such as *Pride and Prejudice* and *The Da Vinci Code* show how beneficial movies can be in showcasing the region's tourism offer and creating interest on the international stage. With other big movies that have been filmed in the region, such as *The Other Boleyn Girl* and *The Golden Age*, scheduled for release towards the end of the year, we are keen to continue to encourage more production companies to think of the East Midlands when looking for inspirational locations. Working with EM Media, we want to ensure that location managers and scouts are aware of the outstanding range of locations available coupled with the wide range of support EM Media offers to help guarantee successful film production."

For further information on this tour which takes place on **Wednesday 9 and Thursday 10 May** or to arrange interviews and photo opportunities for either of those days please contact either Sally Hodgson, Communications Officer at EM Media on 0115 934 9006 or at sally.hodgson@em-media.org.uk or Emma Hewitt, Communications Coordinator on 0115 934 9097 or at emma.hewitt@em-media.org.uk.

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Notes to editors

EM Media is the Regional Screen Agency for England's East Midlands. A delegate body of the UK Film Council the agency invests RIFE Lottery and Treasury Finance in film activity and European Regional Development Funds (ERDF) in the development, production, distribution, exhibition, prototyping and publishing of Film (long and short form), Television (corporate broadcast, internet TV), Games (for consoles, hand held, mobile phone) and Interactive (internet, mobile phone and TV software).

EM Media is a partner in Warp X, the pioneering digital film studio established to revitalise low-budget British film-making, an initiative of UK Film Council, Film4, Screen Yorkshire, Optimum Releasing and EM Media.

EM Media has co-financed 12 feature films with ERDF finance. Currently in production is low-budget horror *Mum and Dad*, 2AM Films 2007. EM Media's forthcoming releases are *Better Things*, Mascot Pictures 2006, *And When Did You Last See Your Father?* Number 9 Films 2006, *Magicians*, Intermedia Films 2006, *Control*, NorthSee 2006, *This Is England*, Warp Films 2005. Other feature investments include *Brothers of the Head*, Potboiler Productions 2005, *A Cock and Bull Story*, Revolution Films 2005, *Dead Man's Shoes*, Warp Films 2004, *One For the Road*, One for the Road Productions, 2003, *Once Upon a Time in the Midlands*, Slate Films, 2003 and *Anita and Me*, Starfield Productions, 2002.

EM Media's Location Services has encouraged and assisted a range of productions to use the East Midlands for locations and filming, including *Atonement* (Working Title Films), *The Da Vinci Code* (Imagine Entertainment), *The Other Boleyn Girl* (BBC Films), *The Golden Compass* (New Line Cinema), *Pride & Prejudice* (Working Title Films).

www.em-media.org.uk.