

Press Release



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EM Media's contribution to tourism recognised at awards ceremony

At the annual Enjoy England Excellence Awards East Midlands Tourism presented a special award for Outstanding Contribution to Tourism to EM Media, Regional Screen Agency for the East Midlands.

The Outstanding Contribution to Tourism award recognises outstanding efforts that have been made to improve the quality of the tourism experience or support the tourism industry in the region. The award was presented in acknowledgement of the growing impact EM Media has had in bringing films to the East Midlands and therefore helping to showcase the region's attractions and locations on a national and international stage through films such as *Pride and Prejudice*, *The Da Vinci Code*, *And When Did You Last See Your Father?* and *Control*.

By attracting the production of films and TV programmes to the region, EM Media has helped place the spotlight on the East Midlands, particularly at locations where the likes of *The Da Vinci Code* and *Pride and Prejudice* were shot.

These films and a number of others have helped raise awareness of the East Midlands region by showcasing some of the most beautiful places to visit including Chatsworth House, Haddon Hall and Stanage Edge in Derbyshire, Lincoln Cathedral and Burghley House in Stamford.

After accepting the award Debbie Williams, Chief Executive of EM Media, commented, "*We are so proud that our contribution to tourism and inward investment into the East Midlands region has been recognised by the tourism sector and we look forward to furthering our relationship with East Midlands Tourism and tourism organisations across the region.*"

A recent report commissioned by the UK Film Council with a range of Screen Agency and tourism bodies, including EM Media, cemented what many had already assumed; that film and television plays a significant and positive role in attracting visitors to a region and that this effect can be long-lasting.

The report, by Olsberg|SPI and entitled *Stately Attraction - How Film and Television Programmes Promote Tourism in the UK*, reports that Burghley House in Stamford saw a 20% rise in visitor numbers following its use in the film *Pride and Prejudice* and Lincoln Cathedral saw a 26% rise in visitor numbers,

Rosslyn Chapel a 33% increase and Temple Church, London, a five-fold rise following the release of the *The Da Vinci Code*.

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Notes to editors

1. The report, *Stately Attraction - How Film and Television Programmes Promote Tourism in the UK*, was commissioned by the UK Film Council, Scottish Screen, EM Media, East Midlands Tourism, Screen East, South West Screen, Film London and Visit London.
2. It was written by the screen industry management consultants Olsberg|SPI and is available via the UK Film Council website at www.ukfilmcouncil.org.uk/information/downloads/?subject=67 or please email press@ukfilmcouncil.org.uk
3. EM Media is the Regional Screen Agency for England's East Midlands. From its Nottingham base 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 console, PC, hand held, mobile phone) and Interactive (internet, mobile phone and TV software).
4. 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.
5. EM Media has to date co-financed 16 feature films with ERDF finance. EM Media's slate of films in production, forthcoming and current releases include: *Summer* (Sixteen Films 2007), suspense thriller *Hush* (Warp X 2007), *Donkey Punch* (Warp X 2007), *Complete History* (Warp X 2007), horror *Mum and Dad* (2AM Films 2007), *Better Things* (Mascot Pictures 2008), *And When Did You Last See Your Father?* (Number 9 Films 2007), *Magicians* (Intermedia Films 2007), *Control* (NorthSee 2007), *This is England* (Warp Films 2007). Other feature investments include *Brothers of the Head* (Potboiler Productions 2006), *A Cock and Bull Story* (Revolution Films 2006), *Dead Man's Shoes* (Warp Films 2005), *One For the Road* (One for the Road Productions 2004), *Once Upon a Time in the Midlands* (Slate Films 2003) and *Anita and Me* (Starfield Productions 2002).
6. www.em-media.org.uk.