



# VISIT HERTS

## SCREEN TOURISM DEVELOPMENT PROGRAMME

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### TURNING THE FANTASY INTO REALITY

Be a part of Visit Herts' destination recovery strategy delivered through the successful UK Community Renewal Fund Project, 'Driving creative innovation and culture-led regeneration through the film industry' to develop your experiential screen tourism product in Hertfordshire.

Find out more about the Screen Tourism Development Programme, including how to get involved, inside.



# Aims of Screen Tourism Development Programme:

The Screen Tourism Development Programme will support **10 businesses** in Hertfordshire to develop and launch new experiential screen tourism products to:

- Create new revenue streams to support business resilience
- Attract new markets, increase length of stay and spend
- Increase visitor dispersal throughout the year, and to less visited areas





## **Screen Tourism Development Programme:**

One in five tourists are influenced by what they see on screen in making their destination choice, providing a huge opportunity for Hertfordshire which features in a strong backlist of internationally recognised films and TV. Developing more screen tourism experiences offers Hertfordshire the opportunity to reach more elusive consumer segments, encouraging a younger audience to seek out landscape and heritage locations.

In 2016 research published by the British Film Institute found that inbound tourists to the UK spent an estimated £597.7 million in film-related screen tourism. Screen tourism can entice international visitors to go off the beaten track and therefore provide a catalyst to the recovery of the visitor economy across the whole county.

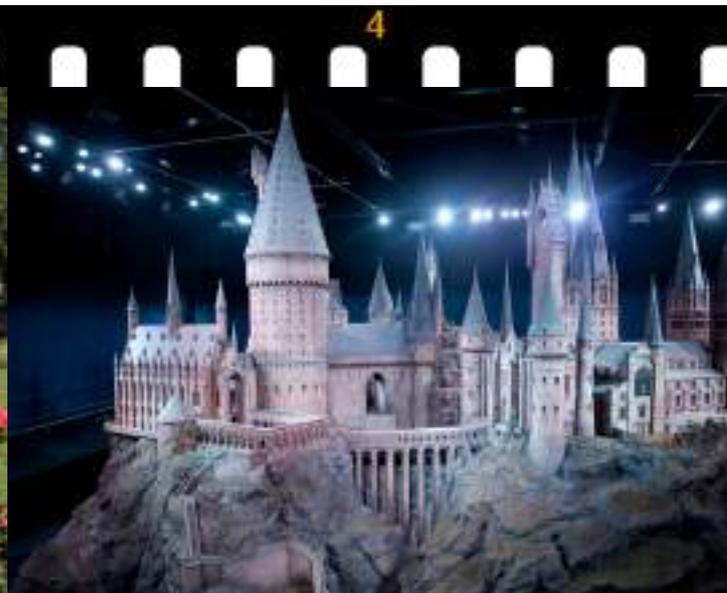
# How can this programme benefit you?

Are you a venue with location filming looking to create an experience from your backlog? Are you a tourism and hospitality business that would like to attract new audiences through immersive experiences telling the story of filming in Hertfordshire?

Are you looking to diversity to increase your venue streams? Do you provide props to film productions that you can share with visitors? Or maybe you are a creative business specialising in film production who can offer visitors an exclusive glimpse behind the scenes of how productions are made?

If so, the Screen Tourism Product Development programme provides the advice and support needed to develop your idea, create your new visitor product and take it to market.

This will help strengthen your future resilience through the creation of new revenue streams and provides opportunities to attract new higher-spending audiences looking for immersive experiences.



# What are the types of screen tourism experiences that could be developed?

## Actual Location Visits

This can either be direct to the studio location, such as Warner Brothers Leavesden Studios or visiting an instantly recognisable location such as Highclere Castle (*Downton Abbey*) or Liverpool and the Black Country Living Museum (*Peaky Blinders*). There is also the opportunity for exclusive visits for small VIP groups to go behind closed-door areas or to non-tourism sites - such as Keeley Hire Co. as featured in *Stardust*.

## Immersive Experiences Based on Film or TV

A Secret Cinema production can attract over 120,000 people paying £50-£100 a ticket. The most recent production, *Stranger Things*, required additional dates to meet demand, running from mid November to the end of February 2020, highlighting that experiences can drive demand regardless of seasonality.

## Experiences

Increasingly, research shows that visitors (60% for the UK domestic market) will choose a destination based on the bookable experiences available. Quite often it is the experience that encourages the extension of stay through exclusive/themed or unique location dining experiences or creative workshops. These are increasingly popular and offer a great opportunity to link to film/ TV locations and themes, for example, dining in a forbidden forest or special effects workshops.



# Why should you take part?

This programme will help you develop your ideas into a product and take it to market. If your business becomes part of the Screen Tourism development programme, you will benefit from an intensive package of support worth up to the value of £25,000:

## 1:1 consultation and specialist advice

Specialist 1:1 support from a screen tourism consultant

Specialist consultancy support from academic and industry experts at the University of Hertfordshire, on areas ranging from IP Law and Commercialisation to Heritage & Local History

## Funding to help develop product

Once approved, applicants can then apply for a grant of up to £8,000 (20% match funding required) to support the development of the screen tourism concept. You will be supported with the full application process to help ensure the expenditure is eligible.

## Content and Strategy Development

Content, imagery, video and digital asset creation

Specialist consultancy support from University of Hertfordshire experts in Heritage & Local History, Tourism & Hospitality, Branding, Business Strategy, Prototype Development, Sustainability and Digital Technologies.

Access to state-of-the-art facilities and expertise at the University of Hertfordshire's Creative Arts School and Innovation Hub.

## Product and market testing

Opportunity to test your new product with consumers and the travel trade

## Campaign and distribution

Inclusion in screen tourism destination content, itineraries campaigns and PR

Inclusion in travel trade distribution activity

## Organised Events

*Bridgerton* only launched onto our screens in December 2020, however, dining and social events based on the theme are selling fast for 2022 pending Covid restrictions. 2020 saw huge interest in drive-in movie venues across the UK; a great example for Hertfordshire was the collaboration between the Bollywood Company and the UK Asian film festival to bring a sell-out Bollywood classic event programme.

This targeted event approach offers a fantastic opportunity for Hertfordshire to raise its film destination profile; offering the local community a great product and the opportunity to tap into the county's considerable domestic and international VFR appeal, especially as India is the fifth highest-spending market for Hertfordshire.

## Group and FIT Appeal

The combination of film as the lead or a component of a tour is one of the most effective ways to not only build a tour, but encourage visitors to go off the beaten track, visiting less well-known attractions e.g. Downton Tours may focus on Highclere Castle, but also include visits to Bampton, Cogges Heritage Trust and The Swan at Swinbrook.

## Building the Desire to Travel

The home or cinema audience is a 'captivated' viewer for a destination. The 'love affair' that develops between the viewer and the drama/ film, not only builds anticipation for future episodes but also a desire to get closer by visiting the location. This desire can influence a visit many years after the release - visitors still quote *Brideshead Revisited* as a motivator for visiting Castle Howard.



# Additional benefits of taking part:



- Training on the needs of production companies to increase filming to your location
- Opportunity to work with cross-sector businesses to strengthen and diversify your business model
- Being part of an exciting, new project to support raising the awareness of Hertfordshire as a leading screen tourism destination.
- Only costs involved are up to £2,000 in match funding to access the grant funding
- Working with other businesses in your area and building relationships with both local, county and countrywide businesses
- Working alongside a leading Destination Management Organisation and experienced project partners
- The opportunity to tap into a rapidly growing market of experiential and localised tourism products
- Additional high-spending visitors, with a focus on bringing tourists in the off-season
- Opportunities to attract more production companies to film at your location

## Who can take part?

The Screen Tourism Development Programme is open to Hertfordshire businesses within the tourism and hospitality industry or businesses looking to diversify into the tourism industry with an immersive screen tourism concept. You may want to host a themed dining experience, provide a creative film focused workshop, or create an exclusive access tour to film locations or props used in films. Businesses located outside Hertfordshire can apply if their new product takes place in Hertfordshire.



# **We're looking to work with 10 organisations who meet the following essential criteria:**

- The business and experience developed must be located in Hertfordshire.
- The business or organisation must have less than 250 employees.
- The business or organisation must have an annual turnover of less than £4million
- The business or organisation must be registered and have a company bank account
- The business or organisation must not be in financial difficulty
- The business must provide a clear screen tourism experiential concept of the product they want to develop
- The product must demonstrate a clear link to a film or TV production
- The business must be committed to developing a product ready for distribution within 3 – 5 months. This could be a pilot or initial phase of a longer-term project which may take longer to implement but a product must be available to visit or book for future visits by May 2022
- The business must be willing to partake in a case study as part of the feedback process of the project
- The business must be willing to provide a form of measurement for research purposes, such as visitor numbers and employee numbers
- The business must be committed to seeing the project to the end
- The business must be willing to dedicate time in developing the product
- The business must be willing to host relevant fam trips and press trips
- 20% match funding for the grant
- The business must comply with subsidy control rules where relevant

## **We're looking to work with 10 organisations who meet the following desirable criteria:**

- Priority will be given to products that support the wider strategy to create Hertfordshire as a film-friendly screen tourism destination to drive visitor footfall, spend and increase opportunities to attract more on location filming.
- Priority will be given to screen tourism products that have a stronger off-season appeal
- Priority will be given to businesses willing to work with the travel trade
- Priority will be given to businesses who commit to attending relevant project training and networking events



# What can I spend the grant funding on and how do I access the funding?

Businesses on the Screen Tourism Development Programme will be able to apply for grants of up to £8,000 to invest in the development of your new product. The grants will pay for up to 80% of the cost with the business covering the other 20%. i.e. if you purchase something for £10,000, the grant will pay for £8,000 of the total cost.

In the initial programme application form we'll ask for an overview of what you'd like to spend the funding on to support the development of the new product.

Once the 10 successful businesses have been accepted onto the programme, your screen tourism mentor will work with you to develop your plan and identify what eligible expenditure will be most beneficial.

You will then need to complete a full grant application including supplying quotations for the equipment or services you would like to purchase.



# **IMPORTANT: Nothing should be purchased until you have received confirmation that your full grant application has been approved.**

## **Eligible expenditure should directly support the development of the new product and includes:**

Consultancy to develop new or diversifying product offerings, including:

- Strategic business consultancy and advice
- Review of the business strategy / operating mode
- Innovation strategy
- Reviewing and rebuilding a viable business model

Purchase of capital equipment to enable the development of new products and services (PCs & laptops are excluded), including:

- Fixtures and fittings, props, furniture
- Adaptation/improvements to the premises to accommodate the new product
- Digital development or software licences which are essential for the new product
- Professional fees (legal, planning, architectural etc.)
- Marketing, including costs for participation in trade fairs
- Design agency/studio fees to support content creation for the new product

You should receive a decision within three working days. Only once you have received approval you can go ahead and make the agreed purchase.

To claim the funding you will need to provide evidence of the full payment from your business bank account. You will then receive 80% of the costs (up to £8,000).



# What can the funding NOT be used for?

## The following provides examples of ineligible expenditure:

- Wage Subsidies / Cashflow or Working Capital
- Laptops/PCs
- General printing in large quantities
- Registration of patent, trademark, or copyright for 'business as usual' purposes
- Product registration for 'business as usual' purposes i.e. CE Marking
- On-going membership/renewal of membership to trade bodies/associations or professional accreditations
- Gifts, spa costs, entertaining (e.g. client entertaining/bar bills)
- Costs or sectors supported through other ERDF or government project grants i.e., linked to low carbon/energy efficiency/ implementation of export plans/manufacturing sector/arts & creative sectors.
- Purchase of equipment and consumables associated with PPE and social distancing measures.
- Activities that would contradict, duplicate, or undermine HM Government domestic initiatives.
- Expenditure over £24,999



# How do I take part?

To apply to take part in the Screen Tourism development programme, simply complete the application form here. The short form will provide you with the opportunity to explain your product idea so we can assess your suitability for the programme against the criteria.

**The below timings are subject to change, based on the needs of the project.**

**Deadline to complete form:**

Midnight 2nd February 2022

**You will find out if your application is successful by the end of:**

9th February 2022

**Initial development sessions with your mentor will take place during:**

February - March 2022

**Full grant applications submitted:**

February 2022 (Decision in three working days)

Once the grant is approved you can then go ahead and purchase equipment or services.

**Content development will take place between:**

March - April 2022

**Campaigns and distribution will take place between:**

May – June 2022

**[Click here to apply](#)**

## Additional Resources:

[Click here](#) to download the Visit Herts Screen Tourism Toolkit for more information and case studies on developing screen tourism products. The toolkit also provides practical tips and checklists for working with production companies and how to maximise on filming post production.

More information and resources on screen tourism can be found on the Visit Herts business [website here](#).

**IF YOU HAVE ANY QUESTIONS, PLEASE  
DON'T HESITATE TO GET IN TOUCH:**

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**VISIT HERTS**

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[www.visithert.co.uk](http://www.visithert.co.uk)

## **About us**

Visit Herts is the official Destination Management Organisation for Hertfordshire. We are a not-for-profit working with tourism businesses and destination partners across the county to promote Hertfordshire to local, national and international visitors.

In addition to this intensive product development programme, there will be a number of opportunities that any business can take part in, including training and networking events. Sign up to the Visit Herts business newsletter or check our website for updates: [Visithertsbusiness.co.uk](http://Visithertsbusiness.co.uk)

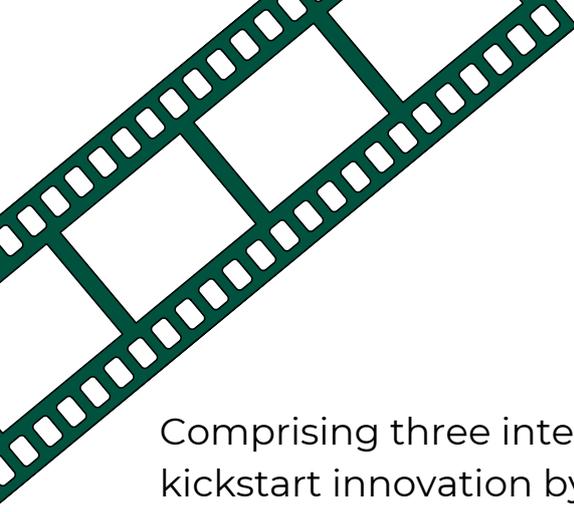


# What is the 'driving creative innovation and culture-led regeneration through the film industry' project?



The driving creative innovation and culture-led regeneration through the film industry project is funded by the UK Government through the UK Community Renewal Fund and aims to capitalise on the world-leading hub of film and TV studios located in South Hertfordshire to ensure that the wider community benefits from these assets. The project is led by Hertfordshire's official destination management organisation Visit Herts, along with delivery partners at the Hertfordshire Growth Hub and the University of Hertfordshire.

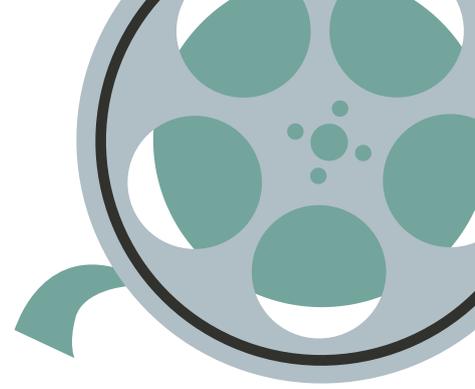
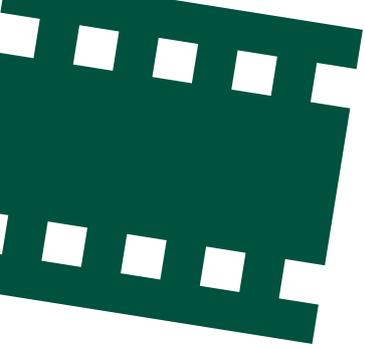
Hertfordshire is home to a burgeoning film and TV sector with established studios already at Elstree and Leavesden, along with investment in the new Sky Studios in Hertsmere, Hollywood's Sunset Studios in Broxbourne, and proposals for Hertswood Studios, partners across the destination are working closely to ensure that it can best maximise the opportunities presented to local businesses and residents by providing a wrap-around supply chain delivering world class skills, innovation, and workforce development.



Comprising three interconnected workstreams the project will kickstart innovation by supporting the creative industries' supply chain, invest in creative skills and knowledge exchange, and develop a series of brand-new screen tourism products to support the rebuild of Hertfordshire's visitor economy. The project will aim to:

- Increase the supply chain spend from film and TV production in Hertfordshire through targeted sector support leading to job creation
- Upskill the workforce within creative sector SMEs to close skill gaps and increase productivity
- Increase cross-sector collaboration and create long-term partnerships between SMEs, academia, studios, and production companies
- Create new revenue streams for visitor economy SMEs by supporting them to diversify and develop new screen tourism products
- Support the revitalisation of town centres and the recovery of the visitor economy by driving footfall, increasing spend and length of stay





The UK Community Renewal Fund is a UK Government programme for 2021/22. This aims to support people and communities most in need across the UK to pilot programmes and new approaches to prepare for the UK Shared Prosperity Fund. It invests in skills, community and place, local business, and supporting people into employment.

## About the UK Community Renewal Fund

**For more information, visit:**

<https://www.gov.uk/government/publications/uk-community-renewal-fundprospectus>

