



University of Hertfordshire **UH**



## Successful 'Herts, Camera, Action: Knowledge Exchange Event' takes place at the University of Hertfordshire as new screen tourism campaign is launched to position Hertfordshire as a global leader in film and TV



*Images from the Herts Camera Action Knowledge Exchange event (Credit: Visit Herts)*

### Press Release

20<sup>th</sup> July 2022

On Thursday 7<sup>th</sup> July Visit Herts, the University of Hertfordshire and the Hertfordshire Growth Hub welcomed over 50 representatives from the creative industries, film and TV supply chain, academia and the tourism industry to the School of Creative Arts, University of Hertfordshire. The event, which is part of the ongoing Herts Camera Action! project, presented an exciting opportunity to encourage knowledge exchange and cross-sector collaboration, and further develop Hertfordshire's position as a global leader in film and TV to attract further filming, investment and visitors to the county.

[Herts Camera Action!](#) is an £828,229 project funded by the UK Government through the Community Renewal fund. The project, which is led by Visit Herts in partnership with the University of Hertfordshire and Hertfordshire Growth Hub, aims to kickstart innovation by supporting the creative industries' supply chain, investing in creative skills and supporting the rebuild of Hertfordshire's visitor economy.

Attendees were joined by industry keynote speakers Professor Julie Newlan, Deputy Vice-Chancellor, University of Hertfordshire, Mark Douglas, Director of Visitor Experience, Warner Bros. Studio Tour London - The Making of Harry Potter and David Conway Chief Financial and Operations Officer at ITN and Board Member Hertfordshire Local Enterprise Partnership to discuss the opportunities around TV and film, and how Hertfordshire can capitalise on these opportunities. David Conway, who also chairs Hertfordshire LEP's recently formed [film and TV sector panel](#), updated attendees on the Film and TV Sector Action Plan.

David Conway, said: “Hertfordshire is already globally renowned in the film and TV sector with its impressive portfolio of studio facilities, the associated supply chain businesses, and the expert production crew located in the county – and that offering is set to increase significantly in the medium term with further studio facilities coming onstream. Accordingly, the Hertfordshire LEP Film and TV Panel has been formed, comprising senior industry representatives, in order to further catalyse growth opportunities through targeted initiatives and investments.”

During the event Visit Herts also launched the new [screen tourism destination video](#) which will be used as part of an ongoing marketing campaign to position Hertfordshire as the number one destination for making and experiencing film in the UK. The campaign will also help to take [10 new screen tourism visitor experiences](#) to market. These 10 exciting new products are being developed as part of the Herts, Camera, Action! project with the support of specialists at Visit Herts and University of Hertfordshire's Business Advisors, Heritage Hub and School of Creative Arts experts.

The importance of this project was highlighted in a preview of new research commissioned by Visit Herts, which examines perceptions of Hertfordshire. With just 32% of people recognising the film and TV sector as a strength for Hertfordshire, a number which rises to 55% among Hertfordshire residents, the research stresses the need to increase awareness of Hertfordshire as a world-class destination for film and TV.

Mark Douglas, comments: “We're hugely excited about the 'Herts, Camera, Action!' project and our continued partnership with Visit Herts with the aim of creating a 'Screen' USP for Hertfordshire, showcasing the county as a screen tourism destination and the go-to location for film and TV productions. *Warner Bros. Studio Tour London – The Making of Harry Potter* already attracts millions of visitors to the destination every year, and by developing more screen tourism experiences, we can expand the fantastic opportunities that Herts has to offer. By connecting businesses we will encourage longer stays and disperse tourism across the county, ultimately growing Hertfordshire's vital visitor economy.”

A panel of sector experts, including partners and businesses involved in the Herts Camera Action project, discussed the progress to date, core themes that have underpinned the work of all partners including new technologies, sustainability, heritage and skills as well as highlighting upcoming opportunities and grants that businesses can still apply for.

Professor Julie Newlan MBE said: “The University is delighted to be involved in delivering this project with Visit Herts and the Hertfordshire Growth Hub, and we were pleased to host our partners at our School of Creative Arts last week.

“Led by a teaching team who are renowned practitioners in their own right, the School has long-standing links with the film, TV and wider creative industries that employ our graduates. Knowledge exchange is central to what we do: the needs and latest developments of the creative industries are at the heart of our teaching, but we apply our expertise just as often outside the classroom, as consultants and collaborators on a wide variety of projects. ‘Herts, Camera, Action!’ is a fantastic example of this cross-sector collaboration”.

The following opportunities are still available through the programme for businesses who operate in the creative industries, or are seeking support to develop their offer as part of the local film and TV supply chain:

### **Film and TV supply chain grant**

As part of the Herts, Camera, Action! project, the creative industries and supply chain grants programme aims to support businesses who are already in the creative sector and supply chains for filming in Hertfordshire, as well as businesses looking to diversify into the sector, to maximise the opportunities Hertfordshire's filming industry has to offer. The programme is designed to encourage innovation in the creative industries, providing a package of support for 50 businesses. Link –

[https://exemplargrants.com/aims/portal/selected-scheme?scheme\\_id=104029](https://exemplargrants.com/aims/portal/selected-scheme?scheme_id=104029)

### **Creative industries CPD programme**

The University of Hertfordshire offers a wealth of training and development, designed to provide opportunities for businesses and professionals to expand their knowledge and enhance their workplace effectiveness. With access to award-winning academic knowledge, expertise and resources businesses can enhance their productivity through continuing professional development (CPD) courses.

Packed with valuable insights and a wealth of knowledge delivered by industry experts, the Herts Camera Action CPD programme will offer free of charge training to help upskill the creative industry workforce. It will foster knowledge exchange between industry and academia to increase innovation in training and build links with new and existing film studios, production companies and distributors.

[https://www.herts.ac.uk/enterprise-zone/strengthen-your-team/professional-development/herts-camera-action?utm\\_source=hca+social+posts&utm\\_medium=social+media&utm\\_campaign=herts+camera+action](https://www.herts.ac.uk/enterprise-zone/strengthen-your-team/professional-development/herts-camera-action?utm_source=hca+social+posts&utm_medium=social+media&utm_campaign=herts+camera+action)

### **Developing the film-friendly offer**

In addition to the Screen Tourism Development Programme, Visit Herts aims to position Hertfordshire as a film-friendly destination by developing the offer. The filming in Hertfordshire package of support includes:

- [Film locations workshop](#) supporting new and existing film locations in Hertfordshire
- Collation of [crew and cast accommodation](#) available in the county, showcasing the facilities available in proximity to studios and key film locations
- Promotion of film locations and facilities to location scouts and productions companies

<https://www.visithertsbusiness.co.uk/screen-tourism/>

## ENDS

### **Notes to Editors**

For further media information on Visit Herts, please contact Senior PR and Content Executive, Alex Valentine, [alex.valentine@gotoplaces.co.uk](mailto:alex.valentine@gotoplaces.co.uk)

### **About Visit Herts**

Visit Herts is the destination management organisation for the county of Hertfordshire, welcoming 29 million visitors a year, and championing the county's £2.4 billion tourism industry which supports more than 43,000 jobs.

Visit Herts works with a range of public and private sector businesses and organisations to raise the county's profile as a leading destination. Activities include targeting UK and overseas markets through consumer marketing and PR campaigns, forging strong relationships with the travel trade, improving quality and skills within the industry, and growing investment in tourism.

Visit Herts is a public/private sector partnership supported by Hertfordshire County Council and Hertfordshire Local Enterprise Partnership and is delivered by destination management specialists Go to Places. For further information tweet @visithertsuk or visit: [www.visitherts.co.uk](http://www.visitherts.co.uk)

### **About the UK Community Renewal Fund**

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. For more information, visit:

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

### **About Hertfordshire Local Enterprise Partnership**

Hertfordshire Local Enterprise Partnership is part of a network of 38 Local Enterprise Partnerships across England. They are business led partnerships between local authorities and local private sector businesses. They play a central role in determining local economic priorities and undertaking activities to drive economic growth and job creation, improve infrastructure and raise workforce skills within the local area.

2021 marks a watershed year for Hertfordshire LEP with a decade of driving economic growth and productivity within the county through innovation, job creation, improved infrastructure, and increased workforce skills. Watch this video to see our key highlights over the past decade. Keep up to date with our progress: [www.hertfordshirelep.co.uk](http://www.hertfordshirelep.co.uk)

### **About the University of Hertfordshire**

The University of Hertfordshire brings the transformational impact of higher education's teaching, research and knowledge exchange to generate value for all. Its students and staff consistently reach their full potential and their pioneering work with businesses drives innovation in the UK and beyond.

Through high quality teaching, 550-degree programmes, cutting-edge research projects and powerful business partnerships, they think bigger, stand out and positively impact local, national, and international communities.

For more information, visit [www.herts.ac.uk](http://www.herts.ac.uk)

### **About Hertfordshire Growth Hub**

Hertfordshire Growth Hub is Hertfordshire Local Enterprise Partnership's flagship business support provider. Powered by Hertfordshire Local Enterprise Partnership, it is delivered by a consortium of partners to provide a central point of access for businesses in the county to access support and guidance to enable them to grow, scale and innovate, strengthening the Hertfordshire economy.

It is part of a network of 38 Local Enterprise Partnership-led Growth Hubs across England; the 38 Local Enterprise Partnership led Growth Hubs across England bring together and simplify access to national and local business support. Supported by Government, Growth Hubs ensure that no matter the size, sector or maturity of a business they provide locally tailored business support and advice to direct businesses to the most appropriate organisations to assist with their specific requests.

The Hertfordshire Growth Hub consortium is led by business support specialists Exemplas, with the University of Hertfordshire and Hertfordshire Chamber of Commerce. Visit: [www.hertsgrowthhub.com](http://www.hertsgrowthhub.com)

### **Speaker Profiles**

**Professor Julie Newlan MBE** - Deputy Vice-Chancellor, University of Hertfordshire

Professor Newlan is Deputy Vice-Chancellor of University of Hertfordshire. She leads on the development of the University's strategic plan and has overall responsibility for University planning, including the development of all academic areas through the respective Deans, staff development, international and regional partnerships, recruitment, induction and retention of students, student experience and student outcomes.

**David Conway** - Chief Financial and Operations Officer at ITN and Board Member Hertfordshire LEP

David Conway is the Chief Financial and Operations Officer at ITN. He plays a key strategic role in the evolution of ITN as an international news and content producer, whose clients include ITV, Channel 4, Channel 5, BBC, Sky, Netflix and Discovery. David is also a member of Hertfordshire's Local Enterprise Partnership's Board, having joined in March 2018 as a business representative.

**Mark Douglas** - Director of Visitor Experience, Warner Bros. Studio Tour London – The Making of Harry Potter

Mark Douglas was appointed Director of Visitor Experience, Warner Bros. Studio Tour London – The Making of Harry Potter in October 2017. The Studio Tour is a world leading visitor attraction welcoming over 2 million Visitors a year and rated the highest in class on Trip Advisor and Google +.

