

2023 TOOLKIT



SCREEN TOURISM

YORK & NORTH YORKSHIRE

Prepared by:



For:





Screen Tourism Toolkit

YORK & NORTH YORKSHIRE

The following toolkit will outline:

- Why Screen tourism is an opportunity for the UK and Yorkshire.
- How businesses/ attractions and destinations can get involved:
 - Could your business be a location?
 - The importance of building relationships
 - What are the winning ingredients for screen tourism?
 - How can screen tourism help your business?
 - Case study examples and quick wins for SME's



©Grassington village, All Creatures Great and Small filming 2019



The Big Picture

There has never been a better time to capitalise on screen tourism.

Expedia's 2023 trends report states that "This year is about travellers doing what *they* want to do, not what everyone else is doing". and one of their top 5 trends is firmly focused on **Screen Tourism**.

During the pandemic when we couldn't travel, we watched content... a lot of content, with both linear (BBC, C4/5, ITV) and OTT channels (Netflix, Amazon, Disney+) audiences doubling their consumption.

The demand for quality content to fulfil this need rocketed between 2019-2022, and recent BFI research highlights that Film and High End TV (HETV) production will continue to grow in the UK. Netflix alone has invested £4.8bn in the UK creative economy since 2020, (£1.2bn per year) which equates to nearly a 50% increase year on year between 2020 and 2023.*

With many TV dramas shot on-location in the UK, whether it's Bridgerton showcasing Bath's Georgian splendour, or All Creatures Great and Small turning the spotlight on the Yorkshire Dales, the result is the ultimate destination advert, inspiring the viewer to visit the places they've seen on screen.

A successful film or TV drama production can lead to long lasting screen tourism benefits. This 'set-effect' can introduce new audiences to the idea of visiting UK destinations beyond London, turning their favourite TV show into their next big trip.

Source:
Expedia 2023 travel trend report; TVvisioninsights.com - How COVID 19 has changed TV Viewing habits; BFI official statistics release calendar Feb 2023 - *screen daily Apr 23



Harewood House

Two-thirds of global travellers have considered and 39% have booked trips to destinations after seeing them on streamed shows or movies.

Expedia 2023



Yorkshire Dales



Screen Tourism - A UK wide strength

For decades Film and TV has showcased the UK's heritage, landscape and culture, whether it's castles in Harry Potter or the coastline in Poldark. Quite often the actual tourism experience hasn't changed, but its appearance on screen in a major drama or film overlays a new reason to visit, generates a sense of immediacy, pushing the location front of mind for the audience.

Netflix research shows that someone is 2.4 times more likely to move a particular destination to the top of their travel list after seeing it on screen.

CASE STUDY Peaking the interest in industrial heritage

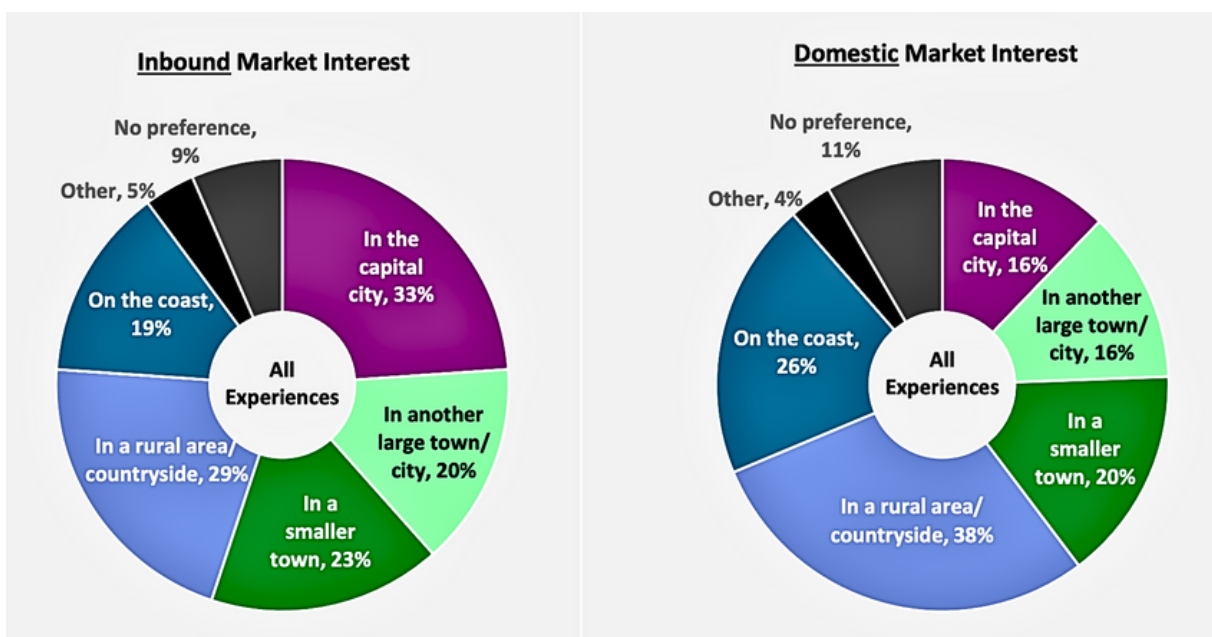
The Black Country Living Museum's canal area is home to 'Charlie's Yard', a prominent location featured in Peaky Blinders. Since 2013, the museum has experienced year on year visitor figure growth pre pandemic. Hosting the production is frequently cited as widening the brand reach of the museum to new audiences and encouraging repeat visitors.



©Black Country Living Museum

Does screen tourism support the wider destination offer?

VisitEngland Experience research (2019), highlights that both the domestic and international market are interested in new ways to experience rural areas and small towns. This fits perfectly with the York and North Yorkshire destination offer, and mirrors what's seen on screen by millions of viewers worldwide in current dramas.



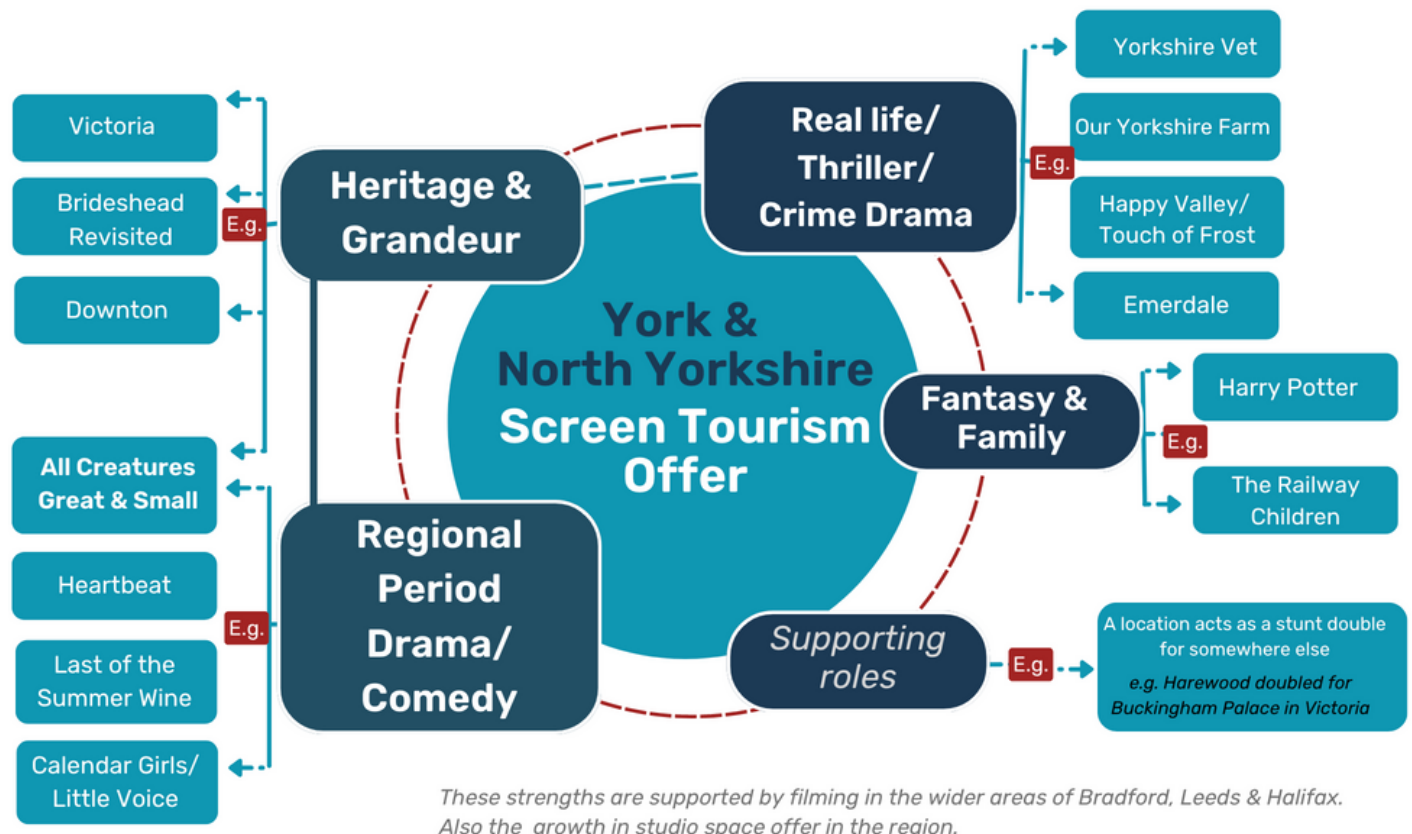
What type of location will you be staying in or prefer to stay in whilst doing activities / experiences on holiday ?

Source: VisitEngland Experience report 2019



Regional strength - York and North Yorkshire

Yorkshire has a strong Film and TV location offer, spanning several decades with good audience recall. Many of the longer running drama and comedy series heavily reflect everyday life, both historical and current, resulting in the viewer not only connecting with the characters but the landscape as well.



The majestic beauty of the Dales provides rich pickings for location scouts, with Yorkshire's literary history evident at every turn. Yorkshire is distinct from other regions because of the diversity it offers. The architecture of its gritty urban textile towns contrast with the grandeur of its stately homes and mansions.

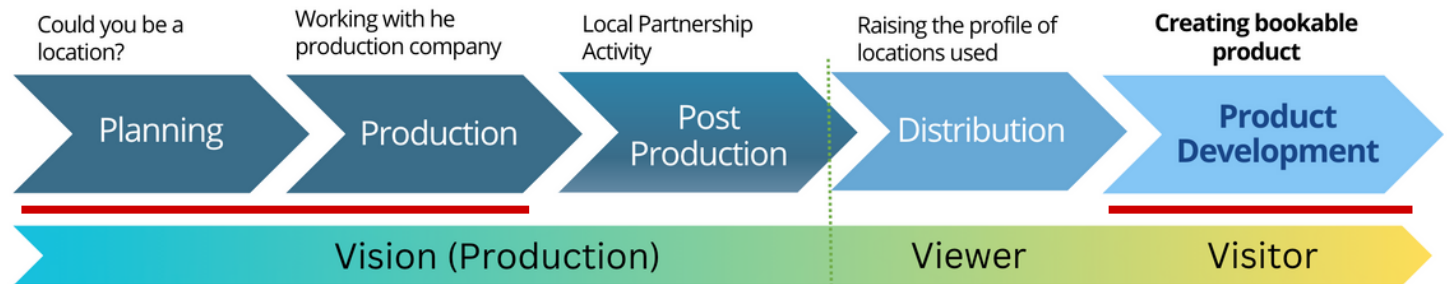
Jackie Smith, production designer 'All Creatures Great and Small'

Source quote: Screen Yorkshire Website



How can you get involved?

The 'Vision' to 'Visitor' Journey



Film and HETV production can bring multiple benefits to the regional economy from location usage through to local skills resource and accommodation bookings.

The process can take time, however, researching potential locations for filming is at the initial stage, so businesses, attractions and even private homes looking to be a location, need to be in discussion with location databases and regional bodies such as Yorkshire Screen if they wish to be found.

If a location features prominently, generating audience recall then there is a potential for screen tourism product development, especially if multiple series are approved.

As filming for a new season of All Creatures Great and Small gets underway, the 'love' for the drama has galvanised a ready-made visitor cohort for the Dales.

CASE STUDY

Bracing for impact - a village in the spotlight

Bampton village in the Cotswolds, is known to 1000s as Downton village. Since series 1 aired in 2010, Bampton has been receiving visitors ever since and at peak periods this can be overwhelming:

This is what they learnt:

- As a series popularity grows **the tour groups will arrive in ever increasing numbers**, working closely with all tour operators so they know where to park, where to go and to encourage visitors to respect the local community is vital.
- Create a physical space that **tells the filming story** - Bampton created an exhibition space in the library.
- Create **souvenir books** showcasing filming in the village.
- **Collect data** - Bampton has a world map with pins!
- Create instagram **photo opp points/props**, so visitors will not be encouraged to encroach on private houses.
- **Work with local destination marketing groups** to carry your message to the travel trade.



Bampton village



Working with the Location Scout/Film Officer/Location Databases

Planning for any production starts with the location scout/manager. They will predominantly use a locations database to shortlist possible locations, but just being on a database isn't always enough. You need to think about your location pitch.

Think like a camera and offer the viewer (The Scout) the maximum amount of information at the highest possible quality.

- Forget dpi, images need to be at least 1200 pixels supplied as wide-angle landscape shots. Unlike normal tourism shots, these images not only need to sell the location but need to show the accessibility and practicality of the space.
- Images need to be top quality, crisp, clear, level and preferably not close-up, as the production manager will need to know that the location can deliver the shot and accommodate the crew.
- Use your images to take someone on a virtual tour, so take them in sequence and order them by number and name so they are easy to locate and reference in all correspondence.
- Wide-angle shots are vital, even if they incorporate less appealing details.
 - Why wide-angle? - These shots have a more practical use, general tourism shots that you would use in your marketing will not suffice, you need a different photographic brief.
- Location teams are looking for something unique that will help define their production. These unique elements will also make your location stand out from others on the shortlist. Make sure unique features are included in the wide-angle shots and are listed in your description or list of facilities. You can also log the 'what 3 words' reference if you are including farm/estate buildings.
- You can't have too many pictures (within reason). Take shots of all areas, number and name them. Even if it's a boring side room that no one usually sees, this could be a vital area for the crew to use while filming.
- Most importantly, work with your local 'screen.'. take guidance from them so you supply the right information and visuals for their d-base - www.screenyorkshire.co.uk

CHECK LIST - Planning

- ✓ **Make sure you take a selection of wide angle shots for your location**
- ✓ **1200 pixels minimum, number and name each shot**
- ✓ **Up to date images from all angles showing available space**
- ✓ **Don't think tourism, think production - areas that may not be open to the public may be just what the locations team are looking for.**
- ✓ **Work with/ take advice from Yorkshire Screen and your local film office**

Working with the Location Manager and the Production Team

Once your location has been selected, the discussion will start re access, production, requirements, contracts etc. This is where having a close relationship with your film office really comes into play. Contractual agreements, guidelines and working parameters, especially around historically sensitive locations will all need to be considered before filming begins.

Be clear and concise but maintain an element of flexibility

- Production companies will ask if they can change or move things, so for historic properties there will be 'non-negotiables' due to the age and fabric of the property. Having a clear set of guidelines highlighting any non-negotiables, will save time for you and the production team.
- On occasion the changes made by the production may be kept, rather than repainting back to the original - e.g. Firle Place in Sussex kept the pale blue stairwell from the 2020 film EMMA, which is always referenced in their house tour.
- Build a good working relationship with the locations manager.
- It is likely that your business will be contractually bound to not discuss filming details/take photos (even if members of the general public are posting all over social) this is to avoid plot spoilers, disruption to filming, or due to high profile talent. It's really important to respect this, but do ask 'when' you can talk about it i.e. at point of distribution.
- Not all productions are created equal and this is reflected in the budget, therefore you will need to be flexible on location fees, even if the product runs to multiple series.
- Make sure you are utilising all the support available from Creative England and ScreenYorkshire and your local film office.



Newby Hall



Goathlands Railway Station

CHECK LIST - Production

- ✓ Build a good working relationship with the locations manager/team
- ✓ Be clear on your non-negotiables but be flexible and work together to find a solution
- ✓ Establish when your business can start talking about the production and the role you played
- ✓ If changes have been made to your property for filming and you want to keep them, talk to production asap so they can approve/reschedule work programmes.



What are the winning ingredients for Screen Tourism?

How do you know if you have a production that will deliver screen tourism?

Short answer, you don't, but there are key components that repeatedly result in great screen tourism product.

Following the planning and production stages, you will be able to assess whether your production has the criteria to support the development of a screen tourism product - All Creatures Great and Small (ACGAS) is a text book example:

✓ Literary foundations:

If a production is based on an established literary success, either historical or current it's off to a flying start. ACGAS is based on the James Herriot books that have a global fan base in their own right.



✓ The destination is named in the story and the production is shot there:

If the destination has a key role to play in making the story line believable, then it will be as memorable as any character. Audience recall of the destination can be immediate, resulting in high % of instant destination searching on -line.

✓ Cult following/ Genre Interest

Thanks to the previous books, films and 80's TV series - ACGAS was destined to have a ready-made cult following, and the new production met/ exceeded their expectations. Equally the success of 'real life' productions such as 'Yorkshire Vet' and 'My Yorkshire Farm' had already primed the viewing audience.



Yorkshire Dales

✓ Destination Strengths

If the production emulates the destinations' strengths such as the built heritage and natural landscape, along with the character and hospitality of the community, then it's a win-win.

✓ Established production/financiers and distribution companies

This vital ingredient is often overlooked by the travel sector, but the track record of the production company, the writers, the terrestrial or streaming channels and the overseas distributors all play a part, as they create and deliver the spell binding story that entices future visitors. For ACGAS the combination of Playground, C5 and Masterpiece with initial support from Yorkshire Screen, was just right.

✓ Key British historical periods/characters/legends

Bringing to life moments in history, key events, legends and literary fantasy novels repeatedly works, as we have seen for both Lord of the Rings and Game of Thrones. For the UK, period dramas, thrillers and comedies have been a winning formula for both audience viewing figures as well as screen tourism.

✓ High profile Talent (Actors)

Lastly, high profile or established talent is a strong contributing factor, as this attracts their fans as well as fans of the drama to a location.



Developing bookable product

Once you know that you have a popular drama or film, with clear destination or attraction recall (*i.e. you can clearly see that it is your town/countryside or business*) then you can start to develop a screen tourism product.

Where to Start? - *Who is the audience?*

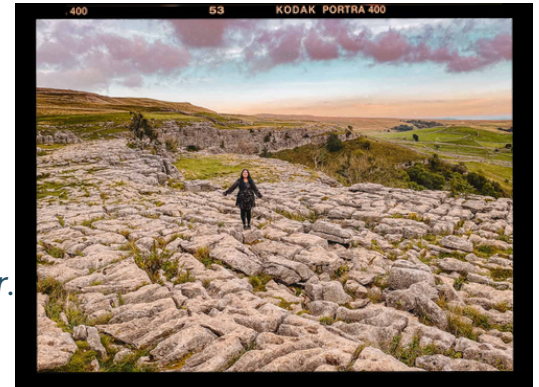
Have a clear understanding of who is the audience, how will it be viewed, where and when.

Is the programmes' target audience, your target audience?
Can you develop your product to appeal to them, especially if the audience is a new customer segment for your business?

E.g. Malham Cove and The Deathly Hallows

Malham Cove might date back to the last Iceage, but for many it will be instantly recognisable as 'that scene from Harry Potter.

Intertwining the film location story with the background to this geological phenomenon, will instantly broaden the appeal of a guided walking tour to multiple segments.



Malham Cove

Types of Screen Tourism experiences that could be developed:

✓ Location tours and itineraries: *These can follow several formats -*

- Self-guided walking/driving tours
- Walking tour with an experienced guide
- Driver guide car or mini bus
- Coach tour group/travel trade

Increasingly the visitor is looking for a more unique experience -E.g.

- The opportunity to access locations that are not open to the general public
- A tour guide that has been an extra on the show, or has a unique insight into the storyline ... such as a retired vet leading a walking tour of Grassington for ACGAS.
- For ACGAS, combining the locations tour with an element reflected in the show has huge appeal; For example, visiting a farm during lambing season, stopping for tea and scones with local residents, or even having the opportunity to make the scones!



Grassington

✓ Themed experiences & events:

- **Dining experiences** are popular especially if the dining location is dressed in the drama period, *popular examples have been designed around Bridgerton*
- **Themed screenings & immersive experiences**- where attendees are encouraged to dress in period costume e.g. Secret Cinema
- **Themed Transportation** - Vintage car tours, or themed railway experiences *such as a designated 'Herriot' train experience.*

CASE STUDY The Perfect Partnership - Midwives at Chatham

Call the Midwife has been filming at Chatham Historic Dockyards for over a decade, featuring multiple locations on site, including the vessels. However, it's the stunning listed buildings around The Ropery, that double for the back streets of Peckham that audiences around the world have fallen in love with.

In April 2023, the Dockyard in partnership with Neal Street Productions launched a revised tour and set gallery on site. By developing a close working relationship through good location management, the Dockyards paved the way for a successful new addition to their visitor offer.

Why is this such a great screen tourism example?

- This is a tailored tour for Midwife fans, the tour script has been created with Neal Streets' input, to ensure that all locations and series references are correct.
- The tour has the status of being the only Official 'Call the Midwife Tour', and all tour guides are trained and wear an approved uniform based on the series costumes for added authenticity.
- The Neal Street Production team have worked with the Dockyards to recreate key sets from the studio, so that visitors have the opportunity to go behind the scenes of their favourite show (these are duplicate sets).
- All midwife tour guides are equipped with a pictorial guide showcasing all the dockyard locations using approved film stills including images of actors in situ.
- A full range of merchandising has been created with full talent sign-off for resale in the Dockyard gift shop.
- Filming is scheduled for Series 13 later in 2023.



Chatham Historic Dockyards

CHECK LIST - Product Development

- ✓ Collate visuals and copy that the travel trade will need to create bookable tours .
- ✓ As a destination, think about creating an 'official' tour that is approved by the production company. Incorporate how shops were transformed and modern day items were concealed to tell the production as well as the drama story.
- ✓ Can you offer exclusive access to areas not accessible to the public for a tour? or incorporate a lunch stop in the pub/cafes that were locations or used by the crew?
- ✓ What about experiences that align to the story of a popular drama? For ACGAS, spend the day on a Dales Farm, lambing, milking the cows, cooking in the farm kitchen?



How do SME's benefit if they are not a location?

If your business/accommodation or attraction wasn't directly involved, but is in the local area, then there are ways that you can raise your profile as part of the wider destination story. There are however some do's and don'ts to consider.

Quick Win Tips:

Activity that you can do...

- Make the most of the official social media channels by reposting from the production or talent feeds. e.g. @playgroundEnt on twitter and @allcreaturestv on Instagram, their post will often coincide with broadcast schedules both in the UK and overseas.
- Join the fan pages such as @All Creatures Great and Small on facebook where there is a continual feed on when and where filming is underway (always seek permission before sharing content from a group).
- Follow the PBS/Masterpiece feeds on social channels, from December to March to see how the US market is talking about ACGAS.
- Remember to use the core production Hashtags on any posts that focus on visiting locations such as #ACGAS and #allcreaturesgreatandsmall not forgetting #christmasspecial on any related posts for 25th Dec.
- Be aware of when and where the show is broadcasting - In the UK the next series will be Sunday evening on Channel 5 -September 2023 and for the US, usually Sunday evenings Jan 2024 via Masterpiece on PBS.
- Know the details of the drama, superfans will book your accommodation if you are close and if you share their passion for the show, they will comment on this on your reviews and they may also reference you on the fan sites. If possible have crib sheets so you can easily share and direct visitors to which locations were used in which series.
- Produce a 'top 5' locations lists, that are 'your' favourites and then highlight 5 other places that are just like them that are closer to your business, this could be a stunning walk, a waterfall, a perfect tea room or a great stately home to visit.
- Work with your local tourism organisations to be part of their consumer and trade facing activity.

A few things you should avoid...

- Avoid using images of the cast (talent) in your marketing, even if you took the shot. All usage of talent imagery must be approved.
- Avoid using reference to characters either by name or by way of endorsement - again all references must be approved.



Key Contacts:



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