



Impact Report

2022-2024

In partnership with  NEScreen Industries Partnership





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* Charlotte in Sunderland, Shutterstock

“ Filming in the region is up 89% and we are already seeing the impact. Opportunities for employment, training, production and supply chain development are growing. This alongside two major studio developments is helping to build a vibrant and sustainable screen industry. The North East is rapidly becoming the best place to live and work on world class content. ”

Alison Gwynn, Chief Executive

The aim of The North East Screen Industries Partnership is to transform the screen industry in North East England, increasing regional employment and driving inward investment.



Production is up 89% making the North East the fastest growing region in the UK



GVA to date: estimated £40m



North East Screen is recognised as the regional lead for screen industry

The UK creative industries alone are worth £125 billion, with the North East having the largest growth in creative industries GVA by 51.7%* (2019 to 2022).

North East Screen is dedicated to making North East England a destination for sustainable global film and TV production. It will provide new career opportunities, well-paid jobs and ensure the industry has good working practices, inclusivity and accessibility at its heart. This reflects the region's commitment to making the North East a great place to live, work and play.

The North East Screen delivery programme is designed to steadily grow demand balanced with capacity. Increasing inward investment and regional production spend, responsibly driving employment, and indigenous company growth.

*DCMS report



L-R Kim McGuinness, Mayor of the North East, Tim Davie, Director General BBC, Alison Gwynn, Chief Executive North East Screen, Ben Houchen, Tees Valley Mayor



89%
increase
in production spend
in the region.



Key Highlights

£1 : £8
Average return on investment for every £1 invested, £8 is spent in the region

£40.2m
estimated GVA

650
Full time equivalent employees (FTEs)

Filming days have increased by
57%

Film Office have supported
118 productions

23
commissions won by regional companies

205
paid placements on set for trainees

76%
increase in crew registered

142%
increase in supply chain companies registered

fastest
growing region in the UK

Establish North East Screen and raise the profile of the region

To attract investors and talent to the region, a dynamic, fit-for-purpose and impactful regional screen office was launched.

Strategic partnerships and collaborations were established with broadcasters, industry bodies and local and combined authorities. Large scale events were hosted to raise the profile of the region on a national scale.



BBC

BBC partnership - a catalyst for growth and confidence in the North East's screen industry

The BBC has worked closely with NESIP partners to boost world class homegrown storytelling from the North East – providing key funding for production, employment, and the development of the region's screen industry.

The BBC impact so far:



£18.6m
GVA contributed to the region



293
jobs created



20
shows have filmed in the region



9
full commissions from the region



10
VT/audio commissions



10
small indie fund awards



15
paid comedy script developments



2
comedy pilots commissioned in the region

Establishing partnerships that drive sector growth

Strategic partnerships are at the heart of all of North East Screen activity.

Working closely with all 12 local authorities and two combined authorities there is support for inward production, home grown businesses and talent, and relocation to the region. Building industry partnerships with northern and national organisations has helped drive world-class skills and business development within the North East.



➤ Patrick Melia, CEO Sunderland City Council and Alison Gwynn



➤ L-R Andy Preston ex Mayor of Middlesbrough Town Council, Cllr Jonathan Dulston, Leader of Darlington Town Council, Ben Houchen, Alison Gwynn, Cllr Bob Cook, Leader of Stockton-on-Tees Borough Council, Cllr Mary Lanigan, ex Leader of Redcar and Cleveland Council, Cllr Shane Moore, Leader of Hartlepool Borough Council



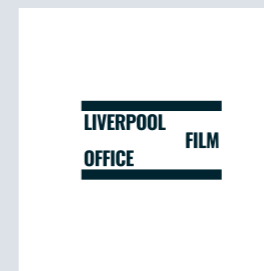
➤ L-R Dame Norma Redfern, Mayor of North Tyneside, Alison Gwynn, Paul Hanson, Chief Executive North Tyneside Council

SCREEN ALLIANCE NORTH

Screen Alliance North

In partnership with the other northern screen agencies; Liverpool Film Office, Screen Manchester and Screen Yorkshire, Screen Alliance North was created. This is a BFI Skills Cluster to address the skills shortages and improve access to quality training provision.

The partnership identified that a collective voice is stronger as one. Impact has already been made at national level developing new networks and new links with national partners and organisations.



Channel 4 Collaboration

A collaboration with Channel 4 was announced in October 2023.

9 C4 productions filmed in region

Launched digital-first commission pitch opportunity with:



3 paid digital developments



1 digital commission



3 emerging indie fund awards

Connecting the North East to industry trends

BBC Comedy Festival

As part of the BBC partnership, Newcastle became the BBC's first City of Comedy in May 2022 hosting the inaugural Comedy Festival.

- 600 industry delegates attended
- Co-commissions and new partnerships announced
- New talent initiatives launched



➤ L-R Clare Perkins, Jessica Gunning, Stephen Merchant, Gamba Cole at The Outlaws premiere

Raising the profile in London

FOCUS: London

FOCUS: London is the international trade show for location managers, producers, directors and key film and television executives.

North East Screen exhibited in December 2022 and 2023, putting the region's world-class locations and experienced crew in front of an international audience.



➤ Drinks reception at the North East Screen stand, FOCUS: London



Creative Cities Convention, The Boilershop, Newcastle

Creative Cities Convention

Newcastle welcomed key industry figures for the Creative Cities Convention in April 2023.

The two-day event provided leading commissioners the opportunity to meet some of the region's key people and businesses resulting in further developments for several indigenous companies, and writers, directors, and producers.

JACKDAW UK Premiere

The UK premiere of JACKDAW, North East-born Jamie Childs' first feature film, was held in Stockton, January 2024.

Stars of the film attended alongside crew, key stakeholders and established regional and national media.

The PR campaign around JACKDAW resulted in:

- 150+ pieces of national and regional content
- 4 x regional TV broadcast pieces
- 5+ national TV and audio broadcast pieces
- 2 x live TV broadcasts from the premiere



➤ Jenna Coleman and Oliver Jackson-Cohen at the JACKDAW UK premiere

North East Production Fund launch, London

In order to drive quality projects to the North East Production Fund, an exclusive event to officially launch the fund was held at Freuds, London, in September 2023.

Key industry movers and shakers including several commissioners, broadcasters and production companies attended. The launch established the North East as a viable option for basing high-end TV returning series.

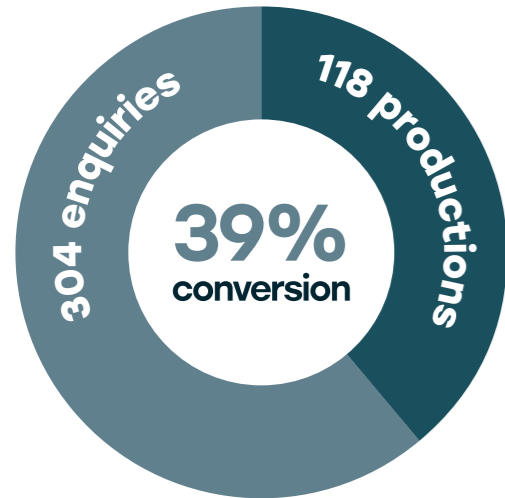


➤ Sam McMillion, Chief Operating Officer, Quay Street Productions at the North East Production Fund launch

Establish a North East Film Office

The Film Office established local authority filming friendly networks to ensure a smooth process for productions filming in the region.

The enhanced offer also increased production spend in the region, through championing regional companies and crew.



2360
filming days
in the region



£32.3m
direct production
spend in the region



477
direct
jobs



76%
increase in
crew registered



142%
increase in supply chain
companies registered



14%
of locations
registered are new



After The Flood, Quay Street Productions



Vera, Silverprint Pictures

“ Thank you for all your help and support during our filming in the North East. It has meant a huge amount to us knowing you are there - we would not have been able to solve a few things without you. The Director and Producers are very happy with what has been captured on film. ”

DNA Films

The Film Office supported over 118 productions ranging from feature films, scripted TV, unscripted TV, commercial films and short features. Such as -

- Long-running ITV drama, **Vera**
- Quay Street Productions' dramas: **The Red King** and **After the Flood**
- BBC Daytime's **Robson Green's Weekend Escapes**
- BBC Children's **The Dumping Ground**
- BBC Three's **Charlotte in Sunderland**
- Netflix's **Love is Blind**
- Feature film **28 Years Later**

The Film Office hosted six reces with major broadcasters/streamers and two familiarisation trips for 15 influential Location Managers, showcasing world-class, diverse locations in the region including castles, coastlines, and iconic industrial and scenic settings.



Wynyard Hall

Next Steps

The Film Office and Skills team will create a strategy to address this key skills gaps ahead of a projected increase in productions filming in the forthcoming years. Specifically Heads of Department and providing step-up and step-across opportunities.

Establish a North East Production Fund

The North East Production Fund is delivering rapid growth in the region driving inward investment, creating jobs, increasing visibility and growing infrastructure.

Three pilot projects were funded to establish processes of the fund:

- **JACKDAW**
(feature film)
- **Cooking with the Gills**
(children's unscripted TV, Channel 5)
- **The Red King**
(UKTV drama)

Following the three pilots, four more productions have been successful in their application:

- **The Big Idea Works**
(BBC Daytime and Early Peak commission)
- **Smoggie Queens**
(BBC Comedy series)
- **The Feud**
(Channel 5 drama)
- **I Fought the Law**
(ITV drama)

“ Getting to work in the North East with the teams at Channel 5 and Lonesome Pine, along with the rest of this brilliant cast, is a joy. ”

Jill Halfpenny,
The Feud

“ I come from a northern colliery village, and I've always wanted to make things here. The film [JACKDAW] shows off the North East in a very stylised and fictional way and allowed me and the great cast and crew to just have fun filming it. ”

Jamie Childs, Writer/Director,
JACKDAW



➤ Jill Halfpenny



➤ JACKDAW, Anton



➤ Smoggie Queens, Hat Trick Productions



➤ The Big Idea Works, Twenty Six 03



Average return on investment

£1 : £8

(For every £1 invested, £8 is spent in the region.)

The Production Fund has already had significant impact on regional spend through facilities and crew. It has also provided meaningful step-up and step-in trainee roles.

“ The support received from North East Screen through the Production Fund has been extraordinary. I would encourage other productions to seriously consider filming in the North East. Being able to provide jobs for local people, support trainees from the region and contribute to the continued growth of the industry in the North East is something we really value at Quay Street. ”

Samantha McMillion,
COO, Quay Street Productions

Next Steps

The Production Fund has proved these shows can be made in the region. We are now looking for more High-end TV drama.

This will provide a pathway for indigenous talent and support the development in regional skills and supply chain.

Develop and deliver a comprehensive skills and education service for the North East Screen Industry

The region has seen an unprecedented increase in production, which needs a workforce that can service this new demand.



205
paid training opportunities



1800
people have attended skills events



163
Crew Academy members

Skills development has been delivered at all levels to ensure growth. New entry pathways have been supercharged and work has begun to fast track experienced crew.

This has been achieved through these key initiatives:

Strategic partnerships to address the skills gap:

- Screen Alliance North
- Crew Advance

Providing real bridges to industry:

- The Dumping Ground initiative
- Breaking down barriers and diversifying the pipelines to industry



“ I have nothing but praise for all of North East Screen’s staff, they have been very helpful to me. I had a very good 1-2-1 and had positive outcomes from all of my interactions. ”

Glen Ellis, Grips trainee

Strategic partnerships to address the skills gap

Screen Alliance North

SCREEN ALLIANCE NOR+H



Screen Alliance North is now delivering events, workshops and bootcamps to address the gaps that have been identified. In March 2024, a series of Connected Communities events were held across the partnership, including one in Hartlepool, giving the 200+ attendees the skills and knowledge they need to overcome barriers to the industry.

Crew Advance

To help established crew step up into key department lead roles, Crew Advance was developed to provide mid-career crew with bespoke training and development opportunities through placements and training.

The Skills team identify the individual’s training needs and work with productions who can support someone in a step-up or step-across opportunity providing a nurturing and progressive learning environment.

“ Thanks to the opportunity to step-up on set, I’ve seen my directing skills improve massively. My decision making and visual direction have also become much sharper. It’s been great to be part of a genuine team where everyone mucks in to help each other out, especially as I often spend much of the time shooting alone in my usual role. ”

Andy Smythe,
Producer/Director



Providing real bridges to industry:

The Dumping Ground initiative

Working alongside the team at BBC Children's The Dumping Ground, a training environment for new entrants was developed.

The pathway includes an open day on the set for up to 40 new entrants, an opportunity to apply for a day's shadowing, with the potential for a five-day paid placement and/or employment.

The initiative was rewarded with the prestigious RTS North East and Borders Centre Award in 2024, recognising the importance of industry partnership working.



✦ Kristina Hopkin on the set of The Dumping Ground

“ I went to The Dumping Ground Open Day in 2023 and spent a week in the Art Department, experiencing working on an actual TV production. In 2024 I got the job of Art Department trainee for series 13. Without North East Screen, this wouldn't have been possible. ”

Kristina Hopkin,
Art Department trainee

✦ Gayle Woodruffe, Operations Director North East Screen, Tali Walters, BBC Children's, Emma Boyd, BBC Children's, Lisa Davidson, Skills Manager North East Screen



✦ Handling radios and mics at a bootcamp

Breaking down barriers and diversifying the pipelines to industry

The Skills team have run bootcamps, workshops, masterclasses and networking events with leading professionals. This highlights sustainable career options for people from all backgrounds.

Focus Canning, one of the industry's leading equipment providers partnered on a Camera Assistant workshop. True North Post and The Church Post, post-production houses, partnered on a Post Production workshop which resulted in shadowing opportunities for some of those who attended.

Six bootcamps ran across scripted and unscripted, with over 230 new entrants attending, ranging from recent university graduates to people looking to cross over from other industries. The majority of these are now members of the Crew Academy and accessing initiatives and programmes as trainees.

“ As a director moving into scripted TV, the paid shadowing on The Dumping Ground has been incredibly valuable for me. It feels like a genuine entry route into a show that is perfectly placed to nurture local talent. ”

Katja Roberts,
Director

“ Thank you to North East Screen for offering me the chance to shadow on Bank of Dave 2. I had an amazing time on the set, and was able to learn lots, and develop my knowledge and understanding of the film industry. ”

Michael Dunn
AD Runner

Next Steps

We now have a healthy stream of new entrants to the industry and the focus is shifting to supporting our established crew in gaining experience by stepping up and across through Crew Advance.

We want to lead the way to ensure our Heads of Department, productions and crew are all following good working practices, and are committed to having strong diversity, inclusion, and sustainability policies.

Enable talent development and business growth to develop a resilient and diverse North East screen industry

The region has a talented, entrepreneurial pool of individuals and companies with high-growth potential working in the wider screen industry (shorts, social media and corporate). However, very few were connected to the TV industry locally or nationally.

The programme set out to increase visibility, TV market awareness, build commissioner relationships and peer networks.

This would create a world class business culture that could champion and retain outstanding talent, producing world-class content in the region.

To drive this change we:



Partnered on commission pitch opportunities with broadcasters



Invested in expert-led support on slate and infrastructure development



Provided bespoke 1-2-1 industry led advice and guidance



Hosted networking events and created bespoke initiatives

The initial partnership focused on working closely with key commissioners in public service broadcast (BBC and C4); prioritising daytime factual commissions whilst fast-tracking scripted comedy slate, company and talent development.

Despite a US and UK commissioning downturn in the last two years, single and first series commissions for regional companies increased fourfold:



11
commissions
(9 unscripted)



13
small / emerging indie fund awards
(8 companies)



12
entry level / first commissions
(VT inserts, audio, digital - 7 companies)



18
paid developments
(script, pitch deck or talent)

“

There is huge potential for a thriving TV industry in the North East and that starts with sustaining and growing businesses like ours, all of which are led by super-talented local creatives who will be hugely successful given the support we all receive from North East Screen.

”

Andrew Eastel, Creative Director, Northern Child



Therapy: Tough Talking, Northern Child



Robson Green's Weekend Escapes, ITV Signpost Productions



Our Lives, Wander Films



Industry led business and talent advice and guidance

A two year initiative with Pact, 'Future North East' was launched to spotlight 10 regional cross-platform production companies and provide regular access to commissioners, industry leaders and business strategists.

Get Ready 4 Business wrap-around support provided bespoke industry consultancy and webinars for emerging talent, production and supply chain companies.



23
1-2-1 external business consultancies delivered



4
Leadership & strategy insight days



14
Commissioner briefings from:



“

The support from North East Screen has been invaluable. They've found broadcast opportunities for us and connected us to commissioners. We definitely wouldn't be where we are without their support and backing.

”

Lou Tonner, COO, Wander

L-R Emma Lawson, BBC Comedy Commissioner, Jimmy Mulville, Co-Founder, Hat Trick Productions and Alison Gwynn



Supporting business-winning talent and companies to set up or relocate

To supercharge the region's infrastructure and boost capacity, leading production and supply chain companies were welcomed to set up bases in the region.

13 production and supply chain companies have relocated to the North East:



“ Since setting up Schnoobert we've co-produced two feature-length TV movies for UKTV Gold, landed six script commissions, agreed five co-production deals with industry heavyweights, and hosted six writers' rooms supporting eight emerging North East writers. ”

Jason Cook, Founder, Schnoobert

New ways of piloting and developing scripted talent and IP

To develop and connect emerging writing talent or IP to market, bespoke programmes were developed including:



4

Indie led scripted comedy writers' rooms
Resulting in script commissions (comedy)



1

BBC Scripted Comedy Pilot
Resulting in a BAFTA nomination and supply chain development



1

BBC Comedy Regional Indie Partnership
Resulting in Hat Trick delivering a comedy series in the region



Supply chain companies registered have increased 142%

“ The Church Post has very quickly moved from a company I had seen as an online option, to a company who are with us throughout productions. From documentaries, to music, to dramas, they are all in! They feel very much like part of the team as opposed to a facility we hire. Within 18 months they have made themselves a team we depend on. ”

Lesley Douglas, Co-Founder, Lonesome Pine

Next Steps

To drive world class production in the North East, we will support companies to:

- win and deliver high volume returning series commissions
 - pivot to global markets
 - collaborate and innovate to reach new audiences and platforms
- To make sure the North East is the best place to live, work and play, we will:
- champion good working practices, inclusivity, sustainability and accessibility

“ We knew there was something special about the North East. The appeal of the atmosphere and the people of the region helped us make the decision to move our head office to Gateshead. ”

Duncan Grey, Founder, Twenty Six 03



Where It Ends, BAFTA nominated BBC Comedy Short, Tiger Aspect Productions

Thank you to all our Council, Working Group and Steering Group members, our industry partners and all our beneficiaries for working with us to achieve the impacts in this report.



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