

LINCOLNSHIRE FILM OFFICE

at

VisitLincolnshire

Our Film Friendly Vision is two fold

Business facing

To position Greater Lincolnshire as a viable and competitively advantageous destination for filming, able to showcase a wide array of diverse locations to the screen industries through Film Office Services.

Visitor Facing

To increase visitor interest in Greater Lincolnshire locations used to host filming, raising awareness of the wider county overall as a visitor destination.

Our strategic aims are to ensure

We attract an increased number of TV and film opportunities through Visit Lincolnshire and our Film Office Services.

We professionally support the TV and Film industry with clear and useful information to choose the county as a film destination.

We support our indigenous businesses to take advantage of filming opportunities.

We raise awareness of our film locations as seen on screen – promoting the county as a visitor destination.

To achieve this

We will establish the *Lincolnshire Film Office Services* sub brand / identity and a process to sustainably resource it.

The Film & TV industry will have *a clear point of contact* for enquiries through www.visitlincolnshire.com with the use of strategic and informative documents.

We will *promote the county* to the TV and Film industry.

www.visitlincolnshire.com will *inspire those interested in Film Tourism* to visit the county and its film locations.

Our action areas are

Work with each district to create a focus on each area and their offer.

Visitor Facing
Industry Facing

Create a proactive network of film friendly industry contacts to support and help action enquiries – locations, support services crew, etc

Industry Facing

Establish 'Lincolnshire Film Office Services' as the lead contact and go to for the sector.

Industry Facing

Continue to build on 'Set Jetting' content, improving online content and creating itineraries and product.

Visitor Facing

Work with industry partners (visitor economy and screen industry) to raise awareness of 'Lincolnshire Film Office Services'

Industry Facing

Embed a professional and efficient customer facing service to process location enquiries.

Industry Facing

Host or attend key events to showcase Lincolnshire as a film friendly destination.

Industry Facing

Identify opportunities to fund additional product development or partner activity.

Industry Facing
Visitor facing

Success will mean - medium term

An increase in enquiries and visits from film scouts and production companies, leading to an increase in TV and film productions based in Greater Lincolnshire.

A collaborative and sustainable Lincolnshire Film Office, led by Lincolnshire County Council, with relationships with BBC, Film4 etc.

Strong 'Set Jetting' thematic content on Visit Lincolnshire channels that increases the number of visitors engaged in Film Tourism.

Engaged and informed businesses able to harness opportunities presented through the Film Office Services.

Success will mean - long term

The potential to secure buy in from public and private sector partnerships to help establish a 'Lincolnshire Film Fund'.

An increase in employment opportunities for indigenous Creatives and Crew.