

Success Stories: Creative England



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MovieSite
POWERED BY  Openbrolly

Employees

30 - 40

Industry

Creative

Region

Based in Bristol and Salford but cover all cities and regions beyond London

MovieSite client since

2010

www.creativeengland.co.uk

Creative England is a not-for-profit organisation, founded in 2010 by a consolidation of a number of regional film commissions after the UK government dismantled the UK film council.

They uncover creative businesses and empower creative communities to grow, they uncover, connect and back the best original storytellers; driving diversity, collaboration and growth in the creative screens industries.

The challenges

Due to receiving both public and private funding and working with partners including the British filming institute, **Creative England** provide an infrastructure for project coordination, locations and crew services across England. They have to ensure they assist all partners and stakeholders whilst providing self-service facilities at industry standards. They deal with a high volume of productions and create opportunities for new voices, products and services. They help to build inclusive and sustainable creative communities.

Solutions

Creative England uses the full **MovieSite** suite and has several bespoke elements to suit their needs and requirements.

MovieSite locations allows **Creative England**, partners and location owners to add and maintain locations, providing an up-to date shop window of ideal locations for productions across the whole of the UK. The self-service offering for locations and production enquiries allows productions to quickly find what they are looking for and submit enquiries without the office needing to spend excessive time dealing with the volume.

The locations module automatically receives data from partners to help build the database and provide a knowledge base for the whole industry.

Production tracking allows them to manage all enquiries and productions. It allows for operational reporting and ensures required activities are done on time to support productions.

The film application module integrates with production tracking, collecting all the relevant information for reporting and delivering a quality service to productions. This allows Creative England to report on economic spend and generated inward investment.

The Crew and facilities module provides a self-service approach for crew, production companies and facilities to search and apply for productions, as well as sending searching and applying for a crewcall.

Process

MovieSite modules are inter connected to allow the office to see the "full story" around a production, locations or crew member.

It provides extensive management reporting for a large organisation.

Results

An integrated, end to end system & locations database, used by Creative England and its regional partners. Benefitting all users by increasing efficiency in a sustained manner.

An extensive contact and project management system tuned to the needs of the film and TV industry.

Jobs created and safeguarded 1872

Companies invested in 350

Film project supported 464

Productions using the database 1234

"We don't just invest money; we provide a money plus service. We are building strong, long-term relationships with industry and our partners. We provide practical support for film and TV production; organise networking and events; provide mentoring, information and business advice. We connect and combine local knowledge with national and international reach."

- We help grow talent and businesses
- We help secure a sustainable infrastructure of support for creative companies outside London
- We identify new and expanding markets for creative content
- We promote the creative talent of the English regions to the world
- We champion the economic and cultural contribution of the creative industries"

Creative England

**creative
england**