

## Employees

0-5

## Industry

Creative

## Region

North Somerset (England, UK)

## MovieSite client since

2020

[www.innorthsomerset.co.uk/filming](http://www.innorthsomerset.co.uk/filming)

**North Somerset Film Office** was officially set up in 2020, and is run by North Somerset Council.

Main duties of NSFO include co-ordinating all filming requests, and promoting the area to the rest of the country and abroad as a film friendly authority that openly welcomes and encourages filming activity.

*"North Somerset has so much to offer.*

*Our variety of filming locations really is an asset, we have beaches, dramatic coastlines, miles of rolling countryside, gritty townscapes, and picturesque villages.*

*Our geographical location is great, we are close to the hubs of Bristol and Bath but offer very different location options. We are on the M5 which offers brilliant transport links to the rest of the UK and have our own airport (Bristol) with many international routes which opens us up to the rest of the world."*



## The challenges

Filming throughout North Somerset had previously been dealt with in a reactive way. The intention was to be as film friendly as possible, however resources (both financially and officer time) has always been a challenge.

Before the Film Office was formally created, dealing with film applications was processed by sending out paper based forms. Communications were done by emailing back and forth, documents would be saved on their internal drives and no set filming permit fees were charged.

## Solutions

After speaking to other local film offices to see how they handle applications, **MovieSite** was recommended across the board.

North Somerset Film Office initially took on **MovieSite Permits** to reduce their intimal costs. They then found that by bringing a more up to date, industry-standard way of handling enquiries and applications, they have not only had more applications but have in fact, had many more repeat applications from location managers.

In just 9 months, this generated enough extra inward investment to enable North Somerset Film Office to take on a second **MovieSite** module: **MovieSite Locations**.

**MovieSite Permits** and **Locations** has helped NSFO to professionalise and give value to the service they offer. They have found that by being able to offer a better user experience to clients, they have increased their applications.

## Process

**MovieSite Permits** and **Locations** work together to enable North Somerset Film Office to showcase filming locations, and provide a streamlined and professional service to clients.

## Results

North Somerset Film Office has placed itself firmly on the map as a film friendly destination and improved inward investment for their area. The team hope to continue their positive growth and are excited to see what they can achieve in the next 12 months.