

SCREEN

Staffordshire

YEAR ONE: IMPACT

2025-2026

FOREWORD

SCREEN
Staffordshire

It's official - Screen Staffordshire has completed its first year!

This milestone marks a third of the way through our three-year pilot programme, secured by We Are Staffordshire, and offers a valuable moment to reflect on progress and share key achievements.

As Chair of the Steering Committee and a Line Producer based in the West Midlands, I know how vital a film office is in supporting the sector. Over the past year, Jonny, our Film Office Manager, has worked tirelessly to establish the service and put Staffordshire on the production map, with a clear initial goal: attracting productions to the county.

That focus has already paid off, with the film office securing both a major high-end TV drama and a BAFTA-winning reality production in its first year, amongst many others across all formats. Production brings significant local spend across services such as accommodation, logistics and catering, while also creating paid opportunities for local crew. Alongside this, the team has built essential infrastructure, including databases, governance and partnerships across the county.

Thank you to everyone who has supported this work so far - collaboration is key to the pilot's success. This first year has laid strong foundations, and we look forward to building on this momentum.



DEBORAH ASTON

Producer / Line Producer

Chair, Screen Staffordshire Steering Committee



LAUNCH





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AMAZON STUDIOS

"...since the introduction of Screen Staffordshire we have found the awareness of our charity-run site has increased"

LOUISE BARTLEY, MIDDLEPORT POTTERY / RE-FORM HERITAGE

"...an invaluable asset to the creative landscape of Staffordshire. They are helping shape our cultural and economic landscape of by attracting talent, raising our profile, and demonstrating our venues and local infrastructure can support high-quality production work."

GARY STEVENS, GATEHOUSE THEATRE

"Screen Staffordshire has become that link, mapping our resources together and providing a unified voice for the region."

ANDERSON WEST, PRODUCER AND OWNER OF JERUTY FILMS

35

REALITY DAYS

17

DRAMA PREP DAYS

17

DRAMA SHOOT DAYS

6

DRAMA STRIKE DAYS

250

SHOOT DAYS
ACROSS ALL FORMATS



"Screen Staffordshire could not have been more accommodating. We had site visits, all the info was communicated very clearly and everything went smoothly. We could not have done all our work without the help of Jonny, the film office and the local council.

Highly recommend"

CHARLIE TURNER, LOCATION MANAGER

5x LOCAL HIRES

3x FILM OFFICE
PLACEMENTS

2x CAREERS TALKS

12x EXTERNAL
SPEAKING SLOTS

1k+ SOCIAL MEDIA

"Our students were really engaged throughout, and Jonny's use of video, images and real-life examples helped bring the industry to life."

GEMMA WHALLEY, STOKE-ON-TRENT COLLEGE

"Candidates have gained meaningful, behind-the-scenes experience within the film and television industry ... incredibly valuable in building confidence, skills, and crucial sector experience ."

JESSICA BATES, EMPLOYMENT BROKER, STAFFORDSHIRE COUNTY COUNCIL

"The film office put me in touch with a locally-shooting production which led to a number of our actors working on the show."

ELEANOR HAM, MANAGING DIRECTOR, LCA ACADEMY AND AGENCY



£35K+ ANCILLARY
COSTS

£50K+ PAID TO
LOCAL CREW

£200K+ LOCATION
FEES GENERATED

3,300+ NIGHTS OF
ACCOMMODATION

£435K+ ON LOCAL
ACCOMMODATION

"As a business, on average, having the film crew in brought us an extra £50-100 per day."

NATASHA DUNCAN, MONK AND SMUGGLER, STAFFORD

"Their understanding of our locations is particularly valuable; they clearly recognises how these can translate into compelling filming locations that align with trends and needs."

OLIVIA THACKSTONE, STOKE-ON-TRENT CITY COUNCIL

"What stands out most is how the film office actively champions local talent."

ELLIOTT JOHNS, FIRST REUNION PRODUCTIONS AND
STAFFORDSHIRE FILM COLLECTIVE

TOTAL
INVESTMENT
YEAR ONE

£125,000

TOTAL
LOCAL ECONOMIC
IMPACT
YEAR ONE

£1,323,000+



SCREEN STAFFORDSHIRE LAUNCH EVENT HIGHLIGHTS

Watch the highlights from our launch event at Hoar Cross Hall on Wednesday 11th June 2025.

[WATCH NOW](#)

MOTORWAY COPS: SEASON 10 PREMIERE

Filmed here in Staffordshire, check out the highlights from a brilliant evening at Stafford's Gatehouse Theatre.

[WATCH NOW](#)



SCREEN STAFFORDSHIRE: CHILLINGTON HALL

Join Jonny on his visit to Chillington Hall to go behind the scenes and learn more about the recent filming of Channel 5 drama, "Murder Before Evensong"

[WATCH NOW](#)

SCREEN Staffordshire

www.screenstaffordshire.co.uk
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