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SALDANHA BAY MUNICIPAL FILM POLICY

EXECUTIVE SUMMARY

The nature of filming is operational. The aim of this film policy is a focus on the operations of filming, the issues that accompany these operations and the regulatory framework that guides the parties involved resolving these issues. The two-fold objective of this policy is: to facilitate the promotion of Saldanha Bay Municipal area as a film location of choice for both local and international film companies on the one hand, and to regulate the industry on the other hand.

This can only be achieved if a balance can be found between the needs of the industry and the needs of the public, whereby Saldanha Bay Municipal area will be established as a global competitor in the industry and ensuring its longer-term sustainability. Policy sections: Locations, Procedures for Permit-issuing, Shooting Requirements and Timeframes, Notification of residents and businesses. Special requirements on shoots requiring road closure or traffic control to off-peak hours and Facilitation of local suppliers for shoots. Film shoots would require diverse needs and the procedures involved in obtaining a permit can be complicated, therefore this policy seeks to make the task of filming a lot more straightforward and easier for all concerned to attract major film companies to our area.

INTRODUCTION

The Need for a Film Policy

The Saldanha Bay Municipal area is rich in pristine film locations and filmmakers are spoiled for choice in our fishing villages (Paternoster), Greek building style (Club Mykonos) farmlands (Hopefield), Langebaan lagoon, just to mention a few. The valuable contribution that filming can make to the economic and cultural environment of Saldanha Bay municipal area, justify the need for a Film Location Policy. SBM has introduced measures to further facilitate the film permit process for filming related activities.

These measures have included the establishment of an intergraded approach in the SBM Administration within the LED which facilitates the film permit process in SBM. Council needs to approve a free tariff structure for permit application and the alignment of all film location activities across the SBM area. The no- charge principle is a

competitive edge to draw the attention of film companies to the area, but the downstream economic spin-offs is the win for the businesses in the SBM area. However, filming activities have been taking place in the absence of clearly defined guidelines and by-law. There is currently no applicable by-law relating to specific filming issues. SBM area has the potential to be a film location destination of choice that can grow exponentially in the years to come, and therefore it is imperative that SBM follows international best practices, in the provision of support services and in its regulatory framework to facilitate film activities in the SBM to stimulate economic activity. The decision-making process of the SBM is required to balance issues such as community involvement, protection of the environment and local economic development. To ensure that the SBM strengthens its competitive position, it needs to ensure the easy access of a well-organized permit process for film application sector within its administration.

OUTCOMES

- An enabled environment for Film in the SBM area;
- Adequate budget provision for Film and TV programs to benefit the local communities in terms of empowerment purposes
- Reserved downstream opportunities for local community or infrastructure development
- Clear role clarification
- Effective institutionalization
- Locations manual for Saldanha Bay
- Appropriate film policy
- Informed communities, satisfied Council, and a growing SBM film location-industry

POSITION STATEMENT

In order for filming at a location to be most effective and successful, there need to be exceptional teamwork and collaboration amongst all role players. This does not only

include the film crew, but also the filmmaker, community, local businesses, Ward Councilors and any other local agencies which need to be involved.

This filming policy aims to encourage the smooth collaboration amongst role players. Effective and regular communication between parties will be key in establishing a clear and agreed process for applications and approvals. In doing so it will also help that each party have a good understanding of the requirements and expectations of the other. If implemented with the necessary professionalism and willingness, the policy should result in informed communities, satisfied Council, and a growing SBM film location- industry.

The Role and Responsibilities of Council

- In relation to the permitting for the usage of filming the SBM have some definite responsibilities. SBM wants the filming industry to contribute to the economic and cultural development of its communities, need to make sure public resources are used responsibly and community amenities are well maintained.
- This policy is intended to make transparent the approval processes and assist the SBM to develop a responsive and efficient consideration of film applications. The policy will facilitate the SBM decision-making in response to the time-critical nature of film applications and will encourage fair consideration of the needs of the local community and of filmmakers.
- The SBM must ensure a customer friendly approach with minimal red tape for the film industry.
- A helpdesk dedicated to the production of films/videos must be established by the municipality.
- The municipality must develop a separate webpage for marketing SBM's picturesque locations.
- The SBM must make sure that information relating to contact details of support services to the film industry (i.e. sound- and light engineers), be available on SBM's website. The SBM must also consult with San parks on receipt of an application which involved areas under San parks' control.
- A strategy must be drafted for marketing of SBM as an attractive filming destination.

- The SBM must be request the film industry to make use of local residents when requiring actors.

The Role and Responsibilities of the Film Industry

The business of filmmaking is a strange environment in the sense that it contains commerce, development and culture parts. It is an expensive, risky, and very difficult industry. The operation during a film shoot involves many people with different skills that needs to perform their work at a speedy pace, under great pressure to meet deadlines. As exciting and as it is when in operation in a location/area and the buzz that it can create, when it is over, it is gone without a trace.

POLICY PILLARS

This policy rests on six interlocking pillars:

Facilitation

This will be to best enable the facilitation of filming in the SBM area. This process entitles the easy access to film permit, film locations for shoots by the LED, through the effective service it renders for the issuing of permits and liaison with all the relevant role players. To make SBM a film-friendly destination of choice for local and international film makers. The success of the role of the LED in this respect will be measured in the increase in the number and size of film shoots that are drawn to the SBM area.

Regulation

Regulation of film shoots by the SBM will be in conjunction with the relevant role players, to ensure the efficient and effective management of film application for shoots.

Consultation

The LED will do the necessary consultation with all internal parties who are involved in Film shoot application process. The LED assists the film production company with any inputs raised by the role players.

Competitiveness

SBM will charge no permit fees to be paid by the film production companies to Council for film application. This will be a competitive edge to draw production companies to use our locations as compared to other areas. In turn the film industry needs to provide downstream opportunities or contribute to location infrastructure development that will benefit the local communities in a visible and highly tangible way.

Sustainability

In the longer term the way to remain competitive, is link to the sustainability of the industry. Attention to the need to keep a balance between the needs of the filmmakers, the local communities and SBM as local authority is one of the principles aims of this policy which will help to secure the long-term sustainability of the industry operating in the SBM area. The packaging of our local locations in a professional database through location scouting and the easy access. The zero tariff for our film application process will go a long way to ensure that sustainability.

Protection and user rights

Ensuring the protection of the environment and the rights of users within the locations approved for film.

FILM POLICY

This film policy is divided into the following sections:

1. Locations
2. Procedures to obtain permits
3. Shooting Requirements, timeframes and protocols
4. Notifications of residents and business
5. Restrictions/limitations on shoot
6. Facilitation of local suppliers

1. LOCATIONS

Municipal Locations

All commercial film shoots that will take place within the municipal area of the SBM on/within the following types of municipal locations will fall under this policy:

- City Streets, roads, sidewalks, and road verges
- Municipal Public Open Spaces (Green belts, detention ponds, undeveloped municipal property, including areas of environmental importance)
- Beaches (including coastal areas)
- Municipal Parks (regional and residential)
- Municipal Buildings
- Municipal Stadiums
- Municipal Nature reserves/areas
- Municipal Sports Fields
- Municipal Water Bodies (vleis and rivers)
- Municipal Resorts
- Municipal Installations (Treatment Works, Dams, Filtration Plants)
- Leased Properties
- Certain Shopping Malls
- Historical Monuments
- Any other municipal property

Private Locations

Besides the above municipal properties, this policy also applies to shoots on private properties, when any such shoot impacts on municipal property (such as a street). This includes private properties in residential areas (not owned by SBM) as well as businesses in business zoned sites or residential areas. SBM needs to ensure that a consolidated locations manual is developed to better promote the municipal area and its jewels.

SBM & WESGRO WORKING TOWARDS A FILM-FRIENDLY ENVIRONMENT (POTENTIAL FILM LOCATIONS)



2. PERMIT PROCEDURES

A permit will be required for all film productions occurring within municipal area. The LED will facilitate and coordinate the film application process. All permits are issued subject to this policy's guidelines and the permit conditions stipulated by it. Conditions may be added if changing circumstances require it but also requesting the film company to get permission from the property-owner.

2.1 The Permit-Issuing Process

The previous film process was timely, costly and fragmented. There was no dedicated official for proper process facilitation and a lack of sound communication with role players. The film application process was also spearheaded by the wrong department.

A draft framework pertaining to the film application process culminated from our robust workshop discussion which clearly path a new way forward to realize the Wesgro value proposition regarding job creation, a film friendly service to film/media industry and to grow the tourism attractiveness of the region through quality film shoots. The framework was officially adopted, and the following process is currently in use:

a. Written application

Production Company needs to submit written communication expressing their interest to shoot in our area.

b. Fully completed application form

The fully completed form needs to be submitted for scrutiny by all relevant role players, including councilors for notification purposes. On receipt of the documentation, it is circulated to all relevant role players for scrutiny and will serve as guiding document to get clear understanding of what is expected and how to best prepare for the shoot.

c. Circulate documentation to role players for comments

The necessary comments need to be forwarded to the LED department.

d. Confirmation of Location Booking as per Application Request

The film company needs to obtain written consent to utilize the location they are anticipating using for their shoot. If need arises although this is the applicant's responsibility assistance may be provided by the LED where possible:

- Confirmation of availability for requested dates.
- Approach and obtain approvals from other authorities e.g. Local police, provincial transport,
- If there is a need for community or business consultation/ notification.

- Where there is high impact and residents or business areas are required to be condoned off, it will be necessary to consult and give notice to residents and/or business

e. Reconnaissance

The liaison Committee will then convene a meeting in order to get clarity on numerous issues relating to the shoot.

f. Inspection

The liaison committee will then embark on site inspection to familiarize with risk factors and check if all is in place as per the application form. These findings will inform the permit conditions.

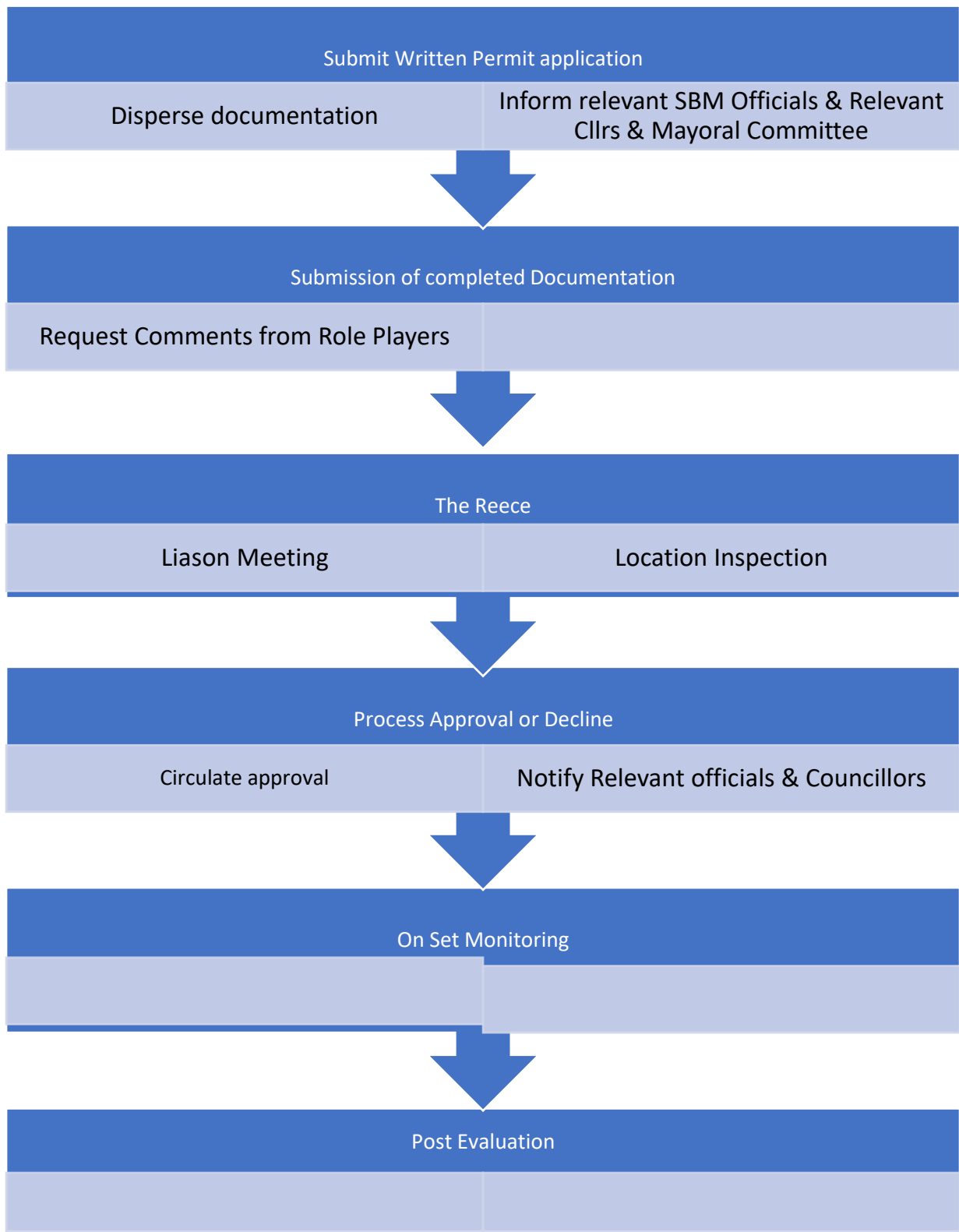
g. Process approval or decline

Permit will be prepared for approval with all requirements and conditions as per resolved with all stakeholders or decline with appropriate reasons.

h. On-Set Monitoring of Shoots by LED Staff (approved)

In order to ensure that the production company adheres to the permit conditions, relevant SBM officials are required to do standard routine checks, and on completion of filming a follow up inspection of the location to ensure the area is in the same condition prior to the filming.

A graphic permit issuing process diagram



3. Shooting Requirements, timeframes and protocols

3.1 Requirements

- Animals Used on Set
- Access Requirements During Filming
- Aircraft (Helicopters and fixed wing) Requirements for Use on Shoot
- Insurance
- Indemnity
- Concurrence Form
- Catering Requirements on Set
- Clean-up Requirements
- Crew Conduct Requirements on Set
- Disruption Minimization to Affected Residents/ Businesses
- Environmental Requirements
- Fauna and Flora Requirements on Set
- Generator Requirements for Use on Set
- Location Manager Required on Set
- Noise Level Requirements on Set
- Parking Requirements on Location
- Private Property Shoot Requirements
- Road Closure (Temporary) / Traffic Control Requirements
- Safety Requirements on Location
- Signage
- Special Effects Requirement

3.2 Timeframes

- Timeframes for Permit Application Submission
- Timeframes for Road Closure Applications

Written application should be sent to LED at least 7 days prior and approval can be finalized in 3 days.

3.3 Protocol adherence

Film Industry protocols must be adhered to, and communities, SBM Councilors and officials should not contravene these protocols.

If at this point, there is some concern or confusion on either side it may be advisable to have further on-site meeting so that these matters may be addressed.

4. Notification of Residents/Businesses of shoot

Production Company's must inform residents at least one day before the shoot in the case of a stunt. The production company must prepare a flyer/letter to inform all the affected parties within a radius of 250 square meters from the shoot location.

5. Restrictions/limitations on shoot

- Road Closure
- Parking
- Minimization of Disruption to Residents/ Businesses
- Special requirements
e.g. Parking - number of vehicles Potential disruptions to public transport
Obstruction to pedestrians (designated space required) Construction of sets
requirements Stunts planned Special effects Aerial requirements (helicopters,
etc.)

6. Facilitation of Local Suppliers

The film industry needs to ensure that downstream opportunities are availed for local community. It is therefore important that council plays a significant role in empowering the community for such opportunities through awareness and skills programs.

Addition to the policy

The following aspects were highlighted during the discussion of the policy with the presentation to Council:

- that the film industry requires a customer friendly approach with minimal red tape and a strong municipal focus on the ease of doing business when dealing with film applications;
- that a film helpdesk dedicated to the production of films/videos be established;
- that a separate webpage be developed for marketing SBM's picturesque locations;
- that information relating to contact details of support services to the film industry (i.e. sound- and light engineers) be available on SBM's website in order to avail downstream opportunities;
- that a location manual be incorporate on the SBM website;
- that SBM consults with Sanparks on receipt of an application which involved areas under Sanparks' control;
- that a strategy be drafted for marketing of SBM as an attractive filming destination;
- that the film industry be requested to make use of local residents when requiring actors;