

BOVINGDON AIRFIELD

PERMISSION REFERENCE 4/01152/18/MFA

CONDITION 3 – SUBMISSION

MAY 2020

ITV Studios and Bovingdon local benefits for 2019

During 'Dancing on Ice' 2019 and 2020 series and the 2019 series of The Masked Singer, ITV Studios and 3rd party clients spent over £1.3 million in the Bovingdon and Hemel Hempstead area. As well continuing to spend money in the local area, ITV will also continue to develop their relationship with the local community.

Local schools and college

ITV took on two work experience placements from Bucks College during Dancing on Ice's studio run.

Local community

Trisha Goddard, one of the celebrity skaters on the 2020 series of Dancing on Ice, switched on the Christmas lights at the Bovingdon Fayre on 1st December 2019.

Local Employment

ITV will continue to invest in local employment. We employed a production secretary from the Bovingdon area as her first role out of college having studied television production management and 'Dancing on Ice' was delighted to be able to offer her the opportunity of her first role in the industry. In addition, both Dancing on Ice and another ITV entertainment show 'The Masked Singer' proactively sought people from the local area for roles in security, transport, cleaning, catering and on the ground facilities team. The knowledge from the local community is paramount to studio's continuing success and will hopefully grow as the bookings of the studio increase to a consistent schedule for each year.

ITV also employed local daily runners to work at weekends during the live 'Dancing on Ice' show. As well as continuing to employ local runners, ITV continues to aim to work closely with the local Colleges and Universities recruiting for roles, arranging visits and work experience placements.

2019 Financial Report

DOI 2020 – £1.13 million

Dancing on Ice returned to Bovingdon studio for its second series of the revamped format. Filming took place from January to March 2019 and averaged 6.25 million viewers.

The show contributed over £1.1 million to the local economy last year. This was Dancing on Ice's second year filming at Bovingdon studio. The production's Ofcom regional status meaning that there is a focus toward spending money outside of the M25.

Spend Breakdown:

£829,000 on local filming related suppliers

£211,000 on local hotels

£76,000 on local crew

Dancing on Ice remains committed to using the studio for the foreseeable future.

The Masked Singer - £230,000

The Masked Singer was a new format to the UK with the format being sold around the world to over 25 countries having been originally produced in South Korea. Filming commenced in September 2019, and was broadcast on ITV in January 2020. The series average 6.32 million viewers and was ITV's biggest new entertainment show launch since 2013.

The show contributed £230,000 to the local economy.

Spend Breakdown:

£194,000 on local hotels

£21,000 on local filming related suppliers

£14,000 on local transport

The Masked Singer has been recommissioned, filming of which take place later in Autumn 2020, and discussions of the booking the studio for 2021 are already underway.

ITV Studios continues to collaborate with Dacorum Council in order to improve relationships with local suppliers and engage with the local community.