



# Charter of Services

## Benidorm Film Office

## Presentation

In 2009, the Benidorm Film Office (BFO) was created after the signing of a collaboration agreement with the extinct Ciudad de la Luz S.A.U., the film studios located in the city of Alicante. This agreement established the implementation of the service hosted by the Department of Tourism.



However, for several years the activity was carried out by staff of the Press Office. This is why the making of recordings and photographs in the city was hardly relevant, since we were not consciously working on this product.

In 2013, since the Department of Culture, the possibility of reactivating this service is studied and so it is done to date. The activity, and the results of the implementation or reactivation of this transversal service of the management of the recording and photography permits in the city, makes the BFO deserve its recognition as an autonomous municipal department, dependent on

the Tourism policy maker, or Mayor's Office in the case of relying on the Communication Cabinet.

The activity of BFO as a generator of indirect impacts in terms of the advertising promotion of our tourist destination, makes it necessary as a complement to the promotional activity (Tourism and VisitBenidorm) and communication (Press Office).

This Service Charter aims to be an instrument at the service of the citizens and visitors of Benidorm that improves the information and knowledge of the different services that the Benidorm Film Office puts at your disposal and in which we assume our commitment to your needs.

## Fundamental Principles of the Service Charter

The Services Charter of the Benidorm Film Office is an informative document aimed at users, citizens and visitors of Benidorm in which the services provided are collected as well as the rights they receive while assuming the commitment to the provision of said services and the corresponding corrective measures are established.

### What is Benidorm Film Office?

Benidorm Film Office is a municipal office that offers its information, advice and processing services free of charge to all audiovisual professionals who wish to shoot in Benidorm.

It is responsible for managing the shooting and photography permits in the city. We coordinate the needs of the producers with the municipal services to offer Benidorm as a great set for the audiovisual industry.

Our goal is twofold: to facilitate the work of the producers to save you time, money and effort and take advantage of the return that this activity has on local spending and the image of our municipality.

### What is our vision of the future?

Although we can talk about the fact that the BFO service is well positioned after the first years since its enhancement, it is necessary to continue working on different lines to achieve greater efficiency and effectiveness of our service.

The objective is to position ourselves as one of the most competitive Film Office in our region and make the national and international leap. This is what in the audiovisual world is known as being a “film-friendly city”, actively collaborating with VisitBenidorm and the Department of Tourism.

On the other hand, we also want our citizens to understand why this service and the great benefit it entails. For this it is important to inform, through the social networks and the media, what is being produced to make them participants.

## Services we provide

Management of permits for shooting or photography in the municipality:

- General: in 24 hours, teams under 5 people with camera and tripod
- General: from 48 hours, if they are more numerous teams
- Permits with reservations of spaces or traffic cuts: from at least 5 business days depending on the project

Assistance in finding filming locations

Information and advice on production logistics

Information on grants, calls and grants

## Commitments and Indicators

Commitments	Indicators
1. Manage satisfaction surveys	Satisfaction surveys for producers
2. Manage the procedures of the area	Number of applications received / Number of accepted or not  Total income filming rate and or reserve spaces  Number of services performed
3. Manage spaces, locations, complementary services to respond to audiovisual professionals	Number of spaces available for recordings / photographs  Number of filming days made  Local spending in the city  Number of overnight stays in regulated establishments in the city

4. Support tourism intelligence work	Information validation Number of tourism actions / products created as a result of tourism intelligence products
5. Maintain the relationship with the audiovisual sector	Number of companies and professionals subscribed to the agreement Impact on media and social networks Number of agreements signed with Associations or institutions
6. Support VisitBenidorm	Number of joint actions with VisitBenidorm Number of entry requests by VisitBenidorm Number of effective shootings per VisitBenidorm
7. Create tourist routes of Film	Number of routes created
8. Improve web viewing	Web traffic
9. Production promotion #shootinBenidorm	Number of followers on social networks Publications in the media
10. E-electronic procedures	Number of requests attended
11. Improve the Web and Hardware	Number of web visitors

## Rights of visitors and users

Visitors and users have the right to:

1. Clearly identify the administrative unit that is competent for the provision of the required service.
2. Receive general administrative information in person, by telephone and electronically, efficiently and quickly.
3. Be treated with respect and consideration.
4. Receive real and truthful administrative information.
5. Choose the channel through which to interact with Benidorm Film Office.
6. Obtain information through electronic means of the procedures and procedures necessary to access the activities of the service and for its exercise.
7. The security and confidentiality of the data contained in the files, systems and applications of the Department.
8. The quality of public services provided electronically by the agency.
9. Collaborate and participate with the Benidorm Film Office by making inquiries, proposals or comments through email, by phone or by mail.
10. Submit suggestions and complaints in person, through the electronic office or by mail.

## Breach of commitments

In case of breach of the commitments contained in this Service Charter, the Benidorm Film Office proposes the following measures:



- Preferably execute the procedures that are affected by the commitments acquired in this Charter of Services without prejudice to the citizen's right to submit the pertinent complaints and suggestions.
- Communication of apologies from the head of the organization in which the corrective measures are reported to correct the breach.
- At the request of the affected or affected, meeting with the head of the organization in which they will be given timely information of the corrective measures to remedy the breach.
- The communication will be carried out, preferably via email or through the electronic headquarters to make the response more flexible and faster.

### **Schedule, location and contact**

Benidorm Film Office

Adress: Plaza SSMM Reyes de España, 1. Third floor  
03501 Benidorm (Alicante)

Official Hours: Monday to Friday from 08:00 to 14:00

Tel: 648 036 771 - 966 815 436

E-mail:

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Web: <https://benidorm.org/filmoffice/>

