



Old Royal Naval College and Elstree Film Studios partner to mark 100 years of shared cinematic heritage with a Guinness World Records™ attempt

Old Royal Naval College, King William Walk, Greenwich, SE10 9NN

The Old Royal Naval College – a registered charity, landmark UNESCO World Heritage Site and the UK’s most filmed heritage location – is partnering with one of the country’s oldest and most iconic film studios, Elstree Borehamwood for an unmissable occasion to mark 100 years of cinematic history. On Saturday 27th September 2025, the Old Royal Naval College and Elstree Studios will bring together some of the world’s most loved characters to attempt a Guinness World Records™ for the largest gathering of people dressed as film and TV characters in one place. Drawing from a combined back catalogue of productions filmed on site or on set, the partnered organisations invite fans, families, and friends who love film to set-jet their way into the record books. From *Star Wars* and *Indiana Jones* to superheroes, spies and swashbuckling pirates - with the odd bit of royalty thrown in – this milestone event will celebrate a century of movie magic.

Providing the backdrop for the historical, fictional and dystopian, the Old Royal Naval College is not only a jewel of British architectural antiquity but a vital player in the UK’s cultural infrastructure. The organisation continuously balances UNESCO conservation with live filming, cultural programming, and destination tourism in the heart of Maritime Greenwich.

Elstree Studios, one of Britain’s oldest and most prestigious film and television studios, is also celebrating its centenary in 2025. Over the past 100 years the studios in Borehamwood, Herts, has become famous as the home of iconic productions such as *Star Wars*, *Indiana Jones*, *The Shining* and *The Crown*.

As well as the world record attempt in partnership with the Old Royal Naval College at Greenwich, Elstree is staging a series of major events to mark its 100th anniversary. Highlights include a visit from the Duke of Edinburgh; the UK's first AI-driven film and television immersive experience; a gala celebrating talent and filmmakers with a connection to Elstree such as Stanley Kubrick, Steven Spielberg and George Lucas; an interactive heritage trail; and a community open day as well as screenings and Q&A sessions.

The partnership between the Old Royal Naval College and Elstree Film Studios signifies a landmark moment in the UK's screen heritage narrative, uniting two iconic institutions that have collectively shaped the nation's cinematic identity. As custodians of globally significant heritage and British film industry legacy, both organisations represent complementary sides to the production industry spectrum: Elstree as a cornerstone of studio delivery and the Old Royal Naval College as the UK's leading heritage filming location. Working in tandem as studio base and location backdrop for over 70 years, from Cary Grant and Ingrid Bergman's 1958 classic 'Indiscreet' to the golden globe and BAFTA award winning Netflix series, *The Crown*.

Set-jetting is now one of the most influential travel experience trends, as fans seek out locations and connections to their favourite moments from TV and Film. Events delivered as part of this new partnership will offer the opportunity to bring viewing audiences together to celebrate their passion and become part of the Old Royal Naval College and Elstree's film loving community.

From the Baroque splendour of the Painted Hall to 17 acres of adaptive filming space, the Old Royal Naval College has played host to Oscar-winning directors and global productions—from *Skyfall* and *Les Misérables* to *The Crown*, *Bridgerton*, and *Pirates of the Caribbean*. In 2024, the site welcomed over 800,000 visitors, with a significant rise in 'set-jetting' following the latest *Bridgerton* season. Working closely with tourism bodies including VisitBritain, Film 100 aligns with nationwide strategies to convert cultural fandom into location-based engagement.

Matthew Mees, Chief Executive at the Old Royal Naval College comments, *We are delighted to celebrate 100 years as a unique and enduring location for film and TV. Partnering with Elstree Film Studios, an iconic studio and the globally recognised Guinness World Records™ provides us with an opportunity to celebrate this significant milestone and highlight to industry and our visitors the continuing appeal of this magnificent heritage site as a cultural and cinematic treasure in the UK.*

Rebecca Hawkes, Head of Studios at Elstree, comments, *We're tremendously excited to be partnering with the Old Royal Naval College as part of our centenary celebrations. This world record attempt will not only reflect Elstree's rich heritage and pivotal role in the history of British filmmaking, but it also promises to be great fun and an unforgettable day for everyone who will be taking part.*

Notes to Editors

Location Old Royal Naval College, King William Walk, Greenwich, London, SE10 9NN

Website <https://ornc.org/whats-on/guinness-world-record/>

Social Media #OldRoyalNavalCollege

Instagram @oldroyalnavalcollege

X @orncgreenwich

Facebook @oldroyalnavalcollege

Filming at Old Royal Naval College

As a charity, Old Royal Naval College is dedicated to preserving and sharing one of the most iconic heritage sites in the UK. Income generated from filming directly supports the conservation of its historic buildings and grounds, ensuring they are protected for future generations. Filming income also plays a vital role in enhancing public access to the site enabling the development of educational programmes, exhibitions and public events that explore its rich history and stunning architecture.

Old Royal Naval College

Old Royal Naval College is the centrepiece of Maritime Greenwich, a UNESCO World Heritage Site, with a long and celebrated 600-year history. Today it is a diverse cultural destination and one of London's most popular venues, filming locations and visitor attractions, attracting over 800,000 visitors a year.

The site was originally home to Greenwich Palace, a Tudor palace favoured by Henry VIII and Elizabeth I, excavations of which can still be seen today. After the English Civil War, Queen Mary II ordered the creation of the Royal Hospital for Seamen on the same site, which at its peak housed over 2,700 injured and retired sailors. These are the stunning classical buildings visitors can see today, designed by one of England's greatest architects, Sir Christopher Wren. The rich maritime history of the site continued after the departure of the Royal Hospital in the 1860s. From 1873 – 1997 the buildings housed the Royal Naval College, training naval officers for over a hundred years, including the first female members of the Royal Navy in the 1940s, known as the WRENS.

In 1997, the Greenwich Foundation was established to conserve the magnificent baroque buildings and grounds of the Old Royal Naval College for present and future generations and provides opportunities for wide and diverse audiences to enjoy and share their significance. Today this historic landmark is open to the public. The Greenwich Foundation spearheaded an £8.5 million award-winning and pioneering conservation project, which saw the Painted Hall restored to its full glory, and the Tudor foundations of the site excavated. In 2019, following the reopening of the site, the Painted Hall at the Old Royal Naval College won Restoration or Conservation Project of the Year at the Museum + Heritage Awards 2019. In 2020, the Old Royal Naval College won Gold in the Large Visitor Attraction of the Year category at the VisitEngland Awards for Excellence, and in 2021 it won Tiqets Best Museum of the Year, UK & Ireland.

Elstree Studios

Elstree Studios has been home to global blockbusters and treasured television for 100 years, earning its place as the UK's answer to Hollywood. With continued investment in innovation, skills, and community engagement, Elstree is shaping the future of entertainment. Uniquely, Elstree is a public asset, owned and operated by Hertsmere Borough Council having been saved from closure and brought into public ownership twenty-five years ago.

Guinness World Records

What's the fastest game bird in Europe? This was the question that inspired the founding of Guinness World Records back in 1955. Starting with a single book published from a room above a gym, GWR has grown to become a global multi-media brand, with offices in London, New York, Beijing, Tokyo, and Dubai. Today, we deliver world-class content, not just through books, but via TV shows, social media, and live events. Our in-house consultancy works closely with brands and businesses around the world to harness the power of record-breaking and deliver award-winning campaigns and business solutions. Through our in-house production arm, GWR Studios, we create standout content for broadcasters, brand partners, and digital platforms. Our Entertainment Services division brings the best of the GWR brand to life in a diverse range of live experiences where visitors can discover and even attempt official world records. Whatever the medium, our ultimate purpose is to make the world a more interesting, fun, and positive place. To join this record-breaking community – and find out the answer to that original question – visit [guinnessworldrecords.com](https://www.guinnessworldrecords.com).

Screen Tourism/ Set Jetting insights

VisitBritain research demonstrates that there is a significant opportunity to leverage when it comes to screen tourism. While on a leisure trip in the UK, 7 in 10 UK visitors have been to a film or TV location and

amongst those that would consider coming to Britain in the future, 9 in 10 would be interested in doing so.

The report highlights the screen tourism is an influential trend amongst both visitors to the UK and those considering a trip to the UK. London demonstrates the largest potential for screen tourism, drawing the most interest amongst UK visitors and considerers. Film and TV, however, still plays a key role in motivating travel outside of London too. Film and TV can play a significant role in driving decisions of potential visitors to come to the UK in the future. Screen tourism is popular amongst all demographics but has more impact amongst younger travellers.

All enquiries, high res images and further information:

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