GreenSpace South East

Case Study Template

Topic	MANAGEMENT: Funding
Name of Initiative	Charging for Filming
Name of Local Authority / Organisation	City of London Corporation
Related Topics/Issues	MANAGEMENT: Resource Use COMMUNITY: Sponsorship; Marketing

Aims & Objectives	Our aims is to issue licences and charge fees for commercial filming thereby ensuring a balance between protecting sites, generating income and supporting the British film industry.
Outcomes & Impacts	Control over H&S, liability and environmental impact of filming Raised profile of the Open Spaces Department.
Process	City of London Corporation licence issued by Superintendent with support from the Comptroller & City Solicitor. (see attached guidelines)
Resources/Funding	Annual income of approx. £57,000
Timescales	(see attached guidelines)
Evaluation	Annual report to the Epping Forest & Commons Committee Overall considered effective support of the film industry and an appropriate method for raising additional income.
Prospects & Opportunities	Unpredictable and responsive process, which is not currently marketed to film companies.
Key Learning/Advice for Others	The charges are supported by a legal agreement delivered by a licence that sets out clearly roles and responsibilities. This should include H&S method statement and clarity over liability.

Contact Details	
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Contact agrees that GreenSpace can publish this case study in either printed or digital media (please circle)	**Yes**	No
Contact is happy for their contact details to be published with the case study (please circle)	**Yes**	No

Other Information Sources
Guidelines detailed below

CITY OF LONDON CORPORATION
Open Spaces Department

Guidelines for Charging for Filming on the City's Open Spaces 2009/10

		Fee charged per Day:	
1.	**Stills:**		
	a. Book:	£100 - £610	
	b. Magazine/Newspaper:	£100 - £710	
	c. Advertising:	£500 - £3,450	
2.	**Film**:	Interior	Exterior
	a. Feature:	£1,000 - £4,650	£1,000 - £3,000
3.	**Television:**	Interior	Exterior
	a. Drama/Feature:	£1,000 - £3,000	£500 - £1,800
	b. Light Entertainment:	£900 - £1,900	£400 - £1,200
	c. Documentary:	£250 - £1,000	£200 - £650
	d. News:		nil - £280
4.	**Television Commercial:**	Interior	Exterior
	a. Advertising Film:	£1,000 - £4,650	£1,200 - £3,000
5.	**Sound Recording**		
	a. Radio:	£50 - £330	£50 - £100
	b. Live for record / CD:	£250 - £1,200	£250 - £1,200
6.	**Other**		
	a. Students:		nil - £280
	b. Non-commissioned Short Films:		nil - £280 or deferred payment

SPECIAL NOTE:

The charges shown above should be regarded as Guidelines only. Staff / utility (e.g. electricity, water) costs should always be additional to the location fee. Location Fees should be agreed individually for each production based on various criteria, for example:

1. Length of time filming (e.g. Full day/half a day/a couple of hours)
2. Scale of the unit that will be arriving (e.g. Is it 5 crew with a camera and tripod, or 200 crew/extras with large equipment, carrying out stunts)
3. Hours of filming (e.g. Day or night)
4. If it is a feature film is it British or American produced (British productions will tend to have a smaller budget)

5. Is it of benefit to the location – i.e. news, education, documentaries, tourist books, etc. will all be low budget but make up for it by providing good public relations.
6. Preparation and strike days should also be charged for, usually at 50% of the agreed filming day rate.
7. Finally, regardless of any pleadings from a Location Manager, fees should be agreed at a level that makes the filming worthwhile to the location supervisor – either in monetary or PR terms – and cover the inconvenience of time spent liaising with the film crew. When possible students should be accommodated as part of the City's policy of supporting the film industry. However any actual costs arising from filming should be paid for by the student (e.g. Use of park vehicles – petrol, electricity, staff time if a member of staff has to supervise, etc.)