

# Photography and Filming Policy –

## Definitions

### 1. Private Use

Filming (including video recording) and photography for private use is that which is undertaken by visitors who intend to use the results for neither commercial nor 'not for profit' purpose.

### 2. Not for Profit Use

Filming and photography for 'not for profit use' is that which is undertaken by representatives of 'not for profit' organisations such as charities and schools.

### 3. Commercial Use

This covers all other categories of filming and photography, where the intention is to publish, present or otherwise attempt to exploit the commercial value of the results

## Limitations

### 4. Private Use

Visitors who wish to film or take photographs in the Museum may do so within the exhibition areas of the Museum. To avoid causing a trip hazard for other users of the Museum, they should use a tripod only with the assistance or permission of a member of staff/volunteer. Flash or other lighting which is built-in to the camera may be used. Objects in cases will not be removed to aid private use photography. By definition, the results will not be published.

### 5. Not for profit Use

Representatives of charities, schools or other institutions who state that the results of the photography will be used solely for educational or charitable purposes and not for the purpose of generating income to the organisation may be treated the same way as private users. Although, by definition the results may not be used for commercial gain, there still may be a charge in accordance with Para 7-12 below.

### 6. Commercial Use

Visitors who wish to film or take photographs for commercial use must declare in advance that they will comply with the conditions on the written agreement, Para 15 below, and that they will pay for the services received at the stated rates. See Appendix for rates.

## **7. Charges for Commercial Use**

The rates detailed are facility fees only, enabling supervised access to all parts of the Museum. Higher Charges may be negotiated, if for example, services are in high demand, additional staff are required to attend, or disruption to other visitors is anticipated. See Appendix for rates.

## **8. Commercial Film Production Companies**

For location work, advertising campaigns and PR agencies with commercial clients, costs will be incurred. See Appendix for rates.

## **9. Television Programme Production Companies**

For programme makers with terrestrial and cable channels. Rate dependent upon any need for special access, the perceived disruption to both visitors, and involvement of exhibits. The charge will be influenced by the size of crew, equipment, time of day etc. See Appendix for rates.

## **10. Still Photography**

PR photography using exhibits – see Appendix for rates

## **11. Curatorial Support**

If curatorial support is required for any task, an additional charged maybe incurred. See Appendix for rates.

If a need can be met from an existing photograph or image, using either the collection or another Museum source, the procedure and charges for photographic reproduction apply, and the charge for commercial use may be abated accordingly.

## **12. Concessions**

Applications for concessions by sponsors, potential sponsors or high-profile users, including TV and advertisers and the national Press may be considered by the Corporate Events Manager. For the sake of propriety, the anticipated benefit to the Museum must be quantified and recorded on the agreement. Any undertaking to mention the Museum in the credits must be specified in detail. The concessionary rates negotiated should at least cover all the cash costs incurred by the Museum.

## **13. Publicity**

The limitations on filming and photography are to be displayed at Reception to inform visitors of the existence of the policy. A copy of this document is to be available at the Reception Desk and supplied on request.

## **14. Administration**

Enquiries about the commercial use are to be channelled through the Visitor Services & Outreach Manager/Chairman who will liaise with volunteers to coordinate the required support, calculate and negotiate the appropriate charge, and present the agreement for signature by the client, always in advance, and normally before arrival on site.

### 15. Supervision of Commercial Activities

Film and photography crews are to be 100% supervised by a member of Museum staff/volunteer at all times when equipment is in use. The full cost of supervision is to be included when negotiating charges. The schedule of conditions for on-site lighting and cabling will be supplied on request and must be complied with precisely.

Under no circumstances is lighting equipment to be left unattended whilst it is hot or while it is possible to switch on lamps.

### Appendix

Rates for below to be decided at time of enquiry:

Commercial Use Facility

Commercial Film Production Companies

Television Programme Production Companies

PR Companies Still Photography

Curatorial Support required

## Photography & Filming Policy

Visitors who wish to take photographs in the Museum may do so within the exhibition areas of the Museum.

To avoid causing a trip hazard for other users of the Museum, use of a tripod is only with the assistance or permission of a member of staff/volunteer.

Flash or other lighting which is built-in to the camera may be used.

Objects in cases will not be removed to aid private use photography.

By definition, the results will not be published.

Filming/video filming, or making any video recording, in the museum is **not** allowed even for personal use, except by prior arrangement.

Contact us if you wish to make film/video recordings stating what you want to film and why.

This is for reasons of security and safeguarding.

