

Visitor Site Filming and Photography Policy – Commercial Usage

Property Services, Visitor Experience Team

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Visitor Site Filming and Photography Policy – Commercial Usage

1. What is the visitor site Filming policy?

Severn Trent Water (“STW”) has a policy of allowing filming at some of its Visitor Sites. This policy allows us to fairly charge filming parties an appropriate rate based on a number of factors described in this document. Equally it allows effective communication of STW’s expectations and standards regarding filming.

Please note that there is a minimum notice period of two weeks, anyone wishing to film on our sites must contact the onsite team at least two weeks prior to your proposed film date. Failure to this may result in extra charges or permission not being authorised.

2. Tenants

It is important to note that STW has tenancy agreements in place across many of our Visitor Sites. Therefore when receiving a request to film, we need to be mindful of our tenants and liaise with them as appropriate. In some circumstances we may not be able to give permission to film in certain areas of our site.

3. Customers

The Visitor Sites offer great filming opportunities and the people wishing to film at the sites differ hugely therefore we need to be appropriate in our pricing structure and seek consistency across all our sites.

Customer applications will be assessed on a site by site basis and will include consideration of crew size and the length of time required to film at our sites. A fee will apply except in the case of registered charities and students. Whilst we do not charge for students and charities to film at our sites we do ask for a donation to one of our charity partners, that filming is limited to no longer than 3 hours a day and filming is only allowed in public access areas.

4. Pricing Structure

All applications will receive a quote after submitting an application to the Visitor Experience Team on behalf of STW but an indication of approximate fees are set out in the table below. Total number of people should include everyone involved in the production i.e. actors, cameramen, support crew.

Type	Total no. of people			Daily Rate (12 hours)
	1 persons	10-20	20-40	
General Views	From £75 per hour			-
Documentary Factual Entertainment Corporate Film Arts Film Educational	£100 per hour			-
Music Video Low budget Feature Online Content	£100	£125	£150	-
TV Advert TV Drama	£110	£130	£160	-
Feature Film	£200 per hour			-
Student Film Charity Film	Charity donation			Charity donation
Drone Filming (only)	£100 per hour – only allowed in special circumstances			-

- Filming must occur over the course of one day, any times cannot be split over more than one day
- Fees are exclusive of VAT (20%)
- Additional fees such as car parking at sites will apply

- Filming fees will start from the time you begin till the time you finish on site which is inclusive of set up and close
- All filming requests have to be submitted 2 weeks prior to the proposed film date, failing this will result in additional charges.

In the event of a cancellation (with less than 48 hours' notice) 50% cancellation fee will be payable.

Taking payment is detailed in our Payment of Filming Document.

5. Photography

	Charge
General Views (non-commercial)	Free
Commercial usage	£50 per hour

General photography is common place at all our sites and we welcome our visitors to take advantage of the scenery free of charge. Commercial photography at our sites however, is at a separate fee. Photographs that are to be published on a website are deemed to be 'commercial' and will be charged at the standard rate of £50 per hour. Additional requests such as 'a closed off area' should be stated in the application form and may come at an additional charge.

6. Our charity partners

Students and charities should make a donation of their choice to our partner charities. Our partner charities are 'Make a Wish Foundation' and 'WaterAid' any donations should be paid directly to our charity partners and a receipt should be sent to *Visitor Experience Team, Severn Trent Water Ltd, 2 St John's Street, Coventry CV1 2LZ, United Kingdom* prior to commencement of filming.

7. Standards

Our sites have open access to the general public and as such any filming practices should not affect their experience. Filming should also not affect the rangers' working days and/or any operational works going on at our sites. The filming at our sites should be in line with STW as a company, therefore any filming that endorses ideas that are not in line with STW's objectives and values will not be approved (see appropriate filming in 8.3 below)

7.1 Hours

All filming must take place within the core hours of the site which are usually between 9am and 5pm, though it may differ site by site and should be confirmed by the onsite team. Under no circumstances do we allow night filming. During the school holidays filming requests may not be authorised, more information can be found by contacting the on site team.

7.2 Traffic management

All filming on site should look to avoid any disruption to normal car traffic or displacement of cars in our car parks and to avoid any disruption to cyclists, walkers etc. Any filming that looks to disrupt this normal flow of traffic must stipulate in the filming brief which forms part of the application. Please note that some of our sites have residents nearby that use our roads to access their homes, [thus it is vital that any traffic management must not exceed 'stops' of longer than 5 minutes

7.3 Hazards

Frequent works on site means that some areas will not be suitable for filming or photography. It should state in your application where you intend to film. Any scheduled works will then be checked to ensure the safety of all people by the site supervisor.

8. Expectations

Anyone looking to film on any of the Visitor Sites should provide a brief for what they are requesting to film. This should include the purpose of the filming, the estimated time on site, specified cameras and any drone usage.

8.1 Vehicle number

Vehicle numbers must be specified in the application i.e. what type of vehicle and how many of each. Vehicle numbers must not exceed what is deemed 'reasonable' for the site to function as normal. Reasonable is determined on a site by site basis by the Site Supervisor.

8.2 People on site

People on site must be accounted for and specified in the application in order for the filming to be approved. People number on site should not exceed what is deemed 'reasonable' for the site to function as normal. Reasonable is determined on a site by site basis and deduced by the Site Supervisor.

8.3 Appropriate filming

Any filming that takes place at any of our sites should first and foremost be in line with who STW 'are' as a company and take into account our brand identity. Any filming that promotes 'negative behaviour' such as smoking, drinking and drug use should be avoided.

8.4 Risk Assessments and Liability Insurance

Before any filming can take place on any site, you must provide STW with risk assessments and liability insurance for the filming to be allowed.

8.5 Site

All sites are maintained to a high standard and are as clean as possible with no health and safety risks to the general public. Across all sites we work hard to maintain this standard and as such any filming crews should leave the site in the state they found it in. The filming crew approved on site should not leave any litter of any kind and should not damage the site. Any damages that do occur should be reported immediately to the site supervisor and must be paid for by the filming company.

8.6 Stop overs

In the event that any vehicles wish to stay overnight, such details should be stipulated in the brief (part of the application). This may increase the cost and any vehicles left overnight will be left entirely at the owner's or driver's risk and STW do not accept responsibility for any loss or damage to vehicles and/or their contents.

8.7 Drone usage

Historically drone usage over our reservoirs has been strictly prohibited, however we acknowledge movement within the filming industry towards more drone usage. Such requests must be detailed in the application and will be considered on a site by site basis.

8.8 Machine usage

The use of smoke and snow machines is strictly prohibited. Any machines that could cause materials to enter the water are strictly not allowed on site. Equally all generators needs to be specified in the production brief and agreed with a site supervisor via the application form.

8.9 Water

It is very important that our reservoirs and works are not affected by any filming in any way. Any filming equipment that could cause any spills into our water is strictly prohibited.

9. Safety and Security

All filming parties should operate with the safety in mind. Any areas that are locked or closed off may not be accessed by the filming parties. Access to the water is strictly prohibited.

9.1 Fires

Under no circumstances can fires be lit on our sites.

10. Emergencies

In the event that there is an emergency on site, at the rangers' discretion, all filming must be stopped and arranged for another day.