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TAYSCREEN

QUICK  
GUIDE

PROMOTING

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YOUR LOCATION

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FOR FILM & TV PRODUCTION

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SCREEN OFFICE FOR COUNCILS OF  
ANGUS, DUNDEE, FIFE, PERTSHIRE

This is a guide on how to promote your property as a location for film, television, commercials and other media productions such as advertising stills and music promos.

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## Who is FifeScreen & TayScreen and what do we do?

The office was established in 2002 and promotes Fife and Tayside (Angus, Dundee and Perth & Kinross) for all kinds of screen production – advertising, film and TV. Since then the region has hosted more than a dozen films and many advertising and TV projects each year. Screen production brings benefits such as location fees, spending on regional services and crew and promotion of the region for business, inward investment and tourism.

## Why would I want to promote my property as a screen location?

It's no secret that screen production whether a full film crew or small TV team, can be an imposition on your property and your time. But reasons why people make their property available include:

**Location Fees** – these can range from £600 to £2,000 per day depending on the budget available. Additional fees should be charged for expenses such as use of power supplies and additional security. Projects range from less than a day to several months. Please see the guide on location fees below.

**Promotion** of the business or other businesses – whether the location itself or other business interests of the owners, projects can be an opportunity to get valuable promotion both through its distribution and by owners linking to the project through web and other promotion. A photo of a well-known film or TV star or film crew at a location can be very helpful. You may need to get clearance before using images.

**Interest** in production – some people find the experience of working with a production crew interesting and enjoy seeing their property on screen.

**Screen tourism** – at least 40% of destination decisions are driven by the places people see on screen. Even if your property is not featured, there may be links you can use to promote your property such as art or food and drink. Please see our separate guide.

## Guide to Location Fees

The Historic Houses Association ([www.hha.org.uk](http://www.hha.org.uk)) provide this guide to location fees:

Daily fees	Interiors	Exteriors
Feature Film	£1,800 - £4,000	£1,200 - £2,000
TV Drama/Feature	£1,600 - £3,000	£900 - £1,600
TV Light Entertainment	£900 - £1,600	£400 - £1,000
Documentary	£400 - £800	£200 - £600
Educational/Children	£400 - £800	£200 - £600
Factual/Current Affairs/News	£0 - £360	£0 - £360
Adverts/Corporate	£1,800 - £4,000	£1,200 - £3,000

## How do I promote my property as a screen location?

### ■ Contact us

Please get in touch to tell us about your property. We cover the Council areas of Angus, Dundee, Fife and Perth & Kinross in Scotland and work with properties based in the region.

Location owners or managers are asked to give us full contact information and relevant details of the property such as age, style and size.

We promote the region and individual locations to the global advertising, film and TV sectors and currently deals with around 40 enquiries a month.

Our website directory includes locations and film crew friendly accommodation. You can list on our website or we can include you in our 'offline' database. All entries in our Directory are searchable within search engines such as Google.

We can also include photographs of your property in our searchable image bank or include photographs in our offline database, as you prefer.

We can include:

Your property in a database of locations.

Photographs of your property in our image bank and put location images in our online imagebank at [www.tayscreen.com](http://www.tayscreen.com)

Photographs of your property in portfolios of images send to projects.

### Contact:

**Julie Craik**

**+44 (0)1382 432483**

**+44 (0)7951 380403**

**info@tayscreen.com**

**www.tayscreen.com**

### Creative Scotland Locations and the Scottish Locations Network

TayScreen is also a member of the Scottish Locations Network with Scottish Screen, the national screen agency for Scotland. You can send details of your property to

Creative Scotland but they generally forward these to the relevant local screen agency.

Enquiries received by Creative Scotland are forwarded to the Scottish Locations Network for response. We receive between 4 and 8 enquiries a month this way.

### ■ **Photograph your property**

Please see the 'how to' guide below or we can arrange to visit.

### ■ **Get a web presence and use social media**

Create a website for your property or include information on any existing of your existing websites.

Try to include photographs but be aware of security issues. For example, you may prefer to keep the address confidential or remove valuable objects from rooms before photographing them

Ensure that the text includes references to film and TV locations and other relevant search terms.

Consider advertising your location using the services offered by search engines such as Google or social networks such as Facebook.

### ■ **Contact Locations Managers and Location Agencies**

Obtain the names of location managers from directories and consider contacting them about your property – but don't put them off by overdoing it! You need to come across as film-friendly, not film fanatic!

In addition to finding location managers and agencies through online searching you can try various industry directories such as the following – these mostly for UK based.

Be aware that Location Agencies generally charge fees to represent properties, either a percentage of location fees obtained or a standing charge, and may not cover properties outside the London area.

[www.theknowledgeonline.com](http://www.theknowledgeonline.com)

[www.kftv.com](http://www.kftv.com)

[www.filmbang.com](http://www.filmbang.com) (Scotland only)

You may find that some sources are subscription based.

## **Why would productions use a location like mine?**

For any project, a combination of writers, producers, directors and production designers have ideas on the look and feel they want to create on screen. When we speak to the project team, they will give some indications on this such as historical/period or contemporary property or a settings such as urban, remote, or by water.

Your property may be what is envisaged for a project so it is important to think about all the features that make it unique including details of the property itself and its

setting and neighbourhood. It's not just houses that are required – we receive requests for everything from period squash courts to swimming pools and water tanks.

Try to give some idea of these features in any photography you supply.

Not all projects work this way but as a general guide:

- Producers, or their appointed location managers/scouts, send scripts, location lists or a location brief to film commissions.
- For the area covered by TayScreen, the scout may search our online imagebank for locations. Mostly we send photos by email or CD or compile a webpage for that project.
- Only 8-10% of projects scouted go on to use locations in the region.

### **How do I know if a project is interested in my property?**

If a location manager has contacted us, we often send out pictures to suggest locations without identifying the property by name or address. If the location manager wants to visit ('recce') a property we contact the owners or managers to confirm interest and then put the location manager in direct contact for further discussion and arrangements.

Sometimes, location managers ask us to set up a recce schedule for them and, if so, we arrange the date and time direct with the owner/manager.

Location managers or scouts may make direct contact with properties, particularly if information is available on the internet. Before you give out any information about your property, it is vital to take steps to satisfy yourself that the enquiry is genuine.

Ask for details about the production and get full contact information from the location manager including telephone and mobile numbers, email and postal addresses and any available company information. Call TayScreen and we can help to confirm the validity of the project.

### **What happens once a production wants to go ahead?**

Please see our Quick Guide for Location Owners.

### **And finally.....thank you**

For thinking about listing your accommodation or location with us. If you have any questions, please don't hesitate to get in touch.

**Call Julie on 01382 432483**

**Or email: [info@tayscreen.com](mailto:info@tayscreen.com)**

## Photography - How To

We are generally asked to send out images in digital form – rarely as prints. Photography supplied by owners is always greatly appreciated.

You can send us photographs in print or digital form. If you send us prints, we will scan them and return the originals to you.

Many people will be using a standard small format digital camera or SLR film camera. If you have access to a large format camera or wide-angle lenses, so much the better. You can also compile panoramic shots of your property using the method below.

Ideally, the pictures should give a location manager an idea of arriving at the property and walking around it and through it.

### Exterior Shots

- Choose a dry day, ideally when there is some contrast to the light or the sun is shining. Consider photographing different parts of the building according to the light.
- Consider using a tripod. Stand in one spot and start at one side of the property.
- Do not include family members or pets in the pictures.
- Try holding the camera both horizontally and vertically to get the best shot.
- Consider moving nearer to, or further away, from the property but not too far away – try somewhere between 10 metres and 30 metres.
- Take shots of all accessible sides of the property – front, sides and rear – and any relevant outbuildings, barns etc.
- Take close up shots of interesting details such as windows and doors.

### For panoramic compilations:

- Pan around by standing in one spot and moving your point of view through the lens around on a circle.
- Take 'reverse' shots by moving towards the property and turning to face away from it and pan as above.
- If possible, do the same with the sides and rear of the property
- Assemble prints onto a single page, overlapping style, or, if possible, assemble digital or scanned images using photo editing software.

### Interior Shots

- Again, use a tripod if available
- Turn on any available lights and open any curtains or blinds.
- Photographs are better without flash but you may have to use on-camera flash if lighting is insufficient. Or you may have access to studio/photographic lights.
- Photograph during the day and this is often best at dawn or dusk to achieve the best look for the room and windows.
- Photograph each main room, hallways, kitchen, staircases and sample bedrooms and interesting features such as fireplaces.
- With each room stand inside the door and photograph the interior.
- Cross to the other side of the room and take the reverse shot back towards the door.
- Stand on the opposite side of the windows, facing them and take this shot. Try to include a section of wall with the windows and be careful to turn any flashlights away from glass or the light will 'bounce' back into the shot.
- Photograph stairways from both bottom and top.