

The Collective

Contents

1.0 Introduction

- 1.1 The Collective Concept
- 1.2 Financial benefits
- 1.3 Commission
- 1.4 Clarification of our library submission policy
- 1.5 'The Collective Fund'

2.0 Terms of payment

- 2.1 Payments to members
- 2.2 Hiring your own locations?

3.0 Services to members

- 3.1 General ethos
- 3.2 Database of public spaces
- 3.3 Unit base database
- 3.4 The 'Watercooler'
- 3.5 Employment Opportunities
- 3.6 Members Forum
- 3.7 Member Discounts
- 3.8 Future Projects
- 3.9 Your member obligations
- 3.10 To clarify ...

4.0 Staffing and office

- 4.1 Who we are
- 4.2 Accounting
- 4.3 Office

1.0 Introduction

1.1 The Collective Concept

The Collective is the leading and most prolific location agency in London. Due to its unique structure we are now one of the first points of contact for almost all significant productions working in and around London.

In addition to holding a commercial database of over 3,500 locations, we are unique in that we have also secured the exclusive membership of over 150 location managers.

For the first time location managers are being offered the opportunity to be financially rewarded by utilising their knowledge of the location industry.

As well as managing an online database we also act as a hub for our members. We encourage as well as invest time, money and resources to ensure that we make location management easier for them. This is achieved by incorporating problem solving methods and resource sharing tools for their benefit but importantly at no additional cost.

Importantly, there are no joining or subscription fees to become a member. All we ask is for 5 unit base suggestions within the M25

1.2 Financial benefits

Almost every location in our database has been introduced to us by our members (please see point 1.5 for an insight into what happens for the locations that find us directly). Once the location has been introduced we promote it on behalf of our members and try to secure filming and photography hires.

Each time a location is hired for filming we earn a standard commission fee of 22% of the total hire fee. We keep 75% of the commission and 25% goes to the Member who introduced it to us.

If a Location is hired for photography through our sister company 'Focus Locations' we earn a standard commission fee of 20%. In these circumstances we keep 87.5% of the commission and 12.5% goes to the member who introduced it to us.

Our third sister company 'Canvas Events' acts as a specialist directory for showcasing the most inspiring event venues that London has to offer. From fully equipped Conference Venues to fresh and exciting new Blank Canvas's. If a venue recommended to us by you signs up to our service for 12 months, then we reward you with a £100 finder's fee. Please contact Sascha if you have anywhere in mind.

A Member has full autonomy over the number of locations they wish to have in their account. At the same time we will only publish locations live online when the location owner has given us permission.

Also, no member is obligated in any way to introduce locations to us but as you can see there is a generous financial incentive to do so.

1.3 Commission

Filming Example: If a Member has introduced a location to The Collective and the location fee for a two week hire is £10,000.00 then the breakdown would be as follows:

| | | | |
|--------------------------|-------------------|-----------|-----------------------------------|
| Total: | £10,000.00 | | |
| Location Owner: | £8,000.00 | (80%) | |
| The Collective: | £2,000.00 | (20%) | |
| Commission Total: | £2,000.00 | | |
| The Collective: | £1,500.00 | 15% | (or 75% of Collective commission) |
| Member: | £500.00 | 5% | (or 25% of Collective commission) |

A number of our exclusive locations can generate over £100,000 in turnover per annum if the right briefs come along. Based on a commission of 20%, the breakdown of the financial benefit to the Member is as follows:

| Person / Company | % of Revenue | Level of Revenue |
|----------------------|--------------|------------------|
| TOTAL | 100 | £100,000 |
| Owner | 80 | £80,00 |
| The Collective | 15 | £15,000 |
| Member of Collective | 5 | £5,000 |

At any one time **there are a number of locations within the capital** that have the potential to generate this level of revenue; it is just a case of finding them!

For as long as the property is under the ownership of the same company or individual and is available for hire to the location industry our contract of representation will apply and so you will earn your allocated commission; there is no expiry date on this.

To earn commission you are solely responsible for:

- Pro-actively introducing the owner of the property to us and for the owner to acknowledge this during the process of allowing us to promote the location through our database.
- Provide us with up-to-date contact details for the individual responsible for agreeing to filming at the location.
- Ideally, but on occasion this can be overlooked under certain circumstances.

You are not responsible for any of the following:

- Paying us in any way for the opportunity to promote its locations.
- Liaising with the location owner during the administrative process of a hire.
- Arranging recesses for the location from prospective clients.
- Drawing up contracts for hire
- No hands on involvement in the dressing, shooting or reinstatement periods of any hire.
- Marketing the property to the location industry.
- Liability for any hire at any point.
- Chasing the location owner to sign a contract of representation.

1.4 Clarification on our library submission policy

We would like to take this opportunity to stress to our members that we maintain the following 'Best Practice' policy:

If a location manager arranges a recce after identifying a location from a location agency it is unacceptable to send the images and contact details to another location agency and expect them to list the location as part of their database. The Collective will not promote a location if it has received the images that have been taken from a recce arranged through another location agency.

We trust you understand the reasoning and justification behind The Collective reaffirming our standpoint. We also expect that, whenever possible, before sending in information about a location you will first brief the owner that you are going to send us with their details to make our approach as smooth as possible.

1.5 'The Collective Fund'

There is a pool of locations that have contacted the company directly without any influence from a member. These locations are listed under the 'Collective Fund' account but the company policy of donating 5% commission remains the same as these locations become represented by the **entire membership**.

For 'Collective Fund' locations the accumulated 25% commissions from hires are tallied up over the course of a year and then divided equally between all fully sign-up members. The annual donation to each member is roughly between £80-100.

A member has three choices about what they wish to do with their donation:

1. Pocket it!
2. Donate it to a chosen charity. All charity donations are pooled together and a members name is pulled out of a hat. They get to choose the charity for that year.
3. Poll it into a winner-takes-all prize draw with everyone else who wishes to do that for one lump sum. A members name is drawn out of a hat who is the winner.

2.0 Terms of payment

2.1 Payments to members

You are fully entitled to receive all commission earned as a monetary payment made quarterly upon us receiving an invoice for the figure owed from the Member.

You will receive information directly from the Company Account for the figure you are entitled to invoice for to cover the previous quarter year within the first week of the beginning of a new quarter. Each quarter the company nominates a member to act as the representative of the whole membership. They visit the office to vigorously inspect the accounts and commission allocations for the previous quarter and report their findings by email to the rest of the members.

Due to the strain it would cause our Company Accountant we are unable to provide you with commission generated mid-quarter. Further, it is company policy to not 'open up the books' and show the company accounts to any member for inspection upon their request.

As soon as we receive your invoice, payment will be made within 28 days. Each year, the quarters are defined as follows:

- **February 1st**
- **May 1st**
- **August 1st**
- **November 1st**

2.2 Hiring your own locations?

At no point for the entirety of the Company's existence is any member permitted to financially benefit from the production they are employed by hiring a location from their portfolio.

The only scenario where this becomes slightly more complex is if we have secured sole agency for a property on your behalf and with your prior authorisation. If you then need to hire this location for your production then the hire would be administrated through us, as per the standard terms of exclusive representation. In this instance there are two options for how you allocate the commission you would usually pocket:

1. Offer it to production as a reduction in their location hire fee
2. Donate the commission to a charity of your choice.

This potential conflict of interest is explained on the website from a [link coming off the homepage](#).

3.0 Services for members

3.1 General ethos

Without the support of its members the company will not operate effectively. In essence 25% of The Collective's income is donated back to its members and as such the members play an intrinsic role in the company's development.

This relationship is symbiotic and the company feels that it has a responsibility to positively exploit the fact that we have over 150 members; all of whom work full-time in the location industry. The company invests a significant amount of time, money and resources to devise, develop and deliver as many problem-solving tools and resource sharing mechanisms to make your lives easier when on the job.

Listed below are the facilities that have been put into place already, all of them are free for members use and available exclusively to Collective members.

3.2 Database of public spaces

Premise

The Collective has built, developed and populated a private database of 'public space' locations to assist you as location managers and scouts. We have paid for it in full, but it is **totally free** for you all to use, and will never be available to anyone outside of our membership of location managers.

VERY IMPORTANT: This is your database. It is a not-for-profit venture for us and cannot be accessible by anyone but members as you need your log-in details to get in.

We are acutely aware that if a database like this was openly available to everyone in the industry then it would be counter-productive to the location department as it would mean production companies who hire you guys could find these locations directly through this type of database.

Concept

Uniquely for a location database, it will explicitly reveal exactly what and where the public space locations are and who to contact to organise filming (note: contact details will be published if we receive this information directly from you or can research it on Google).

If no contact details are provided to us, the member who views the location online may need to do a bit of minor legwork and use Google themselves to uncover which council or organisation manages the filming for the featured area, space or location.

The ultimate aim is to provide you all with a vast and varied central online reference point for 'public space' locations with explicit information explaining what the location is; something not found within a standard commercial, online location library.

Currently, there is no resource out there like this. This is due to the fact that here is no commercial value in building and promoting such a database by a conventional location service as these locations are managed by the local council or governmental bodies.

But, The Collective is different. The company has a continual obligation to its membership to offer services that assist you in your day-to-day roles working within the location industry. If it reaches close to its potential this database will be:

- An invaluable tool for every contributing member to access and make use of.
- A time-saving device that will allow you to assess a location online before having to jump in the car to recce and photograph it.
- Something that minimises the chances of being sent on a wild goose chase to a location or area that ultimately does not work for your brief.

Categories

The number of potential categories is unlimited, but so far the categories created are:

[Country villages](#)

[Rivers](#)

[Beaches](#)

[Canals](#)

[Parks](#)

[Landscapes](#)

[Bridges](#)

[Roads / streets /](#)

[highways](#)

[Suburban streets](#)

[Cobbled streets](#)

[Dead ends](#)

[One way streets](#)

[Country street / lane](#)

[Stunt road](#)

[Dirt road](#)

[City streets](#)

[High streets](#)

[Pedestrian precincts](#)

[Lay-bys](#)

[Backstreets](#)

[Village green](#)

[Ponds / lakes](#)

[Forestry](#)

[Clearings](#)

[Woodland](#)

[Cliffs](#)

[Cityscapes](#)

[City exteriors](#)

[Playgrounds](#)

[Coastal](#)

Development

This project had been on hold for quite some time; something unavoidable as we have had to generate the financial resources needed to pay for the development and completion of this private library as well as the significant cost of employing someone dedicated to populating the database through obtaining your images and maximise the utility of this resource for you.

To get the ball rolling, two members who previously donated their hard drives gave us the permission to use all of the relevant images and information for this project. I also had a reasonable number of public location images to contribute and combined we managed to upload over 200 locations.

3.3 Unit base database

The company has completed the development and population of its online unit base database search engine. The entire project has cost over £4,000 to complete; a cost we have covered as we firmly believe the service is an invaluable one for you all to use. The unit base database is another non-for-profit venture exclusively for our members and **we currently have 500 unit bases listed in and around the M25.**

This service is an invaluable tool for all members but after initially building and listing every unit base we know about it is then essentially down to you all to update and maintain to keep it up to speed.

The ethos behind this and all other similar not-for-profit ventures we commission is that we are happy to devise the system, cover the costs, allocate the resources to take it as far as we can but then this is where we hand the initiative over to you all to maintain the information and keep everything up-to-date.

While you are in the members area it could be a good idea for you to familiarise yourself with the unit base search engine. There is a clickable option on the left hand menu when you are logged into the members section. Please have a play around if you have not used it before.

When you have put in a postcode and a list of unit base options appear, press 'Make Enquiry' and this list is emailed to us. We email it back to you with the contact details of the owners for you to contact directly, independent of The Collective.

3.4 The 'Watercooler'

The 'Watercooler' is a service that gives you the ability to pose questions and ask for advice from within the membership on varied but unquantifiable problems. This service acts as an emergency service when, as a location manager, you have been blindsided and need a solution to a problem quickly.

This free service is there to assist all members in their day-to-day roles in the most efficient manner possible. There is close to 1000 years of location management experience within the company and it is highly likely that another member has solved either the exact or comparable problem and can offer useful advice to the member seeking assistance.

We then email you the list back and when you receive it, it will have the address, contact details and additional information about each unit base.

3.5 Employment Opportunities

Another very effective free initiative we offer is the regular circulation of employment opportunities for our members to apply for.

We send out an email briefly explaining the job and if you are interested and available you can send in your CV and a cover letter which we forward on to the enquirer.

We take no commission or any other kind of fee from either party for this service but over the past three years it has led to the formation of many new relationships within the location industry. Location managers that previously have been stuck in the drama world have been given the chance to work with a 'commercials' location manager and therefore gain a foothold in an area of locations that would otherwise have proved very difficult.

There is no obligation for the enquirer to employ anyone we send over but the success rate is around 70%.

Taking into account that we advertise about 70 jobs per year it has meant that members have secured about 150 jobs that they would otherwise not have had the chance to go for.

3.6 Member's Forum

We've launched The Collective Forum as a platform for problem-solving, discussion and debate. As with all our initiatives, The Forum has been designed to make your life easier and add real value to being a part of The Collective. With membership currently standing at around 150 the scope for discussion and knowledge-sharing has never been greater.

3.7 Member Discounts

- **Waver of all library fees** when hiring a location through The Collective
- **Waiver of membership fees** for [The Production Guild](#), **plus reserved spaces** at Production Guild events and seminars.
- **15% discount** on rate card prices for all vehicles and equipment hired through [Makin Movies Location Support](#) if you are a new client.
- **15% discount on your first 5 hires** with [Location One Waste and Recycling Services](#) if you are a new client to Location One
- **A range of discounts** for [Riverside Environmental Service](#)

3.8 Future Projects

Here's what we have in mind next, but we are open to more ideas.

Movement order database

A database of movement orders for you to use for reference and as a time-saving mechanism. We will build the structure of a database system to which movement orders can be submitted, possibly based on postcode.

You can then extract and download any of the movement orders and use them at their discretion and at their own liability. It will be strongly advised that you should double-check the route for road works / closures, bridges, etc.

3.9 Your member obligations

So, to become a fully-fledged member and enjoy all the benefits, all we ask is for the contact details of at least **10 unit bases within the M25**.

The key point is we all have to **'put in to get the most out'** by contributing fresh ideas for our databases. When you do, the images and information provided will be uploaded, published by The Collective and made available to all contributors

And remember to put your member hat on and **recommend The Collective** to property owners interested in considering the service we offer. If you do, please ensure they mention your name as the recommender or get in touch to tell us to expect a call

3.10 To clarify ...

At no point throughout the existence of the company will information you provide for the database of public space locations, unit base database or the movement order database be accessible by anyone who is not a Member of The Collective without your expressed permission.

We are acutely aware that such information, in the wrong hands, could become counter-productive to our members. These services have the sole intention of saving you time and effort. The above services cannot and will not ever be able to be accessed non-members.

5.0 Staffing and the office

4.1 Who we are

Details of our team can be found on the website; <http://location-collective.co.uk/meet-the-team-270.html>

4.2 Accounting

The company has a Company Accountant in place whose main role is to ensure that payments to members is made on time (every quarter) as well as ensure all location owners and employees are paid on time.

4.3 Office

Our office is in Camden, please feel free to call in at any time. There is always a spare place to hot desk and tap into free internet and a coffee.

