



Filming and Photography on Queen Elizabeth Olympic Park

Application guidelines

January 2018

THIS GUIDE COVERS THE OUTDOOR AREAS OF THE PARK ONLY

Introduction

The purpose of this document is to act as a guide for those undertaking filming, photography and unit base parking in Queen Elizabeth Olympic Park.

The information contained in this document is for guidance only and further advice can be provided by contacting the LLDC Events Team.

About Queen Elizabeth Olympic Park:

Queen Elizabeth Olympic Park is one of the most talked-about areas of London – and the largest new urban park to be built in the UK for over 100 years. As a living legacy of the London 2012 Olympic and Paralympic Games, seen by billions all around the world as part of one of the most successful Games of recent years, the Park is transforming east London into one of the capital's most vibrant hotspots.

The London Legacy Development Corporation is the mayoral development corporation responsible for the long-term planning, development, management and maintenance of Queen Elizabeth Olympic Park and its facilities after the London 2012 Games. We are also the organization responsible for managing the booking process for filming, photography and unit base parking on the Park.

Filming, photography and unit base parking will be permitted on the Park where possible, however all enquiries need be considered in relation to scheduled events, maintenance works, transformation projects and day to day operation of the Park.

This guide covers the **outdoor areas** of the Park only. These can be broken down into the North Park, South Park and roads managed by LLDC:

- North Park refers to spaces north and west of Westfield Avenue/Waterden Road.
- South Park refers to spaces south of Westfield Avenue/Waterden Road.
- Roads managed by LLDC are Waterden Road, Northwall Road, Clarnico Lane, South Loop Road and Carpenter's Road north of the railway line.
- The LLDC also directly owns and operates the Multi-Storey Car Park at the northern end of Waterden Road and the London Aquatics Centre car park.

The Park is a constantly evolving landscape with a number of development plots at various stages of construction. This means that we have a number of enclosed outdoor spaces that may be suitable for **unit base parking**, as well as the Multi-Storey Car Park referred to above.

All of the **indoor venues** within the Park are managed or owned by separate operators. Enquiries received directly by the LLDC will be passed on to the relevant venue, or a full list of contact details can be found at the end of this document. The Park venues are:

- London Aquatics Centre
- The London Stadium at Queen Elizabeth Olympic Park
- Copper Box Arena
- ArcelorMittal Orbit and Podium Café (including East Twenty Hospitality Suite)
- Timber Lodge
- Here East
- Lee Valley VeloPark
- Lee Valley Hockey and Tennis Centre
- The waterways

The closest indoor studio space is 3 Mills Studios <http://www.3mills.com/>.

Filming, photography, news and current affairs:

The term 'filming' refers to all forms of moving image production. This includes feature films, television, commercials, music videos, drama documentaries, corporate productions, video and interactive media.

The term 'photography' refers to all forms of still, digital and photo imaging. This includes advertising, editorial, fashion and corporate photography.

For avoidance of doubt, material intended for **news** programmes should be discussed in the first instance with LLDC's Press Office contactable at press@londonlegacy.co.uk.

London Legacy Development Corporation's policy on Filming and Photography

All requests to film will be assessed taking into account existing scheduled events, planned maintenance work, transformation projects, potential security risks, political sensitivities and day to day operation of the Park.

Additional information:

- **Low-budget, amateur and student photographers/filmmakers:** LLDC supports using the Park for private portfolio, educational coursework or other non-commercial use and will offer the park free of charge or at a reduced rate for these purposes. The 'How to Film' process still needs to be followed and students must produce a letter on headed paper from their educational establishment confirming their student status. Method statements, risk assessments and evidence of public liability insurance will need to be provided.
- **Tripods:** The LLDC monitors the use of tripods in the Park and may stop individuals using them if they think that there is a safety concern, particularly in busy areas. Please bear this in mind when planning your trip to the Park and contact the LLDC Events Team if you are unsure about permission for the equipment you intend to use.
- **Drone filming:** The LLDC does permit professional drone filming. Drones are remote controlled aeroplanes, helicopters or flying models often fitted with a camera. General recreational use of drones and remote controlled flying models is not permitted in any area of the Park. Only commercial drone activity is permitted. Filmmakers will be expected to provide evidence of CAA approval and appropriate pilot qualifications, as well as adhering to restrictions stipulated by the LLDC including the location and times of the filming. Further guidance of drone filming generally can be found on the CAA website <https://www.caa.co.uk/Consumers/Model-aircraft-and-drones/Flying-drones/>.
- Filming that the LLDC finds to be of a blasphemous, salacious or derogatory nature may not be permitted.
- Queen Elizabeth Olympic Park sits across four different London boroughs and therefore has its own set of byelaws, which can be found here <http://queenelizabetholympicpark.co.uk/park-byelaws>. Film-makers will be asked to agree to abide by these and any other relevant statutory legislation relating to filming, in addition to professional standards of filming described in the **Location Filming in London Code of Practice**. This can be found on-line at Film London's website http://filmlondon.org.uk/filming_in_london/code.
- We ask all those filming in the Park to follow sustainable working practices wherever possible. This includes minimising the number of vehicles brought on site, using tap water and reusable cups instead of plastic bottles and recycling all waste. If you would like to find out more about sustainable filming, please visit <http://www.green-screen.org.uk/> where you can register for Green Screen certification and receive tips on sustainable practice.

- Filmmakers must take into account any special measures in their risk assessment when operating in or around the Park playgrounds or play areas. The LLDC may apply restrictions around the use of these areas including the times at which shoots can take place.
- **The LLDC will respond to filming and photography requests as quickly as possible and recognizes the deadlines of the film and photographic industries. Requests with less than 10 days notice however cannot be guaranteed. The LLDC will acknowledge receipt of applications within 24 hours and no later than 48hours (office hours only).**

Filming and Photography Process - How to film in Queen Elizabeth Olympic Park

There are six main steps agreeing a shoot in the Park:

1. Pre-application advice
2. Formal application and site visit / planning meeting (if required)
3. Agree a fee
4. Sign legally binding contract
5. Arrange advance payment
6. Debrief (if required)

1. Pre-application advice

An initial conversation and/or site visit with location managers (LMs) not familiar with Queen Elizabeth Olympic Park or planning a large or complex shoot may be required to discuss the logistics of a request and determine from an early stage what may and may not be achievable. **Enquiries should be directed to the Events Team and can be made by telephone or email on 0203 288 8891 or film@queenelizabetholympicpark.co.uk.**

Filmmakers must provide as much detailed information as possible, including:

- Dates and times
- Proposed locations
- Content and nature of the shoot
- How the content will be used post shoot, including for how long and in how many territories
- Detail of any props being used
- Crew numbers
- Vehicle or unit base requirements

Applicants will be given early warning when any aspect of their proposal may not be possible and the LLDC will always strive to find a compromise or alternative location.

Following a discussion to agree activities a formal application should be submitted in writing.

2. Formal application and planning

The request should be put in writing to film@queenelizabetholympicpark.co.uk, covering off the points above.

A copy of Public Liability Insurance (minimum expectation of £5 million per incident/each occurrence. £10 million for large-scale production) should be included along with a method statement and risk assessment. **Receipt your email will be acknowledged within 48 hours.**

Each application will be assessed on a case-by-case basis, taking into account the various sensitivities and other commitments of the Park but with a flexible approach aimed at helping LMs to meet their creative brief. Depending on the scale of filming, a planning meeting(s) and/or site visit(s) to confirm logistical arrangements may be advised at this stage once the request has been generally agreed.

3. Fee

The LLDC is committed to proactively raising income to programme the park to benefit the local community and meet the aims of our Priority Themes (<http://queenelizabetholympicpark.co.uk/our-story/the-legacy-corporation/policies>) and will therefore charge for location filming and photography in most cases.

A broad outline of the fee structure is available on our website. This is intended as a guide only, as fees are dependent on the amount of disruption caused to the Park; the amount of LLDC officer time involved; how integral the Park's iconic landscapes are to the end result; and how the end product will be used. Any additional services based on an LM's specific requirements incurring a cost to LLDC will also be recharged to the LM in full.

Filming or photography cancelled less than 48 hours before the agreed shoot date may be charged a cancellation fee. Rescheduling due to the weather is possible at no extra charge.

4. Sign Filming or Photography Agreement

A formal Agreement will be issued by the LLDC Events Team, confirming all mutually agreed arrangements and restrictions, as well as LLDC's standard terms and conditions; this Agreement must be signed by the LM prior to coming on to the Park. The shoot cannot proceed unless this legally binding Agreement is in place.

Changes proposed once the location agreement has been signed must be mutually agreed in writing.

5. Arrange Advance Payment

Payment must be made in advance by BACS transfer. Proof of payment must be provided prior to coming on to the Park. The LLDC do not have facilities to accept cheque, cash or credit card payments.

Depending on the nature and scale of the project, a bond may be required to safeguard against damage.

6. De-brief

The LLDC welcomes a conversation or meeting once filming is completed to discuss what worked and what didn't in order to continually improve the service to filmmakers.

7. Venue contacts

Film enquiries for specific venues and areas adjacent to the Park can be passed to the relevant venue teams:

- London Aquatics Centre – GLL: legacy.venues@gll.org; 02085363150
- Copper Box Arena – copperboxarena@gll.org; 020 8221 4900
- Lee Valley VeloPark and Hockey and Tennis Centre – velo-corporate@vibrantpartnerships.co.uk; 0208 221 7709
- ArcelorMittal Orbit & The Last Drop Café – events@arcelormittalorbit.com and info@thelastdrop.london
- The London Stadium at Queen Elizabeth Olympic Park – eventenquiries@londonstadium185.com
- Timber Lodge – events.park@unitykitchen.co.uk; 0207 2419076
- Here East – film@space-2.com; 07983 624 191
- Canal and River Trust – Waterways@londonlegacy.co.uk; 0203 288 2780