



Flexi **Film**

A flexible video
production service

What is Flexi Film?

Flexi Film is a service package which will allow you to produce regular, great quality videos for an affordable price. Flexi Film is for organisations who want regular video content and allows you to use the time of a filmmaker flexibly and effectively and maximise the number of videos you can produce on a budget.

How does it work?

The client makes a regular monthly payment in exchange for an annual allotment of “Production Credits.” For example pay £250 per month and over twelve months you will have 40 credits to use as you see fit. 1 credit = 2 hours of production time.

There are 3 package options, the one you choose will be dependent on your organisations video needs:

| Basic | Standard | Comprehensive |
|----------------|----------------|----------------|
| 40 credits | 80 credits | 120 credits |
| £250 per month | £475 per month | £750 per month |

Prices valid until 05/04/2019

Credits pertain to production time only. Preparing equipment or transferring, exporting and organising footage, which can be time consuming activities, are not deducted from your credits.

“Production time” can include:

- Planning and storyboarding
- Filming
- Editing

As standard Flexi Film credits buy time from one filmmaker. i.e 1 credit uses 2 hours of time from a single crew member. If more than one crew member is required then additional credits may be used. For example if 2 crew are required for 2 hours filming then 2 credits will be used. The client can always assume one filmmaker is working unless they are informed otherwise first.

Travel to destinations within 20 miles of Dorchester (our base) is included in the package **with no milage charge**. Travel time below 1.5 hrs in a single day will not be deducted from your credits.†

Time used for informal discussion, phone calls and correspondence is not deducted from your credits.

Example:

You require us to film an interview with a member of your organisation based in Poole. We will assemble and prepare the necessary equipment and then travel to the location in Poole. Over two hours we set up and film an interview with your client. We then travel back to the office, transfer, transcode and organise the footage ready for editing. This will use only 1 credit... the actual production time.

Two weeks later you want to combine footage from this interview with footage that we have in your asset library taken 2 months previously, to create a short video for social media. Lets say it takes 3 hours to edit a rough cut for you to review and then an hour to make some requested changes before transcoding and exporting the final film and uploading it to your Dropbox folder. This will use only 2 credits! (4 hours of edit time.)

† *Any milage that we are required to travel over 20 miles for a production day will be charged at our standard rate of 0.45p / mile. Travel time over 1.5 hrs in a single day may be deducted from your credits.*

What are the benefits?

Predictable monthly payments

Flexi Film is paid for monthly, making it an affordable way to spread the cost of producing regular video content. It also helps keep your budget predictable and supports your cash flow to remain steady over the year.

Your own video asset library

The creation of a comprehensive video asset library will allow you to build video content over time, helping to avoid duplication in material and maximise the use of your credits on new content. We will continually organise and manage footage using keywords and meta tagging to ensure efficiency. At the end of your subscription period selected media can be made available to you on a portable hard drive.

There are occasions where you may feel projects won't suit Flexi Film and would like us to provide a one off quote such as larger films that require extended filming days, a larger team, stays away, or extended travel. As a Flexi Film customer any footage obtained for "one off" commissions will be added to your asset library.

Charged for production time only

Your credits are only used towards the time taken to directly produce your film, so filming and editing. Planning, kit preparation, travel time †, footage transfer and management, is not included in your credits, this all comes free as you are a Flexi Film customer.

Ongoing strategic input

You will begin your Flexi Film term with a planning and strategy meeting. It is here we will discuss your requirements and listen to your ideas, making proposals and forming a strategy for producing video content.

You will be offered ongoing strategic input and guidance, to support you to develop and deliver your long term media and communication goals. Video is a progressive medium and we want to support you to harness its potential.