



# A FLEXIBLE VIDEO PRODUCTION SERVICE

Spread the cost of video production

# WHAT IS FLEXI FILM?

**Flexi Film is a service package which will allow you to produce regular, great quality videos, for an affordable price, with payments spread over a year. Flexi Film is suited to organisations who want regular video content. It allows you to use the time of a filmmaker flexibly and effectively, to maximise the number of videos you can produce within 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 £350 per month and over twelve months you will have 50 credits to use as you see fit. **1 credit = 2 hours of production time.** Credits must be used within the 12 month period.

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

Basic	Standard	Comprehensive
50 credits	100 credits	150 credits
£350 per month	£600 per month	£850 per month
+ £350 per year	+ £450 per year	+ £600 per year

Prices valid until 05/04/2022

## IS THIS GOOD VALUE FOR EXISTING CLIENTS?

**Flexi Film is excellent value for existing clients!** When we make a film for a client, we often find we have lots of great footage that doesn't make the final cut. For existing clients who choose to move on to our Flexi Film service, we are able to put this footage to good use. Clients can use their credits for editing time and we will be able to produce several more short films from previously taken footage. Short films are perfect for social media and profile raising.

## WHAT IS THE ADDITIONAL ANNUAL CHARGE FOR?

In order to make Flexi Film work as well as it can for you, we acknowledge that it would be helpful to have regular contact with us to plan and review strategy, without worrying that it comes from your credits. Although we don't charge clients for informal contact, phone calls, emails etc we want to ensure you have at least one hour of quality time with us each month without it using your credits. The annual charge allows for regular meetings and planning time ensuring you get the best from the service. This charge is payable when you take out the agreement.

## WHAT TASKS WILL USE UP MY CREDITS?

Preparing equipment and transferring, exporting and organising footage, can be time consuming activities, **these are not deducted from your credits.**

"Production time" can include:

- Planning and storyboarding
- Filming
- Editing

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 will 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.

## WHAT ABOUT TRAVEL TIME, PHONE CALLS ETC?

Travel to destinations within 20 miles of Dorchester (our base) is included in the package **with no milage charge.** Travel time below 1.5 hours **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.

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

## CAN YOU PROVIDE AN 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 (2 hours of our time)... 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. Let's 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 our time.)

# 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 helps you budget and maintain a steady cash flow 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 of material and maximise the use of your credits on new content. We will organise and manage footage to ensure efficiency. We assign the rights to final edited work to our clients however as standard we retain the rights to original footage and do not make this source footage available to clients. At the end of your subscription period selected media can be made available to you on a portable hard drive for an additional payment.

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 a "one off" commission will also be added to your asset library for use later on.

## **Charged for production time only**

Your credits are only used towards the time taken to directly produce your film, so filming, editing and 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. We will then propose our ideas and suggest a strategy for your video production over the term.

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.

## WE WOULD LIKE TO HEAR FROM YOU.

To ensure we deliver a high quality service it is important that we ensure we have capacity to deliver flexibility. For this reason there are a limited number of spaces available for Flexi Film. If you you are interested in joining up or finding out more, then please get in touch with us and we will be only too happy to discuss your requirements.

### CALL US:

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