

 Filming Categories, Permissions & Payment Structure

Category	Example Use	Permission Required	Usage	Fee
Personal Use	Casual training videos, selfies, stories	No	Shared use	Free (non-commercial, no brand promotion)
Influencer – Personal Brand	Reels, fitness content (non-sponsored)	Yes	Shared use	£50 flat rate (up to 2 hours)
Influencer – Brand Promotion	Sponsored posts, product placements	Yes	Shared use	£250 half-day (up to 4 hrs) / £400 full-day
Small Brand/Startup Shoot	Website/social content	Yes	Shared or partial	£150/hour + £150 filming admin fee
Commercial Brand Shoot	Campaigns for brands like Adidas, Lululemon	Yes	Shared or exclusive	£180/hour + £250 admin/filming fee
TV/Broadcast/National Use	TV ads, national campaigns, feature filming	Yes + Eton approval	Exclusive only	From £2,000/day (subject to full agreement)

---

 Payment Terms & Booking Info

- All fees are subject to VAT
- Full payment is required in advance to confirm your booking
- Cancellations must be made 48 hours in advance for refund eligibility
- National or high-profile shoots may require a deposit + formal agreement

---

📌 Filming Must Be Pre-Approved If:

- There is any brand/sponsor involved
- The content will be used commercially or promoted online
- Equipment, lighting, or photography is involved
- You intend to film anyone other than yourself

---

✉ To apply to film at TVAC, please complete our Filming Request Form and email it to: [membership@deleisure.com](mailto:membership@deleisure.com)  
We aim to respond within 3–5 working days.

---

🔒 *TVAC is a shared-use, safeguarding-compliant venue. Filming is subject to availability and must not disrupt other users or ongoing sessions.*

Thank you for your cooperation.

#### **Additional Fees & Facility Hire Rates**

- **Out-of-hours booking surcharge: +50% of standard hourly rate**
  - **Out-of-hours staffing: £50/hour per staff member (minimum 2 staff)**
  - **Security: Additional charge based on requirement**
  - **Displacement fees (if existing bookings must be cancelled): £500 - £2,000 per day**
  - **Club Room hire: £100/hour**
  - **Indoor Sports Hall: Same rate as outdoor track + applicable displacement fees**
  - **Food Van pitch fee: £50/day**
  - **Overflow car park for storage: £1000/day**
-



## Datchet & Eton Leisure (DEL)

### Photography, Filming & Content Creation Policy Internal Use – Updated May 2025

---

#### Purpose and Scope

This policy outlines the rules and expectations regarding photography, videography, and digital content creation within all Datchet & Eton Leisure (DEL) facilities. It exists to:

- Safeguard the welfare and privacy of children, members, visitors, and staff.
- Protect the commercial integrity and reputation of DEL.
- Prevent unauthorised use of the facilities for brand promotion, influencer marketing, or commercial gain.

This policy applies to all individuals, including members, staff, contractors, third-party users, guests, and external organisations.

---

#### Prohibited Activities

The following activities are **strictly prohibited** unless prior written consent has been granted by senior management:

- **Commercial photography or videography** of any kind, including but not limited to:
  - Branded content, influencer partnerships, or sponsored posts.
  - Use of DEL facilities for third-party marketing, personal business promotion, or product placements.
  - Filming for personal brands, fitness services, apparel companies, or equipment manufacturers.
- **Professional photo or video shoots** not commissioned by DEL.

- **Use of DEL's name, branding, location or logo** in any promotional or commercial context.
- **Recording or tagging DEL's location** on social media for sponsored or brand-affiliated content.

Failure to comply with this policy may result in immediate removal from the premises, restriction or termination of facility access, and/or legal action to protect the organisation's interests.

---

## **Permitted Photography and Filming – with Restrictions**

DEL permits limited photography or filming for **personal use** or internal documentation under the following conditions:

### **Personal Use (e.g. members, parents, spectators):**

- Images may only be taken for **private, non-commercial purposes**.
- Individuals must avoid capturing others without their express consent.
- No photography or filming is permitted in changing rooms, restrooms, gym floors, or during group sessions.
- Social media sharing must not feature identifiable children (other than the user's own) or any DEL staff without consent.

### **Internal Use (e.g. promotional material, programmes):**

- Photography or video content taken by DEL staff for internal use must be authorised in advance by management.
  - All children, parents, and carers must provide signed consent forms where individuals are identifiable.
  - Content must be aligned with DEL's safeguarding and data protection policies.
-

## Commercial and Influencer Content Creation

The use of DEL facilities for the creation of branded, sponsored, or influencer-led content is **not permitted** without explicit prior written authorisation.

This includes but is not limited to:

- Partnerships with clothing or fitness brands (e.g. Sweaty Betty, Gymshark).
- Promotion of coaching or fitness businesses using DEL as a setting.
- Paid advertising recorded on-site or online classes using DEL facilities as a backdrop.

All content creators must submit a request in writing at least **seven working days** prior to proposed filming. The request must include:

- Nature and purpose of the content.
- Intended platforms for distribution.
- Names of all individuals and associated brands involved.

DEL reserves the right to refuse any such request and may take action against any unauthorised usage.

---

## Car Parking and Operational Impact

- DEL reserves the right to limit or deny car park access for commercial or content creation purposes, particularly where vehicles, equipment, or footfall associated with such activities disrupt daily operations.
  - Members or third parties found using DEL premises or parking for unsanctioned business activities will be subject to disciplinary measures or restricted access.
- 

## Storage and Retention of Images

Images or videos taken by DEL for internal use will be:

- Stored securely in line with GDPR and our safeguarding policies.
- Kept only for the duration necessary, typically not exceeding 12 months.
- Stored in encrypted formats, accessible only to authorised personnel.
- Never saved to personal devices or external storage platforms.

Staff and volunteers must use only DEL-owned devices to capture any images or footage related to our programmes or participants.

---

## **Reporting and Enforcement**

Any staff member who observes unauthorised filming, photography, or content creation must immediately report the incident to a member of senior management or the safeguarding lead.

Concerns involving children or safeguarding risks must follow DEL's Child Protection procedures.

---

## **Policy Oversight**

This policy will be reviewed annually, or sooner if required, to reflect operational or regulatory changes.

**Effective Date:** 19 May 2025

**Next Review:** May 2026