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COVID-19 UK

GUIDELINES BRANDED CONTENT FILM PRODUCTION

UK

GUIDELINES FOR BRANDED CONTENT FILM PRODUCTION DURING COVID-19

Based on the Covid-19 measures of the Belgian Government, the BCPB (Branded Content Producers Belgium) has drawn up the following guidelines for the safe production of audiovisual content.

The BCBP Covid-19 guidelines are a summary of the guidelines from the Sector-Specific guide from the 26th of May 2020. The guide has been composed after cooperation with all professional federations and interest groups (among which the ECPB) and after approval of the National Security Council. The Sector-Specific guide of the audiovisual sector will be published on the website of the FOD Employment, Labour and Social Counsel as well as on the website of social fund Mediarte: <http://www.mediarte.be>

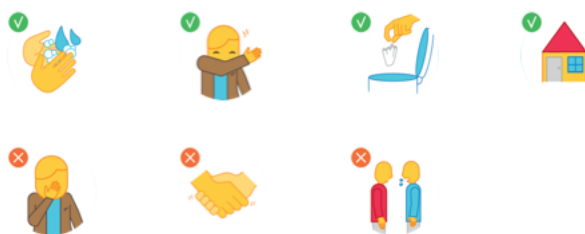
The sector-specific guide and the BCBP Covid-19 guidelines are an addition to the general guide against the spreading of the coronavirus as drawn up by the High Council for Prevention and Protection in the Workplace: <https://files.mediarte.be/www.mediarte.be/production/attachment/guide-sectoriel-afin-de-lutter-contre-la-propagation-du-covid-19-sur-le-lieu-de-travail-dans-les.pdf>

With these guidelines the independent production companies confirm their responsibility towards employees, customers (advertiser & agency) and suppliers.

INDIVIDUAL RESPONSIBILITY

The guidelines below supplement individual responsibilities to avoid contamination with Covid-19.

Reminder:



PRE-PRODUCTION

DECLARATION OF HONOUR

Everyone who will be part of a film production and will be present on set (crew, cast, agency employee and / or client) will have to sign a declaration of honour stating the following:

- He / she will always follow all measures outlined by the government
- He / she has not shown any Covid-19 symptoms or had contact with people who have had or have shown symptoms of Covid-19 in the past 14 days
- He / she will notify the production house when he / she has come into contact with an infected person and / or shows symptoms of contamination after having signed this declaration on honor, so that immediate replacement can be organized.

OFFICE

Wherever possible, working from home will remain the norm. Hygiene and social distancing measures apply in the office as defined in the guide against the spreading of the coronavirus that was drawn up by the High Council for Prevention and Protection in the Workplace.

CASTING

The Casting Director can organize the casting by video conference and / or by self-produced content. If necessary, a call-back can be organized for the shortlisted candidates with respect for the hygiene and social distancing measures.

LOCATION SCOUTING / TECH RECCE

Location scouting and conducting a tech recce must be organized in such a way that the measures regarding social distancing and hand hygiene are respected. Wearing a mouth mask is mandatory. All professional trips are allowed subject to the application of the applicable transport rules in the context of Covid-19.

PRE PPM – PPM

It is recommended to organize this via video conference.

ON SET

FACE MASKS

Everyone that is not in front of the camera has to wear a face mask. It is recommended to have / wear your own mask.

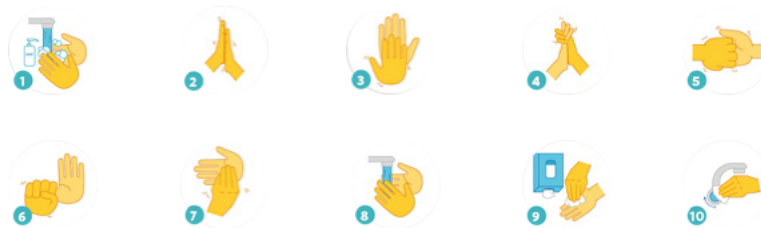
The production house will supply a stock of back-up masks.

HAND HYGIENE

Thorough hand hygiene is one of the most important aspects in preventing the spread of the virus. Therefore, the production will provide sufficient possibilities to wash hands with soap and water and / or hydro-alcoholic gel. Every co-worker also provides a hand sanitizer (min. 80% alcohol) for themselves.

All people who will be present on the set will be given information on how to maintain correct hand hygiene.

Reminder:



CLEANING INSTRUCTIONS

The production house is responsible for regular cleaning of the contact surfaces. Contact surfaces, including door handles, surfaces, sanitary facilities etc, have to be disinfected on a regular basis. All equipment handled by more than one person should be cleaned between each use.

VENTILATION

Where possible, the doors and/or windows are left open to sufficiently ventilate spaces.

COVID – 19 MANAGER

For each production with a crew of more than 10 people, a Covid-19 manager will be appointed. They will be responsible for respecting the social distancing and all hygiene rules described in this document and the sector-specific guide.

For productions with less than 10 crew, someone in the production team will be identified as being responsible for adhering to these guidelines.

CAST

Cast can be on the set without a mask, provided that social distancing guidelines are respected. They must wear mouth masks outside the set.

There are various solutions for scenes where the mandatory 1.5 meter distance cannot be respected:

- working with couples and people living together
- creative cutting
- all kinds of post production solutions (such as merging multiple shots)
- shots using motion control (to merge shots smoothly)
- minor changes to the script
- etc....:

CREW

Installation, pre-light and filming will be organized in such a way that only a limited number of people must be present on set at the same time.

TECHNICAL EQUIPMENT

Technical equipment is required to be disinfected daily. External suppliers must disinfect their material themselves. Headphones, audio equipment and walkie-talkies are personal and cannot be passed on.

ART DEPARTMENT

Art department personnel are expected to follow the applicable hygiene rules. All props and decor elements touched by more than one person should be cleaned between each use.

STYLING

The stylist must ensure that the clothing brought is safe to be worn. Stylists will wear gloves while working with clothing, in addition to wearing a mandatory face mask. Actors will be required to dress themselves on set, under supervision and on the advice of the stylist, with respect for social distancing.

HAIR & MAKE-UP

Make-up should be limited to a minimum. Make-up artists / hairdressers can apply make-up / style hair themselves, provided that hygiene measures are respected (good hand hygiene, wearing gloves and mouth mask are a must). All provided make-up and hair accessories will only be used for one person. A separate kit is provided for each actor.

CATERING

Catering will be organized in such a way that the hygiene and social distancing measures are respected. Meals and snacks will be individually packaged and drinks will also be delivered in smaller individual bottles. Everyone uses their own, personalized drinking bottle or disposable bottles for both warm and cold drinks. We organize this in an environmentally friendly way and ask everyone on the set for their cooperation.

CAR POOLING / TRANSPORT

All professional trips are allowed subject to the application of the applicable transport rules in the context of Covid-19. It is recommended that participants drive alone. If it is not possible to travel alone, the Government's routine hygiene and social distancing measures apply:

- keep your distance
- wear a mouth mask
- forsee hydro-alcoholic gel for hand hygiene

AGENCY/CLIENT

In order to guarantee an efficient workflow, it is recommended to have a representation on set of the client and agency. However, it is recommended to keep this to a minimum. For those who cannot attend in person, a remote viewing equivalent can be provided. It is also recommended to indicate during the pitch phase how many people will be present on set.

POST-PRODUCTION

Remote collaboration, viewings and recordings are recommended to respect social distancing. When assembling cells and equipment, all components must be disinfected daily as per the national Covid-19 guidelines.

IMPACT ON SCRIPTS

It goes without saying that the Covid-19 measures and these guidelines will have an impact on the production of scripts.

For example:

- Scenes with a lot of figuration in which the social distance cannot be sufficiently maintained will currently be difficult / impossible. We can search for solutions in consultation with the agency. There are many possibilities in post production through crowd duplication, locked camera etc.
- There are several solutions for scenes where the mandatory 1.5 meter distance cannot be respected:
 - Working with couples and people living together
 - Creative cutting
 - All kinds of post production solutions (such as merging multiple shots)
 - Shots using motion control (to merge shots smoothly)
 - Minor changes to the script - etc ...
- There will be most likely fewer candidates for senior scene casting .

IMPACT ON PLANNING (AND POSSIBLE OVERTIME)

We must take into account that compliance with the imposed measures and these guidelines will take more time:

- disinfect the set
- fewer people on set during shooting
- communication via remote video viewing
- etc ...

INSURANCE

The insurance of a film production does not currently cover loss and / or damage, costs engaged directly or indirectly, in whole and / or in part by the Covid-19 virus.

Cancellations or displacement (postponement) of filming due to the Covid-19 virus is not covered by insurance companies. They cannot therefore be the responsibility of the independent production house.

It is important to clarify that the resultant on costs of people who are additionally insured in the for "No Show / Non Appearance" are also not covered by insurance companies, if it turns out that their absence is a direct or indirect consequence of the Covid-19 virus.

As soon as this situation changes, we will communicate it.

TAKE CARE & HAVE A SAFE SHOOT