

Photo Shoot Guide



ABOUT US

What we do



Welcome to Light Locations, a leading and well-respected UK locations agency representing a handpicked portfolio of inspiring spaces to the photographic, TV, editorial and film industries.

Working with large world-renowned brands and smaller UK businesses looking to make their mark, we're a trusted source of carefully chosen high-quality properties.

Our collection of versatile locations includes stunning country houses in gorgeous settings, beautiful period properties and contemporary studios in London, and unusual spaces in unexpected places. Whatever you're searching for, we'll help you find your perfect location.

Light Locations provide invaluable support to us as a location owner. I don't know of any other location agency who familiarise themselves with their locations as much as they do. Communication lines are always open and all our needs and queries are always dealt with promptly and efficiently. Quite simply, they are brilliant.

ROSE HAMMICK
OWNER OF MARMORA ROAD

ABOUT US

Why choose us



SOPHIE HITCHENS
FOUNDER
& DIRECTOR



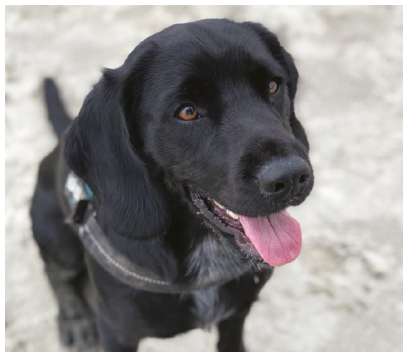
KATIE BEAR
SENIOR LOCATION
COORDINATOR



**MADELEINE
BOOTH-HOWE**
SENIOR LOCATION
COORDINATOR



NICOLA ANDREWS
ACCOUNTS
ADMINISTRATOR



KUMA
TOP DOG



COOKIE
RESIDENT
TROUBLEMAKER

We believe in taking the stress out of finding and organising your shoot location and pride ourselves on providing only the most stylish and inspiring photoshoot locations in London and across the UK.

We only select the best locations.
Sophie knows what makes a great photoshoot location, and always prioritises quality over quantity.

We use high-quality photography that's always fresh and informative.
We're committed to capturing the essence of our locations through high-quality photography for our

website. That's why we insist on frequently updated, professional photography for every one of our properties.

We keep our website user-friendly and fresh, making it easy to find the right location.

We know our properties like the back of our hands.

Everyone in the team has visited most of the Light Locations so that we can tell our clients about the small but vital details. Whether it's about parking, access details or the size of rooms, we know our properties inside out.

You'll experience a personalised approach.

We've always ensured that our photoshoot location portfolio stays manageable so our clients and owners experience a very personal service. Our friendly approach to organising shoots has made us a well-known and respected name in the industry.

Efficiency is our middle name.

Because we know there's so much to think about when sourcing, booking and running a location house, we run a finely-tuned, well-organised process that will keep you on track. Our team is small, focused and always here to help.

WHAT WE DO

Our service and fees



SERVICES

Our service includes:

- Organise, take, and style pictures of your property for the Light Locations website.
- Market and represent your property on the Light Locations website.
- Negotiate all location hire fees.
- Deal with all pre-shoot admin and paperwork involved with the shoots.
- Deal with all post-shoot admin including invoicing.

REGISTRATION FEE

If your property is suitable and chosen to be represented by us we charge a registration fee to join the agency which is £325 + VAT.

This fee covers:

- A professional photographer taking promotional pictures of your property for the website.
- Setting up your page on the Light Locations website.
- Providing you with a QR code card and stand which contains information shoots will need on shoot days.

COMMISSION

Light Locations takes 20% commission from the location hire fee and charges a booking fee to the client. We negotiate the location hire fee to include our commission.

NO UPFRONT FEES

We do not ask for the registration fee upfront. It will be deducted from your first job. If you do not get a job you do not pay it.

We have been with Light Locations for 10 years and could not be more delighted with Sophie and her very able team. Unlike many agencies Sophie personally visits every location and their website and online resources are extremely professional and continually updated. They are a joy to work, with prompt responses to emails and most importantly they have produced fantastic results in terms of bookings. I have spoken to many of the companies that shoot at our house, and they all rate Sophie and her team at Light Locations as one of the best agencies to book location shoots with. Praise indeed!

CAROLINE PITMAN
OWNER OF COTSWOLD BARN

TOP TIPS

What makes a great photo shoot location

There are many qualities we look for when taking on a new photo shoot location:



LOCATION

Properties in London and the surrounding area are the most popular. Locations outside London must offer something that a London location can't provide to entice people to travel. They need internal and external scope and flexibility with additional features such as a lovely garden, outbuildings or a swimming pool to offer further appeal.



LIGHT

One of the most critical requirements in a property is the light. Each property must have good natural light.



EXTERNAL FEATURES

Nice exterior features enhance the overall appeal of a location, especially for properties outside of London. A large garden, patio, decked area, swimming pool and outbuildings are regularly sought after.



FURNITURE

The interior of the house must have an inspirational feel. Stylish furniture and props help the property appeal to prospective clients.



ROOM SIZES

The size and layouts of the rooms need to have enough scope for versatility and to allow the photographer to pull back for shots. The larger the room, the more versatile it is. The property must have at least three suitable rooms, the most important being a living room, dining room, kitchen, main bedroom, and bathroom. A good hallway and pretty children's rooms are a bonus.



DÉCOR

The more neutral the paint colours on the walls the more versatile the house will be as it will allow people to stamp their mark on it. A mix of neutral and feature walls are a good idea as they provide more background options.



INTERNAL FEATURES

Features inside a property are essential. We look for good windows: wooden or Crittall, good flooring options: parquet, concrete or floorboards, fireplaces: period or modern, high ceilings, period panelling or tongue and groove on walls.

DO YOU HAVE A SUITABLE PROPERTY?

If you think you might have a suitable house do send in some images of all main rooms: living, dining room, kitchen, main bedroom, bathroom and an exterior shot of the house. Informal photos are fine as long as they give us a good idea of the space and style of the property, then send them to sophie@lightlocations.co.uk

Once they have been seen you will then be informed as to whether the house is suitable for us or not.

HOW IT WORKS

The Shoot Process



OPTIONS

Clients use the website to find a location. If a location is of interest the owner will be contacted to discuss availability, fees and arrange a convenient time for the client to recce.

Bookings work on an 'option' system and provisional dates will be put on a property and run by the owner. Once the location has been decided the option will either be confirmed or released.



LOCATION RATES

A suitable property has the potential to earn hundreds of pounds depending on the type and length of the shoot. All rates differ from job to job with clients having different budgets. We quote depending on the usage of the photos.

Our standard rates per day are

£850 Editorial use

£1250 - £1500 Commercial use: PR/Catalogue/Marketing/Advertorial

Our 20% commission is taken from these fees.

A standard day is 9 hours either from 8am – 5pm or 9am – 6pm.

Overtime is charged outside the agreed hours and charged at 20% of the agreed day rate per hour.

We will negotiate the best possible rate on behalf of the property owner.



PAPERWORK

When an option confirms the owner will receive a 'Daysheet' sent through our paperwork app which will give all the information needed for the shoot day and details needed for the invoice. Every client that shoots through us signs a contract with Light Locations that covers for any problems that may occur at the house i.e. damages, breakages etc. It states agreed hours, fees, overtime costs and ensures that the client has public liability insurance etc.



SHOOT DAY

The shoot day is the responsibility of the location owner. The owner needs to make sure the property is clean, tidy and as seen on our website. Teas, coffees need to be provided and shoots need to be welcomed and then left to get on with their job.



PAYMENT

After the shoot has happened we then invoice the client. Our standard terms are 30 days. For any new clients we require upfront payment. The owner then invoices Light Locations. When we have been paid for the job Light Locations will pay the owner.

TOP TIPS

Things to expect when renting your property

WEAR AND TEAR

You must expect wear and tear on your house. Wooden floors and walls in particular will occasionally get scratched due to people and props coming in and out of the house. Serious damage to floors will be dealt with but you cannot claim for every little scratch that appears. If you have regular furniture/interior catalogues coming in who will shoot for up to a week at a time you must expect wear and tear. They will have large pieces of furniture coming in and out and floors will be worn over time.

ACCIDENTS

Damages can happen. The client signs a contract with Light Locations for any problems/disputes that may occur but it is always a good idea if you do find something that has been seriously damaged, to point it out to the crew on the shoot day as getting someone to accept responsibility after the event can be very difficult. Before the crew leave it is a good idea to have a quick check around the house to make sure nothing has been broken/damaged so we can deal with the problem straight away.

MOVING ITEMS

Furniture will be moved. Most people will put everything back in place at the end of the day but you might get some teams who will not. This is not good practise but this occasionally happens.

SHOOT TIMES

Our standard day is 9am – 6pm. In the winter months this often changes to

8am – 5pm so people can catch the natural light. Someone will need to be at home in the mornings to let people in and accept deliveries. It is a good idea to see people off at the end of the day to make sure things are how they should be and also to check time of departure. Overtime charges start before or after the agreed hours. We rely on you to inform us of this so we know whether to add costs to the invoice or not.

RECCE REQUEST

You will get people wanting to recce the location so you need to be available. We would always organise this at a convenient time for you.

SHOOT TEAMS

The teams will vary in size depending on the job. The average size is between 6-8 people but for a larger job involving models or large furniture you should expect up to 12 and over.

PROP DELIVERY

Interior/still life shoots will have furniture/props delivered so don't be shocked when your house becomes full of furniture, bags, boxes. Most teams will get this all picked up at the end of the shoot but some might ask if they can leave props overnight. This will only be agreed if convenient.

A BUSY HOUSE

Photo shoots are intrusive. Sometimes it can be stressful with strange people coming in and out of your house so you must prepare yourself for this. You must remember that people are

hiring your house and the place is theirs for the day. The best thing to do is to greet them in the morning and say good bye to them at the end of the day. Working from home is ideal as being out of the way but available for any questions works well.

NEIGHBOURS

The start and end of a shoot day can be busy with lots of people arriving on your doorstep and lots of deliveries being dropped off which can draw attention to your property so it is very important to have friendly neighbours. If you don't this can cause problems.

BE PREPARED

You cannot be too precious. You must take the rough with the smooth. Not every shoot will be a pleasure but don't let this put you off, as the majority of them will be a good experience.

REINVEST

As long as you know what to expect then the system works really well. It's great you can make money from this but it does come with work on your behalf. If you are a busy shoot location you will after a while need to put some of the money you have made back into the house.

ANY QUESTIONS?

If you have any further questions then do not hesitate to ask us.

NEED TO KNOW

Expectations of the property owner



AVAILABILITY

You must keep us informed of any days you are away and are unable to do a shoot so we can block them from our diary.



CLEAN HOUSE

Your property must be clean on shoot days. It must also be tidy and as seen on the Light Locations website on shoot days.



TEA & COFFEE

We ask that you provide tea, coffee and fresh milk for the shoots. It is only a small thing but it means a great deal to the team when they arrive. If you would like to be even more welcoming biscuits and fruit would be a nice gesture. The more welcome you make people feel the more likely they are to return.



SECURITY

Security is very important with people coming in and out all day so it is very important you have locks on all your doors and windows. Make sure if you are not with the shoot when they leave that you ask them to close all windows and doors behind them and lock up if necessary.



LOCATION CHANGES

It is up to each location owner to inform us of any decorative or structural changes so we can (if appropriate) come back to update photos for the site and keep clients informed.

