

BLACK COUNTRY LIVING MUSEUM

Photography Regulations

General photography of Black Country Living Museum by its visitors is permitted.

In order to conduct an organised photoshoot at the Museum you must first have gained permission from the Museum's Development team and agreed, in writing, via email to adhere to the below regulations:

1. As an educational charity, we need to ensure that all photography projects align with our purpose and brand values. All requests will be considered on a case-by-case basis and accepted at the discretion of the Museum's Filming & Photography team. Therefore, we may ask you for information about the purpose, creative approach and audience you are targeting with the shoot.
2. If you wish to publish your photographs or if there is any commercial gain in your images (including paid for professional photo shoots) you MUST pre-arrange the date and time of the shoot with the Museum's Filming & Photography team. There may be a charge incurred for photo shoots of this nature.
3. As an official licensee of Peaky Blinders, BCLM must adhere to its license agreement in maintaining the quality of and associations with the Peaky Blinders brand and is therefore unable to host unofficial activity that either applies or infers the Peaky Blinders brand, for example the Peaky Blinders name (or derivative thereof), names as mentioned in the series (e.g. Shelby), logos or any other original elements relating to the show, such as the theme music. Should you be in breach of this regulation, you may be subject to legal proceedings.
4. No pictures are to be taken of children without the Museum gaining written consent from their parents.
5. No close up pictures are to be taken of visitors without the Museum gaining their written consent.
6. No photography to be taken in the underground mine.
7. No disruption to the Museum site or collection items, including the movement of items belonging to the Museum.
8. No disruption to the Museum's visitors.
9. No entry to any restricted zones on the Museum site e.g. Chainmakers workshop or onto the boats, unless agreed in advance with the Museum's Development team.
10. No external rigs including continuous lighting, flashes, backgrounds, battery packs, soft boxes etc.

11. Any area required for costume changes should be agreed beforehand as an extra charge may be incurred.
12. You agree to take all reasonable and proper steps to ensure that you do nothing to bring BCLM into disrepute or do anything to prejudice or damage our logo, marks, brand or reputation.
13. Health & Safety must be considered at all times. We may require you to provide a risk assessment in advance of shoots which must be approved by the Museum and adhered to at all times.
14. We ask that 'Black Country Living Museum' is credited for any photographs taken within its premises.

Black Country Living Museum
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0121 557 9643
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Black Country Living Museum is an educational charity. Charity No. 504481
All admission and location hire charges support the Museum as a charity and help meet the costs of running the Museum, so your support is really important. Thank you.