

UK spotlight

ISSUE No.17 July 08

NEWS

Board Nominations

The election of the new board will take place during August with results announced on 1st September. On behalf of our members the board sets our strategic direction, makes policy decisions, troubleshoots where necessary and ensures our finances are all in order. The board is made up of MDs /CEOs from member companies across the facilities sector. It meets 10 times a year with directors assuming additional responsibilities within their respective working groups.

Director nominations are now open and we encourage our members to nominate themselves, or those whom they most admire in the industry who will best serve their interests. We're looking for people who are passionate about what they do, have a strong strategic vision for the industry and want to shape the future direction of UK Screen, so let us know what you think.

[LINK](#)

Party Time!

Put 4th September in your diary for a double whammy of events.



We will be holding our AGM which is an opportunity for all members to come along to meet the newly elected board, ask questions and feedback to us about what shape the association should take for 2008/09. We will then be having drinks late in to the evening for those who fancy a tippie or two...or three...The venue is to be announced, but we'll keep you posted!

BCAP has sound control of the situation

The Broadcast Committee on Advertising Practice (BCAP) has

introduced the rule to address consumer concerns that television ads sometimes seem louder than programming. It will come into force on 7 July 2008.

The rule, which clarifies existing guidance, states that "advertisements must not be excessively noisy or strident. The maximum subjective loudness of advertisements must be consistent and in line with the maximum loudness of programmes and junction material."

During 2007, the Advertising Standards Authority (ASA) received over 100 complaints that some TV ads were too loud. Often the problem arises because the audio files used in the ads have been compressed, making quieter sounds more pronounced or 'punchy'; the result is that ads can sound subjectively louder than the programmes around which they appear. BCAP has held a full public consultation and has produced a new rule that should ensure that no single ad is significantly louder than another and that all are in keeping with the sound levels in programming.

That change should provide more certainty for broadcasters and minimise the annoyance that can be caused to viewers by TV ads that either exceed an upper sound limit or are perceived as too loud.

Extract from the TV Advertising Code:

[LINK](#)

To access the full TV Advertising Code

[LINK](#)

Who's your Shining Star?

At a recent working group it was highlighted that the people behind the scenes of a facility or studio also deserve recognition and so we have created the Shining Star programme.

Those eligible will be from non-creative job areas such as runners, bookings, machine room, accounts and reception. Employers can nominate one member of staff each month and should demonstrate

NEW MEMBERS

Elstree Studios

[LINK](#)

Evolutions

[LINK](#)

Alias Smith and Singh

[LINK](#)

MEMBER NEWS

Sargent receives Knighthood

William Sargent, Joint Chief Executive of Framestore has received a knighthood as part of the Queen's Birthday Honours list 2008. As executive chair of the Better Regulation Executive at the Department for Business, Enterprise and Regulatory Reform, he was awarded the honour for services to business. I'm sure you will join us in congratulating him on this fantastic achievement.

New joint MD appointments for Pinewood Post

Former Videasonics MD Dennis Weinreich together with Pinewood's Head of International Sound Post Production Giles Farley will be heading up Pinewood's Post Production facility as joint Managing Directors.

[LINK](#)

The Farm spends £3m on major overhaul

The refit, which will be completed in September, includes the addition of a scalable Isilon storage area network (SAN) which will link the facility to other Farm Group premises in London - Uncle in Livonia Street, The Shed in Dean Street and Home in Richmond Buildings.

[LINK](#)

Locomotion strengthens its team with key appointments

Soho-based post production house Locomotion announces 3 new strategic appointments that will reinforce / cement its positioning as a leading creative 3D, Motion Graphics & VFX hot shop.

[LINK](#)

Shoreditch to Soho

After eight years in edgy Shoreditch, The Pavement has moved into the heart of London's production industry to new facilities in Soho. The move forms part of our new alliance with Goldcrest and enabling them to launch their HD services.

[LINK](#)

how the nominee went above and beyond the call of duty in order to qualify to be a Shining Star. These will be judged by the UK Screen team and the winner each month will be featured in the Spotlight magazine, receive a certificate and bottle of bubbly and more importantly be given two seats to the Vision Charity Ball on December 6th 2008!

These awards are designed to help incentivise and reward staff beyond what you already do in house for their hard work. Simply complete the form (this will be circulated shortly) and return it to us by 15th August. You are able to nominate each individual member of staff for as many months as you like.

⊕ BUSINESS

Immigration: Prepare for sponsorship licence NOW

You're probably already aware of the new Points Based System (PBS) being introduced in to the UK which could affect your business - so make sure you're prepared! All UK employers wanting to employ non-EU migrants will need to apply during the summer 2008 for a sponsorship licence. These licences are valid for a year, so even if you don't intend to employ non-EU employees immediately, you will need to have the licence in place ready for when you do so. It is advisable that you submit applications by *mid-August* at the latest as each company applying for a licence will need to be visited by an immigration official so a bottleneck could occur by the time the tier 2 System goes live in October 2008.

- To give your UK operation the best chance of obtaining a licence, it should not apply until full compliance checks have been made by your UK Human Resources/management team.

You will be expected to monitor and report the conduct of your overseas nationals and checking immigration paperwork annually. Consequences are very serious for non compliance and could lead to £10k fine per illegal worker or even a two year prison sentence.

For guidance, please click on the link:

[LINK](#)

A couple of little reminders...

Conch Voting deadline (9th July) make sure you have your say on [LINK](#)

Soho Fun Run (24th July) - to get involved contact sadie@bubblesqueak.co.uk

Snap up discounted Edinburgh tickets!

We still have a couple of MGEITF discounted tickets so if you've not snapped them up already, now's your chance! These will be given to members on a first come first served basis and are £355.50 (+ VAT) instead of the £425 (+ VAT). To get hold of your tickets email: angela@ukscreenassociation.co.uk

[LINK](#)

⊕ SUPPLIERS

Harbottle & Lewis

Media and entertainment law firm, Harbottle & Lewis, has recently advised on the following productions: *Easy Virtue* starring Colin Firth and Jessica Biel, *The Colour of Magic* which is based on Terry Pratchett's novels and stars Sir David Jason and *Solomon Kane* directed by Michael Bassett and stars James Purefoy. The firm has also advised on *Merlin* a new drama series for BBC One starring Richard Wilson.

➔ MEMBER NEWS



Nuts competes in Mascot Derby

This month saw NUTS @ The Joint's trusty mascot Seymour Nuts compete in the first annual Mascot Derby at Brighton Racecourse for The Rocking Horse Charity. Although he wasn't placed, he did come a very respectable 8th out of 22 and was a hit with the spectators, adults and children alike! You can check out Seymour's training regime at

[LINK](#)

Major appointments at Prime Focus London

Prime Focus London (PFL) has released details of two key appointments which will help form the basis of a new senior management team at the Soho based facility. Tareq Kubaisi has joined as CEO of Telecine and Daniel Sapiano as Commercial Director.

[LINK](#)

Alias Smith and Singh open Pinewood office

One of the UK's premier broadcast hire company's, has announced a significant expansion to new offices at Pinewood Studios to service the burgeoning need for high-end camera hire throughout the film and broadcast industries.

[LINK](#)

HD kids TV created with Arqiva OB

Arqiva has announced it has provided the HD (high definition) technology used to capture an innovative new pre-school TV show, 'Baaas'. A joint production between Al Jazeera Children's Channel and S4C made by Cynhyrchiadau Ceidiog Creations, 'Baaas' has a multiracial theme and centres on an extended family of puppet sheep. For S4C this is their first children's programme to be made in HD, and for Al Jazeera Children's Channel their first co-production with any company in the UK.

[LINK](#)

⊕ IN THE DIARY

WORKING GROUP	DATE/TIME	VENUE
Commercials	Wed 9th July @ 5pm	Rushes
Audio	Wed 16th July @ 6.30pm	UK Screen
SFX	Tue 29th July @ 6.30pm	UK Screen
Outside Broadcast	Thurs 7th Aug @ 11am	TBC
Broadcast	Thurs 7th Aug @ 6.30pm	UK Screen