

## About us

### OUR VISION

To be a clear and representative voice for the United Kingdom image licensing industry.

### WHO WE REPRESENT

BAPLA represents image licensors. Founded in 1975, BAPLA is the UK trade association for picture libraries and agencies, now incorporating a broad and diverse membership, including: sole traders; major stock, production and news agencies; SMEs; cultural heritage industries and technology companies. A substantial percentage of images seen every day in print and digital media is supplied by BAPLA members.

### OUR CORE OBJECTIVES

#### SUPPORT

- ◆ Represent members of all sizes and types
- ◆ Support best practice amongst members in their business dealings
- ◆ Encourage developments that assist members to connect with new and existing markets

#### INFORM

- ◆ Inform picture buyers and the creative industry about our members' collections, products and services
- ◆ Provide members with relevant business information
- ◆ Engage with members and the creative community to share and extend industry knowledge

#### PROTECT

- ◆ Lobby at a national and international level to protect members' interests
- ◆ Promote strong, fair and effective copyright and IP rights
- ◆ Work with other organisations in the creative industry that share our objectives

BAPLA is a member of the Alliance for IP, The British Copyright Council, The Creative Industries Federation and The Creator's Rights Alliance. We are a founding member of CEPIC (Coordination of European Picture Agencies Stock, Press and Heritage) and maintain close ties with the DMLA (Digital Media Licensing Association).

## Contacts

### BOARD OF DIRECTORS

**Isabelle Doran**, Chairperson (Loupe Images)

**Toby Hopkins**, Secretary (Bridgeman Images)

**Tim Harris**, Treasurer (Nature Picture Library)

**John Balean** (TopFoto)

**Milica Lamb** (PA Images)

**Paul Seheult** (Eye Ubiquitous)

**Olivia Stroud** (V&A Images)

**Guy Thorneloe** (Getty Images)

### BAPLA OFFICE

Susanne Kittlinger, Operations & Website Manager

Sohaila Baluch, Membership Assistant

Mary Egan, Business Development Consultant

Dawn Sims, Finance Manager

### REGISTERED OFFICE ADDRESS

BAPLA  
59 Tranquil Vale  
Blackheath  
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United Kingdom

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BAPLA is the trading name of the British Association of Picture Libraries & Agencies. The company is registered in England.

Registered no. 2876327

## Associate membership

### MEMBERSHIP BENEFITS

- ◆ **Protection of members' rights and interests**  
BAPLA lobbies UK Government on UK & EU related matters, with a focus on protection and enforcement of the UK copyright framework and industry best practice in relation to collective bargaining and licensing
- ◆ **Members' newsletter**  
Critical IP, lobbying and industry updates delivered to your inbox every month
- ◆ **Discounted booking for BAPLA educational & networking events**  
Attend the annual FOCUS conference and any workshops at a discounted members' rate
- ◆ **Discounted booking for the annual CEPIC Congress**  
Attend the CEPIC Congress at a discounted members' rate
- ◆ **Business support helpline**  
Provided by Croner Consultants, the business support helpline gives you free access to advice on Employment Law, Human Resources, Tax, VAT, PAYE, NIC & payroll as well as Commercial Legal matters covering over 60 topics.
- ◆ **Legal advice service**  
Run by leading IP Lawyers at HowardKennedy, the legal advice service gives you free access to advice on IP legal issues (subject to a fair use policy: members get three 30-minute phone calls per year).
- ◆ **BAPLA website and marketing opportunities**
  - ◇ Company listing in the Image Supplier Directory, viewed extensively across the industry
  - ◇ Opportunity to publish your press releases and updates on our dedicated blog and via Twitter
  - ◇ Opportunity to showcase an image from your company on the BAPLA homepage every month
  - ◇ Opportunity to promote your company in our bi-monthly newsletter sent to our picture buyers' database (2,000 recipients in the UK and internationally)
  - ◇ Image request and Orphan works search emails, helping image buyers to get in touch with members
  - ◇ Unlimited free job ads on the BAPLA jobs board, one of the most popular job vacancy pages in the industry

## Associate membership

### MEMBERSHIP BENEFITS CONTINUED

#### ◆ Resources for members

Resources include:

- ◇ Research into pricing trends, rights and licensing models to help you negotiate fees for print and digital use.
- ◇ Access to advice on rights and licensing provided by the BAPLA Rights Group, a team of industry experts
- ◇ Access to document templates such as a Photographer's contract and Terms & Conditions

#### ◆ Use of the BAPLA logo

### MEMBERSHIP CRITERIA

Associate Membership is open to overseas picture libraries or persons interested in the business of photo agencies or picture libraries & agencies operating in the UK who wish to become affiliated to the Association but who do not meet the requirements for Full Membership or Industry Supplier Membership.

### MEMBERSHIP FEES

£375.38 per annum + VAT (UK)

£375.38 per annum (overseas)