

## 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***

Toby Hopkins, Chair (Bridgeman Images)

Isabelle Doran, Head of Policy and Public Affairs (Loupe Images)

Tim Harris, Treasurer (Nature Picture Library)

Milica Lamb, Secretary (PA Images)

John Balean (TopFoto)

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, 52 High Street, Pinner, Middlesex HA5 5PW, 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

VAT no. 421 4519 81

## *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
  - ◇ Opportunity to promote your company in our bi-monthly newsletter sent to our picture buyers' database

## *Associate membership*

### **MEMBERSHIP BENEFITS CONTINUED**

- ◇ 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
- ◆ **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)