

Heartland Films Ltd. Film Making Charter

Review date January 2025



1. Introduction and Context

Heartland Films is a small company at the heart of a big network of exceptional (primarily) Midlands and Scottish talent.

The people we work with are central to the work that we produce and the reason why we love the process. Every film we make our aim is to strengthen our / the film industry network. The people that work with our company are crucially important to our reputation and success.

Our approach is to treat people fairly and responsibly, helping them and us achieve full potential.

Here we describe our practice in relation to:

- Recruitment and retention
- Agile and flexible working,
- Freelance relationships
- Pay and benefits
- Employee relations
- Diversity and inclusivity
- Learning and development
- Health and safety

2. Recruitment and retention

- We acknowledge that we need to attract and empower exceptional talent to thrive. We strive to work with the best and to create an environment where we can all do our finest and most fulfilling work.
- How will we do this:
 - Set clear expectations in job descriptions
 - Advertise opportunities so that they are accessible to all
 - Communicate effectively with people
 - Adopt a process which gives people the best chance of success
 - Make decisions with integrity based upon the strongest applications

- We make the following commitment and promise to all and in particular those who are under-represented in the film industry:

"We understand the challenges and difficulties that can sometimes surround getting a fair chance. We know how the privilege of others can feel like an insurmountable obstacle in a highly competitive business. If you are interested in working with us and take the time to apply - thank you. The effort you take will be reciprocated with a sincere and robust process where bias, nepotism and discrimination play no part in decision making."

- We are Disability Confident - reasonable adjustments mean that we get to work with the most talented and committed people. Please don't hesitate to tell us if you need us to do something differently so that we get the best from you. This not only applies during the recruitment process but any time.

3. Agile and flexible working

- Film Making and in particular Production can be challenging to an effective work -life balance. This can be a barrier to some and this is something we are keen to proactively overcome.
- We believe that with careful planning and strong communication we can get exceptional work done but not at the cost of other parts of our lives.
- We support agile working when possible and will do whatever we can to support the people we work with. We ask for this same flexibility in return.

4. Freelance relationships

- We rely on freelance talent and understand how great but challenging it can be to be self employed at times.
- We commit to supporting anyone who works with us to the best of our ability. If you are unwell when you are due to work with us we will do absolutely everything we can to support you (in recognition of the fact that self employed workers are often not entitled to the same statutory employment rights as employees).

5. Pay and benefits

- Our pay rates are always in line with Union rates (most notably PACT / BECTU and Equity)
- Equal work will receive equal pay.
- We will never pay less than the National Living Wage.
- We will pay in a timely manner with consideration to those awaiting payment
- We respect non-monetary benefits such as credits and references. We will ensure that they are provided accurately and correctly.

6. Employee relations (including freelance colleagues)

- Solid working relationships are vital to a strong, healthy, successful projects and the future of our organisation.

Dignity at Work

- We believe that people should be treated with dignity, especially when working. We will proactively ensure that the working culture and environment supports this.
- If you ever have an issue please address this with the person you report to (which will be made clear during induction).
- If you feel that you cannot address the issue with that person please speak to any Producer.
- We will listen to any concerns and always do our best to find a positive way forward for all concerned.

Zero Tolerance of Bullying / Harassment

- We take a zero-tolerance approach to bullying and harassment. We believe that people can only give their best if they are treated with dignity and respect at work. We will never turn a 'blind eye' and the onus is on Producers to proactively identify and mitigate concerns.

7. Diversity and inclusivity

- As an organisation which is potentially funded by public sector bodies Heartland Films is aware of the Public Sector Equality Duty and is accountable for exceptional standards of compliance.
- Additionally, we believe that promoting diversity and inclusivity is not only the lawful and decent thing to do but integral to our success. We are creative not only in our projects but in the culture we foster.
- We understand that privilege, discrimination and bias take many forms and will proactively and assertively make effort to ensure equality.
- Empathy for all involved with projects and respect for the contributions that they make are central to the core standards of our work.

8. Learning and development

- We are committed to supporting those who work with us as much as possible and personal development is a holistic and integral part of a rewarding working life.
- We believe that our future depends on sharing best practice to foster talent
- With this in mind there is an expectation that we and all who work with us take time to share their knowledge and experience in appropriately supportive way.
- There is also an expectation that we will all be open-minded and listen to colleagues. This in turn will support each of our own proactive and self-motivated personal development.

9. Health and safety

- We take our statutory responsibilities seriously and adopt the highest standards with regard to risk management.
- We will always protect the health, safety and wellbeing of people who are affected by our work
- We adopt a holistic approach and understand that protection of mental health from stress is often as important than focussing just on physical safety.