

Appendix 2: Portsmouth Museums image copying and reproduction fees 2023-24

All fees are exclusive of VAT.

Copies of photographs and other images from museum collections

We can provide photographs or other images either as physical prints (various sizes available), or in digital form. We aim to supply images within 10 working days, but in some cases, we may need additional time due to the quantity of images or the complexity of the process. If the images are required within five working days, the following fees will be increased by an additional 50% (we may not always be able to fulfil that timing and will make that clear at the start).

Fees for physical prints: Print size (inches)	Price
7 x 5	£4
8 x 6	£5
10 x 8	£6
12 x 10	£9

In addition, there will be a charge of £3.50 for postage and packing for prints sent through the post.

Fees for reproducing images at larger sizes will be determined on request.

There is a standard charge of £10 for the digital transmission of an image (by email or file-sharing website, depending on size), plus a further £2 for each additional image.

Photographing some artefacts which are particularly large or fragile may come at an additional charge for staff time of £20 per hour per member of staff, plus any expenses. This reflects the complexity of the task, such as the need to use specialist equipment or transfer an object between sites. We may not be able to provide images of certain objects due to copyright restrictions, GDPR regulations or other issues. We will confirm this when you enquire about obtaining copies of the images.

If the image is to be used in a book, magazine or on a website, reproduction fees may apply. These are in addition to the above charges, and you must receive written permission in advance for their use.

Staff guidance

1. At staff discretion we can waive these fees if the images are being provided to the donor or their immediate family, or if the images specifically relate to the enquirer's own life.
2. The 3rd sector discount applies only to reproduction fees, not to costs of supplying images which remain the same.

3. We now rarely supply images on CD/DVD and therefore will not publish a rate for that, but it would be charged at the same rate as for digital transmission of images, plus £3.50 for postage and packing if applicable.

Use of photographs and other images from the museum collections

Unless you have specific agreement in writing from Portsmouth Museums, all images are supplied for personal, non-commercial use only. If the image can be viewed by the public, there must be a credit to "Portsmouth Museums" or "The D-Day Story" as appropriate. In the case of any public, non-commercial use of Portsmouth Museums' images, it is the user's responsibility to check that there are no copyright or other legal issues that may prevent this.

These usage terms also apply to images that are available on Portsmouth Museums' websites.

We regard the following as examples of non-commercial or commercial use:

- Use in free educational talks, in person or online, for which the speaker receives no financial benefit other than expenses is considered non-commercial. If the speaker is paid, we consider that the use is commercial.
- Use on an individual or group's website on a topic related to the object shown in the image is considered non-commercial.
- Use on websites that provide information and do not have a commercial aspect is considered non-commercial. A website that promotes an individual or organisation that receives financial benefits for some or all of their work is considered commercial.
- Use on personal social media accounts, provided the individual is not promoting themselves commercially.
- Commercial use would include use in any form by commercial organisations or individuals aiming to make financial benefit. This includes use linked to commercial events, use on a website in a way that promotes a business or service, or use by trading arms of charities, and unsolicited use of images by the media.

Reproduction fees: commercial use of images from museum collections

These fees are for use of the image, not for the costs of producing or supplying it which will be additional. The fees listed below are per image and do not include VAT.

Voluntary and 3rd sector groups will receive a 25% discount on the standard charge.

Books (physical or digital formats) and leaflets

Category - Per image, by print run, use on inner pages

Up to 1,000 run or for digital books only: £50 (Portsmouth residents: £30)

Up to 10,000 run: £60 (Portsmouth residents: £40)

Over 10,000 run: £110 (Portsmouth residents: £70)

The above fees are for use on inner pages. The fee for use on the cover is three times the standard fee.

The combined total fee for the use of an image in both a physical book or leaflet and a digital version of the same is 125% of the above fees.

Newspapers, magazines and other print

Category - Per image, use on inner pages

Portsmouth: £30

Regional/Specialist: £40

National/international: £80

The above fees are of use on inner pages only. The fee for use on the cover is three times the standard fee.

Staff guidance:

1. Portsmouth: applies only to publications based in Portsmouth.
2. Regional/Specialist: Smaller circulation publications.
3. National/international: Larger circulation publications.

Merchandise

Please contact us with details of the product on which you want to use the image, including planned production run size.

Staff guidance:

Decision on fee is to be taken by a manager with appropriate responsibilities for commercial matters. In some cases we may want to retain exclusive use of certain images.

Website, online video, or social media only

Category - Per image

1 year use: £120

3 year use: £200

5 year use: £300

Staff guidance:

1. We will not agree to provide rights for a 10-year period or "in perpetuity". For use over 5 years, the user would need to pay again after 5 years.
2. One payment of the fee allows use across all platforms (website, online video, and social media).

Television (online streaming included with fee)

Category - Per image

Single country - 1 year use: £100

Single country - 5 year use: £167

World - 1 year use: £150

World - 5 year use: £250

Staff guidance:

1. These fees will be waived if the content is directly and specifically promoting Portsmouth Museums. That means that at least 30 seconds of the content is specifically about our museums. Typically, the number of images that we would provide access to would be in proportion to the on-screen time that promotes Portsmouth Museums. Content that is about a topic represented in our museums but that does not specifically mention our museums, or just a credit, does not by itself count as "promoting Portsmouth Museums".
2. We will not agree to provide rights for a 10-year period or "in perpetuity". For use over 5 years, the user would need to pay again after 5 years.

Displays and Exhibitions

Category - Per image

Up to one year: £50

Over one year: £150

The reproduction fees for the use of images of the council's collections in exhibitions and displays by other accredited museums and galleries will be waived where entry to the venue and exhibition is free of charge (except for images pertaining to the Conan Doyle Collection).

Talks

Per image: £2.00

The 'Portsmouth residents' categories apply to individuals who live within the city of Portsmouth (defined as postcodes PO1-PO6) and does not apply to businesses or organisations.