





## Business Model - Outlines

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The contents of this document have been written and confirmed as being up to date and correct by company directors;

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The aims of this document are to provide a clear breakdown of the guidelines which West Kingston Productions Ltd. (*the company*) follow to ensure;

- Consistency in pricing of its own products or services
- Consistency in quality of its own products or services
- Fairness in financial distribution between the company and any workers involved in a project or commission (*whether directly employed, contracted or voluntary*)

This document is an abridged guide directly adapted from the company's more comprehensive Business Model, which is available on request.

### **i - Basic Company Standards**

The main activities attributed to the company are

- Book Publishing Activities
- Music Publishing Activities

At least one company director will always oversee (*if not undertake*) any work produced or published by the company.

The company maintains no opinion, whether political, religious or otherwise, and dissociates from any opinion in its own publications / productions.

The company will always maintain an accessible and approachable front, utilising standard marketing tools (*website / social media / business cards etc.*) only ever in a way that prohibits the use of swearing / violence / sexual content etc.

Terms and Conditions are laid out clearly for each individual service.

The company has a responsibility to minimise environmental impact, and must follow pre-authorised guidelines to reduce waste and the use of private transportation where possible, whilst using recycled materials and actively promoting recycling within the company.

The company stands against any discriminatory behaviour - either within or outside of the company.

West Kingston Productions Ltd. follows standard Model Articles for Private Companies Limited by Shares.

## **ii - Product Pricing**

West Kingston Productions Ltd. utilises on demand book publishing and CD duplicating services for its products.

The **standard price** charged for a product should never exceed more than 1000% of its **individual** printing cost (rounded up or down to the nearest £1 or £0.50).

The **standard price** charged for a product should not be lower than 200% of the original printing cost, but a special offer may see this reduce to 150%.

Selling products at events will allow for an increase of standard prices to cover administrative costs. This should not exceed 150% of the pre-agreed **standard price**.

The company may set its own desired revenue through the company's book publication account for sales through a third party bookstore (*e.g. [www.amazon.com](http://www.amazon.com)*). This should not exceed twice the individual printing cost.

The company has no control over pricing on digital music services (*such as Apple Music / Amazon Music etc.*).

## **iii - Postage and Packaging**

The company may charge additional fees to the standard costs of a 1st or 2nd class letter / large letter or small parcel.

The company may charge an extra administration fee (*between £0.50 and £1.50 depending on 1st or 2nd class and parcel type*).

The company may charged additional charges dependent on the packaging materials used.

A set fee for postage is in operation on the company's website shop (£1 up to 0.5 kg, £3 for 0.5 kg upwards).

#### **iv - Royalties**

Contributors on all projects released under West Kingston Productions Ltd. may be entitled to royalty payout.

The company may purchase the rights to artwork upfront.

All contributors will be briefed prior to committing to a project as to what the work entails, how it will be used and what they will receive from it.

Any contributor who has provided their work free of charge is automatically considered for royalty payout.

Royalties are distributed 50% to the company and 50% between all contributors for **digital releases**, and 70% to the company and 30% between all contributors for **physical releases**.

Revenue collected through the company's book publication or audio distribution site will be distributed likewise following the deduction of any commission fee they may take.

Contributors will be paid out according to how frequently their work appears across a release (*e.g. a higher royalty payout for more pieces of artwork in a book etc.*).

#### **v - Services**

West Kingston Productions Ltd. has a run down of standard costs that may be used as a guidelines according to length and instrumentation of a Bespoke Music Composition.

The addition of a score to a Bespoke Music Composition is an additional 15% the cost of the composition itself, down to the minimum charge for a score, which is £25.

The company keeps a list of musicians and vocalists who can provide recordings for bespoke compositions when needed. These musicians and vocalists are self employed. Additional costs are charged for the inclusion of real instruments or vocals on a recording. West Kingston Productions Ltd. keep a 10% administration fee for each additional instrument added, the remaining cost which is then paid out to individual musicians for their service.

Recordings intended for commercial use or release incur higher costs.

The company do **not** act solely as an agency, and is only to contact the individual musicians or vocalist when work that is directly being undertaken by West Kingston Productions Ltd. comes available.

‘Art for your Words’ is an agreement between the company and Charlotte Oxenham Art. All commissions are distributed as a 25% commission fee to the company, and a 75% fee to Charlotte Oxenham Art. This service is not intended for commercial use.

## **vi - Bespoke Gifts**

Gift packages may be brought together using the different services already offered by the company.

Gift packages may have reduced prices to create maximum affordability, but only when it is the company’s services that reduce in price.

West Kingston Productions Ltd. has a small list of local contacts for vocal work that may need doing under certain gift packages.

Forms on the company’s website which redirects to payment may incur higher prices to cover the website provider’s commission fee, as well as postage and packaging, which is not necessarily a separate option.

## **vii - Commercial Services**

West Kingston Productions Ltd. charge extra as an upfront fee for work that is intended to be broadcast. This may incur (*up to*) threefold the charge of a standard Bespoke Composition, and a threefold charge for each individual performer on an advert / jingle / theme tune etc. to account for multiple takes and session fee.

The company collects and distributes usage fees from its clients.

Usage fees for radio adverts (*or radio adverts featuring jingles created by the company*) are charged every three months. There is an increase in price according to the number of stations and number of contributors. West Kingston Productions Ltd. keep a 10% administration fee per additional charge per performer, following which the remaining fee is transferred to the artist in question.

National radio usage fees are significantly higher than community radio usage fees.

Usage fees for theme tunes or incidental music in podcasts are charged annually, according to whether or not the podcast is still in (*official*) circulation.

West Kingston Productions Ltd. may be commissioned to create work for commercial purposes from a third party (*e.g. a film maker seeking a score*). Individual agreements will be drawn up for each individual commission.