



Annual General Meeting 2025

PROPOSAL TO FACILITATE FILMING ON THE ESTATE

One of the more unusual events on our Estate during 2024 was its use as a location for the feature film 'Pressure'. We are now seeking approval for the residents association to register with Location Works, a film locations company, to actively market the Estate for other film projects.

'Pressure' tells the true story of James Stagg, the government's top weather forecaster, who had to advise if weather conditions would allow the allies to go ahead with the Normandy landings – the start of the campaign to liberate Europe and defeat Germany. A house on Princes Gardens was used for the interior shots (suitably redecorated and furnished as if it was 1944), old cars were brought in and two neighbouring houses were used as 'green rooms' where the actors and extras could rest and get their makeup retouched. It was all quite a performance and a lot of people turned out on filming day – September 9th – to check out the action and catch a glimpse of the stars.

The residents association was heavily involved in all this – helping the film company to consult residents, minimising the disruption caused by such a large operation, and allowing access to HHGERA land (in this case, the service road behind Princes Gardens). In exchange, we were able to negotiate 24-hour security on the service road, alternative parking on filming day, and a healthy payment to the residents association to compensate for all the inconvenience caused.

The film company was delighted with the way this worked out – so much so that the location manager introduced us to Location Works, one of the bigger locations agencies, with the suggestion that we could make a lot more money this way for residents association funds. That's important, as the very modest service charge of £70 a year, paid by houses residents, is only really enough to keep the Estate ticking over. We'd like to be more ambitious than that and start generating funds for big projects like the Rose Garden and pond replanting – or indeed major service road maintenance, which will ultimately have to be confronted.

So Hugh Richards and I met up with Michael Slaughter, who runs Location Works, and showed him around the Estate. He was very interested in what we have to offer and suggested signing up both the residents association and individual properties, hopefully with a range of interior styles.

The way it'd work is that HHGERA and individual house owners would each sign their own contracts with the company, including setting any conditions such as minimum revenue required or exclusions. The company would then arrange scouting visits, vet projects and negotiate contracts with prospective location users; check their 3rd party and public liability insurance (minimum £10m); and collect the money.

The agency does everything from student and fashion photo shoots to music videos, adverts, TV series and feature films. It would be up to the individual house owners to agree their own projects and terms. HHGERA's role would be to facilitate projects and to negotiate access to areas it controls. We plan to set clear parameters around this, to be published on the HHGERA website, covering areas such as security, parking, hours of operation etc – and fees.



We understand that individual houses could expect a basic rate around £2,500 per filming day (50% of that for preparation and striking days, and 25% for 'hold' days when no work is carried out) plus £200-£250/day for accommodation if they needed to move out. That's for a major production – it'd be a lot less than that for a photo shoot etc. Location Works' commission is 25% if only introducing and negotiating, paid 21-28 days after the first day of hire; or 30% for "managed" service when they supervise the shoot, including snagging before sign-off on completion.

The AGM is invited to agree that HHGERA should register with Location Works; draw up guidelines for filming; publish these on hhgera.com, and introduce individual householders to the agency on request.

Nim Maradas
HHGERA Secretary