How to film your video for #ShopSafelyInStaffs

Stoke-on-Trent and Staffordshire Growth Hub are looking for **'selfie'** style clips, which will be edited into a one-off showcase, demonstrating how shoppers across Staffordshire to return to town centres as the Government lockdown eases, as part of the **#ShopSafelyInStaffs** campaign.

The project is a partnership between Stoke-on-Trent and Staffordshire Growth Hub and Stafford Borough Council, Newcastle-under-Lyme Borough Council, Staffordshire Moorlands District Council, Tamworth Borough Council and Lichfield District Council.

The towns involved include Kidsgrove, Newcastle, Stone, Stafford, Eccleshall, Leek, Cheadle, Biddulph, Lichfield, Burntwood and Tamworth.

Here's how...

Points to cover:

- How your business has adapted as a result of COVID-19, and the measures you've put in place for customers to shop safely.
- If relevant, you could mention new business models, new ways of trading, new products or services and digitalisation.
- And finally, why people should come to your town?

What we need:

A short video, around 30 seconds, with the individual talking to the camera in front of a background relevant to your business. If possible, try to film where there isn't much background noise, so listeners can easily hear what you're saying. Lighting is also important too, so we can see you!

You can also take separate clips of the measures you have taken (in landscape too), around the premises and we can edit these over the areas where these points are mentioned.

How to film:

- Make sure to film in landscape mode (see an example to left)

- Have the individual in the centre of the shot, speaking directly to the camera
- Don't cut any body parts off above the waist and leave the room either side
- Try to keep the horizon straight
- Make sure that your (cameraman) fingers don't cover the lens or microphone when filming

Where to send:

- Those taking part can submit their selfie video clip, via MailBigFile or WeTransfer (both free websites) to Becky Parker, **businessenquiries@stokestaffslep.org.uk**.

Stoke-on-Trent & Staffordshire Growth Hub