Children's Division
Terms & Conditions

PK Models & School Limited (company number 07508835). Trading under Umbrella PK Agency & Performing Arts as PK Models & Performers Agency and PK Dance & Performing Arts School. Revised November 2026.

Please read all sections before accepting representation. A casting invitation does not guarantee a place on the Agency books or paid work.

What is expected when joining

- If accepted, make the initial portfolio booking within 30 days; the appointment itself may be later.
- The joining fee is £150, including a portfolio session and eight edited images. The £40 booking fee is deducted from the joining fee. The current annual portfolio update is £65.
- Keep your child's information and portfolio current and respond promptly to availability checks.
- Every new child aged 8+ receives their first month of Industry Masterclasses free. We strongly recommend using it to build confidence and help us understand the child's strengths.
- After the free month, masterclasses remain optional for model-only children. Performer Division children must remain in active relevant training with us or an Agency-approved external provider. Classes from age 2 are available to explore performing.
- Spotlight is an independent platform with separate eligibility and fees; a place is not automatic.

1. Company details

PK Models & School Limited (company number 07508835). Trading under Umbrella PK Agency & Performing Arts as PK Models & Performers Agency and PK Dance & Performing Arts School.

Unit D Lancaster House, Grange Business Park, Enderby Road, Whetstone, Leicester LE8 6EP. Telephone 0116 365 0526 or 07714 590050. Email info@pkmodelagency.co.uk.

2. Definitions

Agency means PK Models & School Limited, trading under Umbrella PK Agency & Performing Arts as PK Models & Performers Agency and PK Dance & Performing Arts School. Talent means a child represented by the Agency, with the Parent/Guardian acting on the child's behalf.

Model Representation covers suitable photographic, fashion, lifestyle, commercial, video, promotional and related opportunities. Performer Representation is a separate Agency division for eligible children seeking acting, singing or dance opportunities. Spotlight is an independent casting platform.

3. Representation

3.1 Acceptance onto the Agency is entirely at the discretion of PK Models & Performers Agency.

3.2 Acceptance onto the Agency does not guarantee castings, auditions, bookings or employment.

3.3 The Agency will endeavour to promote Talent to suitable clients, casting directors and production companies but makes no guarantee regarding the amount or frequency of work secured.

3.4 Representation remains subject to ongoing compliance with these Terms and Conditions.

3.5 The Agency reserves the right to review representation at any time.

3.6 The Agency may suspend or end representation if these terms are breached, required performer training is not maintained (where Performer Representation applies), portfolio requirements are not met, conduct is unprofessional, false or misleading information is supplied, or a Parent/Guardian or Talent brings the Agency into disrepute.

3.7 Talent and Parents must behave professionally and respectfully towards Agency staff, teachers, clients, casting directors, photographers and other Talent at all times.

4. Exclusivity & other agencies

4.1 PK Models & Performers Agency operates on a non-exclusive basis unless otherwise stated.

4.2 Talent must not join or be represented by another modelling or talent agency located within a 10-mile radius of PK Models & Performers Agency.

4.3 Parents must obtain written permission from PK Models & Performers Agency before applying to or joining any additional agency.

4.4 Failure to obtain written permission may result in immediate termination of representation.

4.5 Talent accepted onto the Agency's Performer Division and Spotlight platform must remain solely represented by PK Models & Performers Agency unless otherwise agreed in writing.

4.6 Any work secured through PK Models & Performers Agency remains subject to Agency commission and administration requirements.

5. Portfolios, registration & annual renewal

5.1 All Talent represented by PK Models & Performers Agency must maintain an up-to-date professional portfolio suitable for client submissions, castings and promotional purposes.

5.2 The initial joining fee is £150.

5.3 The £150 joining fee includes:

- A 30-minute professional portfolio photography session;
- Eight professionally edited digital images;
- Agency registration;
- Website profile creation;
- Administrative set-up;
- Initial assessment and representation review.

5.4 To ensure consistency across the Agency website and maintain the professional standard expected by clients, PK Models & Performers Agency exclusively uses its own in-house photography service for all Talent represented on the Children's Division website.

5.5 The Agency does not accept portfolio images taken by external photographers for use on Children's Division profiles unless expressly authorised by the Directors.

5.6 By operating an in-house photography service, the Agency is able to:

- Maintain a consistent standard across all Talent profiles;
- Ensure images meet current industry requirements;
- Present Talent fairly and professionally to clients;
- Keep portfolio costs as affordable as possible whilst still providing a professional service.

5.7 Photography is undertaken exclusively by Lisa Barnes, Director and Photographer.

5.8 Photography sessions take place at: Unit D Lancaster House Grange Business Park Enderby Road Whetstone Leicester LE8 6EP

5.9 Portfolio sessions are conducted as 30-minute mini sessions.

5.10 The standard portfolio package includes eight professionally edited digital images suitable for Agency representation.

5.11 Additional images and upgrade packages may be available at the Agency's current published rates.

Booking Fees

5.12 All portfolio sessions are subject to a £40 booking fee payable at the time of booking.

5.13 The booking fee secures the appointment slot and is deducted from the overall session fee.

5.14 The remaining balance is payable following completion of the photography session.

5.15 The £40 booking fee is non-refundable.

5.16 Where a Parent/Guardian provides a minimum of 48 hours' notice before the scheduled photography session, the booking fee may be transferred to a future appointment on one occasion only.

5.17 Where a Parent/Guardian requests to reschedule rather than cancel a session and provides at least 48 hours' notice, the booking fee may be transferred to the new appointment date on one occasion only.

5.18 Any subsequent reschedules may require a new booking fee at the Agency's discretion.

5.19 Sessions cancelled with less than 48 hours' notice will forfeit the booking fee.

5.20 Failure to attend a scheduled session without notice (no-show) will result in forfeiture of the booking fee.

5.21 Where a booking fee has been forfeited due to a late cancellation or no-show, a new £40 booking fee will be required before another appointment can be arranged.

Photography Sessions

5.22 Parents and Talent acknowledge that they are reserving a dedicated appointment time.

5.23 If a child refuses to participate in the session, becomes unwilling to continue, or the session cannot be completed due to the child's behaviour or cooperation, the session fee shall remain payable in full.

5.24 Images will be supplied via an online gallery following the session.

5.25 Parents/Guardians will select the final images included within their package.

Annual Portfolio Updates & Representation Renewal

5.26 All Talent represented by PK Models & Performers Agency are required to update their portfolio photographs every calendar year.

5.27 Annual portfolio updates are a mandatory requirement of continued representation and form part of the Agency's annual review process.

5.28 The current annual portfolio update fee is £65.

5.29 Annual update sessions are designed to ensure that photographs accurately reflect the Talent's current appearance, age, height, measurements and overall presentation.

5.30 Failure to complete the required annual portfolio update may result in:

- Suspension of representation;
- Removal from the Agency website;
- Removal from active submissions;
- Non-renewal of representation.

5.31 Annual renewal is subject to an up-to-date portfolio and measurements, professional conduct, continued suitability for representation and, for children in the Performer Division only, active training under clause 7.5. Industry Masterclass attendance is encouraged for models but is not a condition of model representation.

5.32 The Agency reserves the right not to renew representation following any annual review.

5.33 Representation is reviewed annually and renewal is not automatic.

5.34 After the Agency accepts a child for representation, the Parent/Guardian should make the initial portfolio session booking within 30 days of the acceptance email. The session itself may take place after those 30 days.

5.35 If no booking has been made, the Agency may send a reminder after 14 days and a final reminder after 30 days. If there is still no booking or response seven days after the final reminder, the Agency may close the acceptance and invite the family to contact us if they wish to reapply. Any longer deadline specifically promised in an earlier acceptance email will be honoured for that family.

6. Training & development

6.1 Modelling is about more than photographs. Children need confidence, an age-appropriate understanding of acting and the ability to follow direction. PK Dance & Performing Arts School offers classes from age 2 for children who want to explore performance.

6.2 For children represented as models only, classes and Industry Masterclasses are strongly recommended, although not compulsory. Regular attendance helps children build confidence, practise following direction and gives the Agency a better understanding of their strengths when putting them forward. A child will not lose model representation simply for not attending a masterclass.

6.3 Every new child joining the Agency who is aged 8 or over receives their first month of Industry Masterclasses free. We strongly encourage families to use this opportunity. Industry Masterclasses are available from age 8; children under 8 can explore other age-appropriate classes from age 2. After the free month, families may choose a monthly option or pay as they go at the then-current published price. Continued masterclass attendance is optional for model-only children.

6.4 Children accepted into the Performer Division must remain in active, relevant training in acting, singing or dance. Training may be with PK Dance & Performing Arts School or an external school or provider approved by the Agency. Families should tell the Agency where and how the child trains, and promptly tell us if training changes or stops.

6.5 Participation in a class or masterclass does not itself guarantee Performer Division representation, Spotlight eligibility, a casting, or paid work.

7. Spotlight & performer representation

7.1 Children may apply to join the Agency as models. Performer Division representation is a separate decision and is not automatic.

7.2 Children aged 4 and over who excel in acting, singing or dance may be considered for the Performer Division and, where eligible, Spotlight. This may require an additional audition, assessment or interview.

7.3 Spotlight is an independent professional casting platform, not part of PK Models & Performers Agency. Casting professionals use it for opportunities including theatre, film, television and commercials. Spotlight has its own eligibility requirements and separate fees set by Spotlight.

7.4 Model representation can include suitable commercial opportunities. Being on Spotlight may provide access to additional performer castings, but neither route guarantees auditions or bookings.

7.5 To retain Performer Division representation, the child must stay in active, relevant training with PK Dance & Performing Arts School or an Agency-approved external provider. The Agency may review or end Performer Division representation if that requirement is not met.

7.6 Spotlight submissions and Performer Division representation remain subject to Agency approval and Spotlight eligibility. Performer Division exclusivity is set out in clause 4.5.

8. Bookings, castings & auditions

8.1 The Agency submits Talent for opportunities it considers suitable for their age, appearance, skills, experience and the client's brief.

8.2 A submission, casting, audition, recall or self-tape request does not guarantee a booking.

8.3 Parents/Guardians should respond promptly to availability checks and booking requests; late responses may mean an opportunity is missed.

8.4 Once a booking is accepted, Talent is expected to fulfil it. Tell the Agency immediately if the child becomes unavailable because of illness, injury or another reason.

8.5 Talent should arrive punctually, prepared and behave professionally at castings, auditions and bookings. Failure to attend a confirmed booking without good reason may affect future representation and may lead to documented costs where lawfully recoverable.

9. Fees, commission & payments

9.1 The Agency negotiates fees on behalf of Talent.

9.2 Agency commission is payable on all work secured through PK Models & Performers Agency.

9.3 Current commission rates are:

- Theatre: 12.5%
- Television & Film: 15%
- Commercials: 20%

9.4 Commission remains payable on repeat bookings resulting from introductions made by PK Models & Performers Agency.

9.5 The Agency collects payments from clients before forwarding monies to Talent.

9.6 Payment cannot be made until funds have cleared into the Agency's account.

9.7 Payment timescales vary depending upon client terms and may take several weeks.

9.8 The Agency cannot be held responsible for delayed client payments.

9.9 Talent are responsible for any tax obligations arising from earnings.

9.10 The Agency reserves the right to deduct agreed costs, commissions or charges before releasing payments.

Usage Fees

9.11 In addition to the booking fee or day rate, some projects may include a separate usage fee.

9.12 For most stills photography, commercial modelling, lifestyle modelling and fashion modelling bookings, standard usage is typically included within the agreed booking fee and usually covers a period of up to one year from the date of

the shoot.

9.13 Additional usage fees are more commonly associated with television commercials, online advertising campaigns, broadcast media, major brand campaigns, extended licensing periods, international campaigns or projects where the client requires additional usage rights beyond the standard one-year period.

9.14 A usage fee is an additional payment made when a Talent's image, likeness, voice or performance is used in the final version of a commercial, advertising campaign, television commercial, film, online advertisement, social media campaign or other promotional activity.

9.15 Usage fees compensate Talent for the right to use their image, likeness, voice or performance and are separate from the fee paid for attending the shoot or production.

9.16 Usage fees are determined by a number of factors, including:

- The type of project;
- The duration of usage;
- The territory of usage;
- The media platforms involved;
- The exclusivity requirements;
- The client's licensing requirements.

9.17 Usage may include, but is not limited to:

- Television advertising;
- Cinema advertising;
- Online advertising;
- Social media advertising;
- Company websites;
- Printed marketing materials;
- Catalogues;
- Packaging;
- Point of Sale displays;
- Billboards;
- Press advertising;
- International campaigns;
- Broadcast media;
- Streaming platforms.

9.18 Usage fees vary significantly depending on the project and may range from a nominal amount to several thousand pounds.

9.19 A Talent will only receive a usage fee where such a fee has been agreed by the client and forms part of the booking agreement.

9.20 The Agency will always endeavour to negotiate fair usage terms on behalf of the Talent where applicable.

Client Payments

9.21 The Agency collects payments from clients before forwarding monies to Talent.

9.22 Payment cannot be made to Talent until cleared funds have been received from the client.

9.23 Many clients operate on 30-day, 60-day or end-of-month payment terms and payment timescales vary across the industry.

9.24 Whilst the Agency will make every reasonable effort to collect outstanding invoices promptly, the Agency cannot be held responsible for delays caused by client payment procedures.

9.25 Talent should allow up to 90 days from the date of invoicing before contacting the Agency regarding outstanding payments unless otherwise advised by the Agency.

9.26 The Agency shall not be liable for losses arising from delayed client payments.

9.27 Where a client fails to make payment, the Agency will take reasonable steps to pursue the outstanding amount but does not guarantee recovery of unpaid fees.

9.28 Talent are responsible for declaring earnings and managing any personal tax obligations arising from work secured through the Agency.

9.29 The Agency reserves the right to deduct any agreed commission, administration fees or authorised costs before releasing payment to Talent.

10. Safeguarding, child licences & chaperoning

10.1 PK Models & Performers Agency is committed to safeguarding and promoting the welfare of children and young people at all times.

10.2 The welfare of the child is paramount and takes priority over all commercial, performance and promotional activities.

10.3 All staff undertaking regulated activities will hold appropriate DBS certification where required by law.

10.4 The Agency operates safeguarding procedures in accordance with current legislation, industry guidance and best practice.

10.5 Parents, Talent, clients and production companies are expected to comply with all safeguarding requirements communicated by the Agency.

10.6 Certain bookings may require a Child Performance Licence issued by the relevant Local Authority.

10.7 Where a licence is required, Parents/Guardians agree to provide all documentation requested by the Agency or Licensing Authority within the required timescales.

10.8 Required documentation may include, but is not limited to:

- Birth certificates;
- Passport copies;
- School permission forms;
- Medical declarations;
- Headteacher approval;
- Licensing application forms;
- Passport photographs;
- Other documentation required by the relevant authority.

10.9 Failure to provide licensing documentation within the required timescales may result in the Talent being withdrawn from the booking.

10.10 The Agency cannot be held responsible where a licence application is refused, delayed or declined by a Local Authority.

10.11 Where required by law, children will be supervised by an approved chaperone during licensed performances and productions.

10.12 Any safeguarding concerns should be reported immediately to the Agency.

10.13 The Agency reserves the right to refuse participation in any booking where safeguarding concerns arise.

11. Behaviour & professional conduct

11.1 Talent and Parents are expected to behave professionally, respectfully and courteously at all times.

11.2 Bullying, harassment, discrimination, abusive language, threatening behaviour, aggressive conduct or disruptive behaviour will not be tolerated.

11.3 Parents and Talent must treat with respect:

- Agency staff;
- Clients;
- Casting directors;
- Production teams;
- Chaperones;
- Teachers;
- Other Talent;
- Other parents.

11.4 Any behaviour that damages the reputation of the Agency may result in suspension or immediate termination of representation.

11.5 The Agency reserves the right to refuse future representation, submissions, castings or bookings where conduct is deemed unacceptable.

12. Medical information & emergency contacts

12.1 Parents are responsible for providing accurate and up-to-date medical information relating to their child.

12.2 The Agency must be informed of:

- Allergies;
- Medical conditions;
- Disabilities;
- Additional support requirements;
- Emergency contact details;
- Any condition that may affect participation in bookings or productions.

12.3 Parents must notify the Agency immediately of any changes to medical information.

12.4 In the event of illness, accident or emergency, the Agency may seek appropriate medical assistance where it is considered necessary to safeguard the welfare of the child.

12.5 Any costs associated with medical treatment remain the responsibility of the Parent/ Guardian.

13. Data protection

13.1 PK Models & Performers Agency processes personal information in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

13.2 The Agency uses Tagmin, a specialist casting and talent management platform, to securely store Talent information and manage Agency representation.

13.3 Information stored within Tagmin may include:

- Contact details;
- Emergency contact information;
- Medical information where relevant;
- Measurements and sizes;
- Portfolio photographs;
- Video footage and self-tapes;
- Performance records;
- Audition history;
- Booking records;
- Licensing documentation;
- Skills and experience information.

13.4 The Agency may use Tagmin to create and share Talent Cards, digital portfolios and casting submissions with clients, casting directors and production companies for the purpose of securing professional opportunities for Talent.

13.5 Talent Cards may include information such as:

- First name;
- Age or playing age;
- Height;
- Measurements;
- Skills and experience;
- Photographs;
- Showreels or self-tapes where applicable.

13.6 The Agency will only share information that is necessary for casting, audition and booking purposes.

13.7 Personal information such as home addresses, personal email addresses, telephone numbers, school details, medical information and other sensitive personal data will not be shared with clients unless specifically required for a booking and agreed in advance by the Parent/Guardian.

13.8 Information may be shared where necessary with:

- Clients;
- Casting directors;
- Production companies;
- Broadcasters;
- Licensing authorities;
- Chaperones;

- Spotlight;
- Industry professionals directly involved in a booking.

13.9 Information will never be sold to third parties.

13.10 Parents may request access to their data in accordance with applicable legislation.

13.11 Parents may request correction of inaccurate information held by the Agency.

13.12 The Agency will take reasonable steps to ensure all personal information is stored securely and only accessed by authorised personnel.

14. Image rights & client usage

14.1 Talent represented by PK Models & Performers Agency may be submitted for modelling, commercial, television, film, social media, advertising and promotional opportunities.

14.2 By accepting a booking, Parents and Talent acknowledge that photographs, video footage, audio recordings and other content may be created during the assignment.

14.3 Copyright and ownership of all material created during a client booking belongs to the client, production company, photographer, broadcaster or commissioning party unless otherwise agreed by that party.

14.4 Talent and Parents acknowledge that they do not own the copyright in images, footage or recordings created during client assignments.

14.5 Clients may license, reproduce, publish, distribute, edit, adapt and use content in accordance with the agreed usage terms.

14.6 Usage may include, but is not limited to:

- Television advertising;
- Cinema advertising;
- Online advertising;
- Social media advertising;
- Websites;
- Printed marketing materials;
- Packaging;
- Catalogues;
- Billboards;
- Point of Sale displays;
- Press advertising;
- Streaming platforms;
- International campaigns.

14.7 Usage may be local, national or worldwide.

14.8 Once content has been supplied to a client and published, the Agency cannot control where, when or how it may appear.

14.9 Parents and Talent acknowledge that images and footage may remain publicly available after a campaign has ended through publications, social media sharing, internet archives, media coverage, search engines and other third-party distribution channels.

14.10 Neither the Agency nor the client shall be required to remove published content unless legally obliged to do so.

14.11 The Agency accepts no liability for the lawful use of content by clients within agreed licensing terms.

14.12 Talent may be required to sign additional client-specific usage agreements where applicable.

15. Complaints

15.1 The Agency aims to provide a professional, supportive and positive experience for all families.

15.2 Any complaint should first be submitted in writing to the Directors.

15.3 The Agency will investigate complaints fairly and respond within a reasonable timeframe.

15.4 The decision of the Directors shall be final.

16. Liability

16.1 Participation in Agency activities is undertaken at the Parent/Guardian's own risk.

16.2 The Agency accepts no responsibility for loss, theft or damage to personal belongings.

16.3 The Agency shall not be liable for indirect or consequential losses arising from Agency representation, bookings or participation in Agency activities.

16.4 Nothing within these Terms seeks to exclude liability where such exclusion would be unlawful.

17. Ending representation

17.1 Either party may terminate representation in writing.

17.2 Outstanding fees remain payable following termination.

17.3 The Agency may end representation if these terms are breached, required Performer Division training is not maintained, conduct is inappropriate, false information is provided, or continued representation is no longer suitable. The Agency will normally explain its decision in writing, subject to safeguarding or legal constraints.

17.4 Following termination, the Agency reserves the right to remove website profiles, cease submissions and withdraw representation immediately.

18. General provisions

18.1 The Agency may update these terms. Material changes will be communicated to Parents/Guardians before they take effect. The version accepted when representation began continues to apply until an updated version is accepted, unless a change is required by law or for safeguarding.

18.2 The current version and effective date will be published on the Agency website and made available to Parents/Guardians as a downloadable PDF.

18.3 If any provision of these Terms is deemed unenforceable, the remaining provisions shall remain in effect.

18.4 These Terms and Conditions shall be governed by the laws of England and Wales.

19. Acceptance

By accepting representation, the Parent/Guardian confirms that they have read and understood these terms and agrees to them on the child's behalf. The Agency should record the version accepted and the date of acceptance.