

Brief for an Animation Project – Quote request

- Date:** 3rd October 2017.
- Client:** Tame Valley Wetlands Landscape Partnership Scheme (LP-11-04927)
c/o Warwickshire Wildlife Trust (Lead Partner).
- Contact:** Chris Harris, Interpretation Officer, chris.harris@wkwt.org.uk.
- Job:** Produce a short animated film to illustrate the story and importance of the Tame Valley Wetlands, from prehistory through to the present day.
- Quote Deadline:** **Tuesday 24th October 2017, 10am.**
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1. Background:

The Landscape

Nearly two million people live near the River Tame – the main river flowing out of Birmingham and the largest tributary of the River Trent. The River Tame and its floodplain are heavily influenced by human activity and have seen many changes. Over the last century, areas of the floodplain have been drained, woodland has been cleared and the river has been heavily engineered and polluted.

Despite this historical damage, the river is now cleaner and the old sand and gravel workings, which once blighted the landscape, now help to form the largest series of interconnected wetlands in Warwickshire.

The Tame Valley Wetlands are located between Birmingham and Tamworth, in North Warwickshire and southeast Staffordshire, following 29 km of the River Tame. Wetlands cover an area of 1,000 hectares, hosting a variety of important habitats and a rich diversity of species.

Wetlands are vital for both wildlife and people – they clean up our water and provide us with food and materials; they play a key role in reducing flooding and storing carbon; and they give us a special space to enjoy, improving our health and wellbeing.

The Tame Valley Wetlands are a unique and hidden landscape – a ‘green and blue lung’ in an area of the country otherwise dominated by transport routes and development. Due to the area’s existing value and the potential to further improve this through wetland restoration and creation, the Tame Valley is recognised as a key place for large area conservation and partnership working.

The Tame Valley Wetlands Landscape Partnership (TVWLP)

The TVWLP has the vision of 'creating a wetland landscape, rich in wildlife and accessible to all'. There are 22 organisations on the Partnership and the LP Board consists of Warwickshire Wildlife Trust (Lead Partner), the Canal & River Trust, the Environment Agency, North Warwickshire Borough Council, the RSPB, Staffordshire Wildlife Trust and Warwickshire County Council.

The Tame Valley Wetlands Landscape Partnership Scheme

The Scheme is being delivered by the TVWLP between 2014 and 2018. The Partnership will receive £1.7 million funding from the National Lottery through the Heritage Lottery Fund, enabling a £2.5 million scheme to be delivered, which aims to restore built and natural heritage and reconnect local people with their landscape. The scheme covers a 104km² area of the Tame Valley Wetlands landscape between Birmingham and Tamworth, in North Warwickshire and south-east Staffordshire.

Work is focussing on conserving and enhancing approximately 50 hectares of river and wetland habitat and restoring two Grade II listed structures on the canal network. The scheme includes the development of the Tame Way - linking, enhancing and promoting a network of footpaths, bridleways and cycle routes between Birmingham and Tamworth. Plans are also in place for a new interpretation centre at Kingsbury Water Park and an interactive website and phone app, providing easily accessible information and resources to help people explore and discover the Tame Valley Wetlands.

The initiative is also providing volunteering and training opportunities for local people and supporting groups working to look after their local area. A series of events and activities are also being delivered, with the aim of engaging with hundreds of school children, young people and members of the public. Informal training is being provided through taster days, with the chance for people to learn new skills and improve their CVs through more formal, accredited training programmes.

This work is being led by partners and an LPS team of 9 staff members across 4 organisations. For more information, please visit www.tamevalleywetlands.co.uk.

2. Contract Objectives and Work Required:

TVWLP is seeking to commission a short animated film to illustrate the story and importance of the Tame Valley Wetlands, from prehistory through to the present day.

The animation should be around 3 - 5 minutes in length and should tell the story of the valley in an engaging way. The final animation will be shown on the Tame Valley Wetlands and partner websites, and at the Kingsbury Water Park visitor centre.

The animation will show how the valley has changed over the centuries, through natural and human influences, from its' formation at the end of the last Ice Age, through the arrival of human settlers, up to the modern era and the impact of industry, canals, railways, roads, gravel pits and mining on the landscape and wildlife.

The animation should show key moments in the history of the valley, as identified on the Tame Valley Timeline, such as; the formation of the valley during the last Ice Age; the formation of the River Tame; the arrival of the first human settlers (clearing the wild wood and using the river for transport and food); the Romans (settlements and roads); the Angles and Saxons and the Kingdom of Mercia (founding of Tamworth and Birmingham); the arrival of the Normans (construction of Tamworth Castle); the development of the medieval farming landscape (construction of Middleton Hall); first battle of the Civil War; the Industrial Revolution and the expansion of Birmingham (pollution of the river); the building of the B'ham & Fazeley Canal; the coming of the railways; quarrying and mining; road building; the post-industrial landscape; and the eventual formation of the Tame Valley Wetlands.

The animation should conclude on a positive note, referencing the formation of the Tame Valley Wetlands Landscape Partnership and recent efforts to conserve and enhance the landscape for people and wildlife. The value and importance of the area for people and wildlife should also be highlighted – for example in providing a space for nature, reducing flood risk, improving water quality and in providing a tourism and amenity asset.

The animation should be informative and educational, whilst engaging and inspiring. The message should be clear and aimed at a wide audience. It should be captivating and grab and hold the audience's attention from the start.

3. Target Audience:

General public / suitable for families. Both online and in a visitor centre environment.

The content needs to work on a number of levels, but should not use jargon or technical language. It should aim to explain a complicated subject to a mass audience in a fun, engaging, educational and inspirational way.

4. The Consultant Role:

The Consultant will:

- Work closely with the TVWLP Scheme team.
- Regularly report on progress to TVWLP Scheme team staff.
- Produce the required work as outlined in section 2 for the audience outlined in section 3, on time and in budget.

5. Skills Required:

The Consultant is required to have skills and experience in:

- Producing animations.
- Creating engaging, inspirational and educational media.

6. Funding:

This work is funded through a Landscape Partnership Scheme – the main contributor is the Heritage Lottery Fund.

The budget for this work is between **£6000- £8000 (excluding VAT)**.

Payment will be made in stages, to be discussed and agreed at inception. The Consultant is requested to provide a detailed breakdown of their fee proposal (and whether VAT is applicable).

7. Timetable:

An outline timetable for the contract period is given below, which will be discussed further at inception, when timings will be confirmed:

Activity	Date
Circulation of the Quotation Brief	3 rd October 2017
Quote deadline	24 th October 2017
Award of contract	25 th October 2017
Draft version of animation	31 st December 2017
Final version of animation agreed and handed over to client	31st January 2018
End of contract	31st January 2018

8. Response to this Brief:

A short tender document is required in response to this Brief, outlining:

1. How you will deliver the required elements outlined;
2. A fixed cost quote and timetable for the work, including a clear breakdown;
3. Details of your skills, expertise and experience relevant to the tasks outlined.

Consortium bids will be accepted where this enables consultants to offer the required breadth of expertise required by this Brief.

The proposal should be sent by email to:

Chris Harris, Interpretation Officer, chris.harris@wkw.org.uk

by **10am on Tuesday 24th October 2017**.

You will be notified of the outcome of your proposal by email or phone. Depending on the number and quality of the tenders received we may invite shortlisted tenderers to interview or ask for more information.

9. Selection of Consultant:

In scrutinising Consultant proposals we will be looking in particular for:

- A sound appreciation of the Brief, the rationale underlying it and the means of achieving it;
- A comprehensive and realistic approach to delivering the Brief, including methodology and timescales;
- Evidence of appropriate skills, experience and track record (details of the team who will be carrying out the work, including their specialisms and experience);
- Realistic and reasonable day rates / number of days allocated to each task and appropriate spread of days across tasks;
- Value for money. Price will be a material factor, but the ability of the Consultant to meet the Brief and to demonstrate value for money will be fundamental.

10. Monitoring and Evaluation of the Contract:

The tender submissions in response to this Brief will be assessed by members of the TVWLP Scheme team.

Warwickshire Wildlife Trust will be the commissioning agent and Client for the work (as Lead Partner). The Consultant will be appointed and contracted on a fixed price basis and will need to comply with Warwickshire Wildlife Trust's Terms and Conditions. **The contract will run from October 2017 to January 2018.**

11. Further Information:

Should any further background information be required, please feel free to contact Chris Harris, either via email (chris.harris@wkwat.org.uk) or by telephoning 01675 470 917.

Please visit www.tamevalleywetlands.co.uk for more information on the TVWLP Scheme and the landscape.