

Brief for the production of a series of films – Quote request

- Date:** 3rd October 2017.
- Client:** Tame Valley Wetlands Landscape Partnership Scheme (LP-11-04927)
c/o Warwickshire Wildlife Trust (Lead Partner).
- Contact:** Dafydd Jones, Access Improvements Officer, dafydd.jones@wkwt.org.uk
- Job:** There are 3 workstreams as part of this job:
- (i) To create a series of short videos detailing circular and long distance walks across the Tame Valley Wetlands' landscape – for promotional and informative purposes.
 - (ii) To produce a documentary film showcasing the work of the Heritage Lottery Funded Tame Valley Wetlands Landscape Partnership Scheme – for evaluation and celebration purposes.
 - (iii) To produce a short promotional film advertising the Tame Valley Wetlands' landscape – its assets, appeal and value for people and wildlife – for marketing and tourism purposes.
- Quote Deadline:** Monday **30th October 2017, 10am.**
-

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:

Workstream (i): Promoting self-guided walks:

TVWLP is seeking to commission 10 x 90 second walk videos detailing the Tame Valley Wetlands' package of circular walks (5 – 10 miles), and a 90-120 second video promoting the Tame Valley Wetlands' longer distance route through the Tame Valley Wetlands scheme area, The Tame Way.

The videos will give potential walkers a brief overview of the paths and circulars they will walk, detailing potential barriers such as kissing gates, taking in the views and habitats. The videos will also be used to promote the Access Programme of the Tame Valley Wetlands Landscape Partnership scheme

Ideally, the route will be filmed by a walker using a Steadicam kit with a 4K camera, but we would also like some drone footage showing overhead shots of the route and possibly some walkers.

Each walk video should ideally begin with an animated map of the area and show the route of the circulars and long distance path.

An optional extra would be to have some narration/voiceover to introduce the routes.

Final videos will need to be in a suitable format for uploading to our website.

Please Note: *as the walks are currently under phased construction, the filming will take place between November 2017 and March 2018. See timetable in Section 7 for completion dates of these videos.*

Workstream (ii): Documentary celebrating Tame Valley Wetlands Landscape Partnership Scheme:

TVWLP is seeking to commission a documentary film to celebrate the work of the Heritage Lottery Funded Tame Valley Wetlands Landscape Partnership project.

The film should include interviews with staff, volunteers and scheme partners, along with representative shots of on-going and completed projects, and the Tame Valley landscape.

The film should be around 5 minutes in length and should tell the story and achievements of the Scheme in an engaging and informative way. The final film will be shown on the websites, social media and at a popular visitor centre. It will be used to showcase the work achieved by the Partnership and used as an evaluation tool. Therefore it will need to be used to promote the work achieved to key stakeholders, funders and to the general public.

Workstream (iii): Promotional film advertising the Tame Valley Wetlands' landscape:

TVWLP is seeking to commission a short promotional film advertising the Tame Valley Wetlands' landscape – its assets, appeal and value for people and wildlife – for marketing and tourism purposes.

The film should include general views of the landscape, including the River Tame and associated wetlands, wildlife, people enjoying the landscape (walking, riding, cycling, etc.), and historically significant features (buildings, canals, etc.).

The film should be around 3 minutes long and should appeal to residents and visitors to the area.

3. Target Audience:

The general public – suitable for all families / people of all ages and for use on various forms of media, particularly online.

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 high quality films.
- Creating engaging and inspirational media.
- Effectively and quickly promoting complex messages to a wide audience.

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 **£20,000- £24,000 (excluding VAT)**.

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

7. Timetable:

An outline timetable for the contract over 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	30 th October 2017
Award of contract	1 st November 2017
First 5 circular walks films produced	26 th January 2018

Draft versions of marketing and documentary films	30 th March 2018
Final 5 circular walks films and Tame Way promotional film produced	30 th March 2018
Final version of all films agreed and launched	30 th April 2018
End of contract	30 th April 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 for the work, including a breakdown of pre and post production services, timescales and equipment to be used (per workstream);
3. Optional extras, such as drone/aerial footage (including insurance, licenses, relevant permissions to film and risk assessments), and voiceovers.
4. 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:

Dafydd Jones, Access Improvements Officer, dafydd.jones@wkw.org.uk

by 10am on Monday 30th October 2017.

You will be notified of the outcome of your proposal by email or phone. Depending on the number and quality of the quotes received we may invite shortlisted companies to interview.

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 / workstream 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 November 2017 to April 2018.**

11. Further Information:

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

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