Invitation to tender: Film Company or Freelance Practitioner, Common Ground Project

Background

Norfolk & Norwich Festival
Norfolk & Norwich Festival is the flagship arts festival for the East of England with a reputation for innovative and inspirational programming and commissioning. One of the big four UK international arts festivals, each May we transform and celebrate our city and county through an internationally acclaimed programme of music, theatre, literature, visual arts, circus, dance and outdoor arts, enjoyed by over 75,000 people.

Festival Bridge
Festival Bridge is one of the ten national Bridge organisations with investment from Arts Council England and the Department of Education. Festival Bridge champions every child and young person’s entitlement to access, enjoy and understand the rich cultural offer available to them, working across Cambridgeshire, Norfolk, Peterborough and Suffolk. The Young Fenland Cultural Consortium is the local cultural education partnership for Fenland. Festival Bridge is part of Norfolk & Norwich Festival.

Common Ground
Common Ground is a young people’s leadership and heritage engagement project in the East of England. With investment from the Heritage Lottery Fund for development, we have an opportunity to deliver new heritage experiences with, by and for young people, increasing community engagement by delivering high quality heritage interpretation locally. The project is designed to support young people and heritage specialists to lead, building capacity to innovate and connect communities to local heritage, working in places where individuals face barriers to heritage engagement.

Led by a strategic partnership, the Common Ground Consortium is a cross-sector collective covering the East of England with a clear vision for action and impact. The consortium partners are:

National Trust
Norfolk & Norwich Festival (lead organisation)
Norfolk Wildlife Trust
Suffolk Wildlife Trust
SHARE Museums East
The Prince’s Trust
The Wildlife Trusts for Bedfordshire, Cambridgeshire & Northamptonshire
Further information about the Common Ground project is available here.

**Specification**

The aim of this project is produce a film, led and made by young people in Fenland, and includes managing the project, recruiting young people, and their engagement and participation. Longer term, we’re interested in increasing young people’s engagement in natural and cultural heritage. This project is funded by Historic England and supported by the Young Fenland Cultural Consortium. The film will be shown locally and be included in our second stage application to The Heritage Lottery Fund submitted early in 2019 for a 3 year programme.

**What we’re looking for**

Norfolk & Norwich Festival wishes to commission a film company or freelance practitioner to work with a group of young people, 11-18 years (minimum 15 young people) to make a film which will show what young people think about heritage, their experiences of heritage now and what would make heritage relevant to their lives in the future.

This film will be premiered locally to participants, their families, the local authority and local heritage professionals and volunteers. It will also directly support the second stage application to the Heritage Lottery Fund.

The format will need to be set; to illustrate, the project could be:

- A documentary where young people interview young people about their local heritage;
- An advert promoting the benefits of local heritage for young people;
- An arts film describing how young people connect with heritage; like historic buildings, museum collections, archaeological sites, the countryside, streets, or parks; or
- A learning resource, or mixture of ideas.

We would like the project to offer young people in Fenland a dynamic, hands-on approach to filmmaking, with an overview of the whole filmmaking process. Young people will develop new skills (filmmaking, teamwork, communication, problem solving, planning and organising), have the opportunity to achieve an Arts Award, meet new people and visit new places, working in professional environments and on location.

The project should start by working with young people to explore the question ‘How might we make heritage relevant to people our age?’ Bringing together a range of young people from different backgrounds, we would like the project to uncover insights related to young people’s interests, experiences and opinions about what’s interesting or attractive for young people their age. We would like it to discover what would make them more likely to visit or be interested in local heritage, natural and environmental heritage and cultural heritage and to explore what could make heritage inclusive and accessible for young people.

**Requirements**

The successful applicant will be required to deliver against the following objectives:

1. Devise a creative and artistic response to the specification, recruit young people (minimum 15 young people) and co-design a film brief with participants (11-18 years)
2. Deliver a series of workshops and activities with young people, working with participants as filmmakers to create the film, providing the resources and equipment required for the project
3. Deliver Arts Award, supporting participants to develop their arts leadership talents
4. Monitor and evaluate the impact on participants, supporting young people to reflect and review, and sharing learning with the project manager to shape strategies recruiting and engaging young people in the age range in leadership activities
5. Celebrate young people’s engagement and achievements, showing the film in a venue locally with an invited audience

Approach

We would like bidders to propose an engagement approach using participatory and filmmaking practices, and provide the skills and experience necessary to complete the project described above and outputs outlined below. We expect there to be a close and flexible working relationship with the Project Manager at Norfolk & Norwich Festival, and as required, engagement with partners from the Young Fenland Cultural Consortium.

Outputs

- Project management and quality assurance, recruiting and supporting a minimum of 15 young people
- Planning, delivery, monitoring and evaluation of film making process and benefits to young people
- Co-production of the film using high quality participatory practices and to an industry standard
- Showing of the film in a local venue for participants and their families, partners and stakeholders.

Activities should be:

- Accessible, planned to support low barriers to entry, to be easy to stay and easy to learn for participants, interactive and fun, and focussed on developing confidence and skills.
- Experiential, designed for the social and cultural context in which filmmaking activity will be implemented – the importance of local heritage should be explored.
- Based on a brief co-produced with young people in the context of local natural and cultural heritage settings and or working in partnership with heritage organisations.

The company/practitioner will need to have:

- A high quality filmmaking practice
- An excellent track record of delivering inspiring, creative workshops that excite and engage young people aged 11-18 years
- DBS checks as appropriate
- An understanding of health and safety, equal opportunities, and safeguarding procedures relating to work with young and vulnerable people
- The capacity to work closely with the Project Manager and work with partners.
**Duration of the contract**

The contract period is from December 2018 to April 2019.

**Procurement and project timeline**

The timeline for the project is detailed below. The dates are subject to change.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
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<tbody>
<tr>
<td>Issue tender</td>
<td>5 November 2018</td>
</tr>
<tr>
<td>Deadline for submitting proposals</td>
<td>12 noon, 3 December 2018</td>
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<tr>
<td>Contract commencement</td>
<td>w/c 10 December 2018</td>
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<tr>
<td>Kick-off meeting</td>
<td>w/c 10 December 2018</td>
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<tr>
<td>Project design, delivery &amp; evaluation</td>
<td>January – March 2019</td>
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<tr>
<td>Presentation of film for comment</td>
<td>w/c 25 March 2019</td>
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<tr>
<td>Film launch &amp; preview</td>
<td>April 2019</td>
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</tbody>
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**Budget & Project Management**

The budget available for this project is **£7,000** inclusive of VAT, inclusive of travel and other expenses.

Norfolk & Norwich Festival will pay on receipt of each deliverable agreed in the contract. In performing the services required under this contract the supplier will report to Karen Birch, Project Manager, Common Ground Development Phase. Please specify in your proposal the named individual who will be responsible for managing this contract.

**Evaluation and pricing criteria**

Your response/proposal should respond to all the criteria below (maximum 4 sides A4 plus supporting information and budget). Quality and price criteria will be used to evaluate the quality of the tender proposals, as set out below:

1. Set out your proposed approach, explaining how you will meet the specification and requirements outlined above and your understanding of delivering leadership and engagement activity with young people in this age range.
2. Demonstrate your experience and skills in successfully delivering similar engagement activity
3. Provide copies of CVs for the delivery individual/team and two references for relevant previous projects
4. Include a detailed budget, complete with a schedule of charges (estimated number of days). The total fixed price will be exclusive of VAT and inclusive of expenses and all costs to be incurred.

**Return of tender**

You must complete and submit your tender response/proposal electronically to karen@nnfestival.org.uk by **12 noon on 3 December 2018**. If you would like to discuss this tender please contact Karen Birch on 0775 451 4295.

Ends.