



OUR COLCHESTER

A BID to make new history

B2C Website

Photography Tender

Summary:

Our Colchester BID is launching a new Business to Consumer brand of which will have its own website that will launch this summer. As part of this website, we will provide relevant and current information about Colchester town centre such as events, offers and unique opportunities around the town. A key part of the website will be strong imagery of the town centre. The key focus is to show Colchester in its best light, including our businesses. Colchester town centre has a mix of historical and modern buildings, which must be captured across the images as well as the below.

The new brand:

The successful tender will receive our new logo to gain an understanding into the look and feel this photography project should have to enable it to align with the new brand. The images should have a similar tone of voice and work well with our logo.

Tender Application requirements:

To submit an application for this tender, we will require:

- A portfolio of your previous work
- An outline or example into the photo style you would use throughout this project
- How many people the project will be delegated between and how long this project will take
- Outline the time schedule for the completion of work
- Appendix A to be completed and returned

Please email your applications to hello@ourcolchester.co.uk. Applications open on the 30th April and close on the 10th May. The successful applicant will be informed on the 15th May.

Upon the successful application, we would require you to deliver the following:

- 1 photo per 492 BID businesses (a list will be provided to the successful tender applicant).
- Photo 1: Front of the shop showing whole building where possible (displaying signage) and avoiding sales/offers where possible.
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- 15 hero shots of the town centre, avoiding focus on specific businesses. This should also include images of key heritage buildings around the town such as Jumbo, the Castle and St Botolphs Priory. Where possible, the hero shots should display all areas of the BID.

- A consistent artistic/creative theme running throughout all images (Business pictures and hero shots), whether this is done during editing or when the photos are taken.

Further requirements:

- To make the town centre look welcoming and busy in all areas of the town.
- Images including people are to be blurred out so they are unrecognisable.

Key streets for hero shots:

- High Street
- Crouch Street (East & West)
- Sir Isaacs Walk
- Eld Lane
- Head Street
- Culver Street West
- North Hill
- Culver Square
- Lion Walk
- Colchester retail park (Sheepen Rd)

Upon the completion of payment to the successful applicant, all rights to the material shall be the property of Our Colchester Ltd and cannot be used by anyone other than Our Colchester Ltd unless the relevant permission has been granted.

Completion deadlines:

15 photos must be sent back to us by **22.05.19** to allow for any changes we wish to make regarding style of photos.

All completed photos (including editing) must be sent back to us by **07.06.19**.

Appendix A:

Please complete the relevant rates you would look to charge in the table and return back to us with tender requirements stated above.

Rates	Cost
Day rate:	
Hourly rate:	
Project rate:	
Any other costs for this tender project:	