



OUR COLCHESTER

A BID to make new history

Invitation to tender
Our Colchester BID
‘THIS CITY IS....’
Videography Tender
2022

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1. Introduction

1.1 Who are we?

Our Colchester Business Improvement District (BID) is an organisation that represents more than 400 businesses across Colchester town centre. Its aim is to build relationships and partnerships with key stakeholders across the town, and thereby making a difference to the town centre and its streets. The BID has a five-year plan of projects, which commenced in 2018, that target making Colchester a better place to work, live and visit. It aims to add value through business support, town centre marketing and events, making Colchester a cleaner and greener place to live.

The BID zone covers most of the town centre and you can see the full parameters of where the area falls in the full business plan [here](#). A plan of the BID area is also appended to this brief. The BID area broadly includes Colchester Town station along Southway to the west end of Crouch St, this continues down Balkerne Hill including Colchester Retail Park and Middleborough. The area perimeter then cuts across the centre of Castle Park when it meets the top of East Hill, the area then encompasses Queen St & St Botolph's St returning to Colchester Town Station.

Recently the BID commissioned a full evaluation of the leisure industry in the BID zone and how it had been impacted by the recent COVID-19 pandemic. A full report with recommended actions has been produced and recommendations for the industry have been made.

The leisure industry in Colchester encompasses a wide range of businesses, including but not specific to:

- Hospitality: Pubs, bars, and nightclubs, restaurants, cafes
- Arts and Creative venues - theatres, galleries, cinemas, music and performance venues.
- Accommodation
- Experiences - such as pop-ups, events, crazy golf, escape rooms etc

1.2 Campaign background

Our Colchester BID are now organising and implementing a media and marketing campaign promoting and supporting the leisure industry in Colchester including a range of leisure activities and venues. This will include late night economy, hospitality (food and drink), accommodation, entertainment, and arts and culture. The campaign headline is **'This City is...'** and will focus primarily on the City's broad leisure offering for different demographics whilst challenging stereotypes. The secondary focus of the campaign is on our new City status. The media and marketing campaign comes as a result of an in-depth survey and the creation of the [Leisure Recovery Strategy](#) to support and promote the leisure businesses in Colchester.

As a part of this project, we have launched this tender for organisations to deliver the planning, filming and delivery of a selection of videography. This is broken down into three sections:

1. **Central campaign video** (1m to 1 minute 30 secs) - The central campaign video will play a large role in the campaign, acting as the core feature across a multi-channel promotion including the BID consumer brand InColchester's website and social media.
2. **A selection of pop-ups** held in the City Centre to engage with the public and staff around 'what the City is for them' and 'what they love about the Leisure sector'. We would require the content of this to be delivered into short clips to use on social media.
3. **A 'Late Night Economy (LNTE)' specific short video** (45 secs to 1 min) – capturing Colchester City Centre from 10pm to 4am. This video will act as an orbiting video to the central campaign video so the content can cross-over between videos. This campaign would need to contain content from a typical night out (Friday/Saturday) alongside featuring one-off events such as a music gig, cocktail masterclass etc.

1.3 Target audiences

- All Colchester residents
- All Colchester City Centre businesses
- Potential visitors to the town

2. Tender Background and Objectives

The BID wishes to engage a person/organisation (the “organisation”) to:

- Produce a selection of content celebrating and highlighting the diverse range of leisure offerings within the BID zone.
- Produce a selection of content celebrating and highlighting the diverse demographics that can use leisure offerings within the BID zone
- Produce a selection of content that subtly identifies Colchester as a safe place to visit such as lighting at night, uniformed presence, businesses looking after consumers etc.
- Deliver a selection of pop-ups in the City Centre to film individuals/groups expressing what they love about the Leisure sector & the City
- Present the concept/storyboard for the central video & LNTE video prior to filming for approval of the BID team.
- Manage the videography and filming within selected businesses where needed
- Manage the schedule of filming and produce the finished video in line with the applied deadline.
- Identify key venues and leisure businesses to feature in the filming, whilst ensuring that it is inclusive and representative of the BID area.
- Ensure inclusivity and diversity within the hiring of actors.
- Work with the BID on identifying the most suitable options for the video delivery and making recommendations based on their experience and knowledge
- Maintain open and regular communication with the BID team on the progress of the video
- Engage with the BIDs design agency and marketing executive on any assets that are needed for the video delivery

The objectives and outputs for the successful applicant are:

- To deliver a selection of content that demonstrates Colchester’s diverse offering of leisure businesses and activities.
- To deliver content that challenges stereotypes of Colchester leisure sector
- To deliver a selection of content that demonstrates Colchester as being diverse, safe & welcoming for everyone inclusive of race, gender, sexual orientation, and any other protected characteristic
- To identify and highlight components of the leisure sector that demonstrate Colchester as a safe place to visit.
- Produce a selection of content which promotes exchanging day visits to overnight/weekend trips
- To demonstrate Colchester as a clean, vibrant, and welcoming place to visit.
- To demonstrate the ease of access to the town centre via public transport (e.g. buses, trains, taxis, walking)

There is also the opportunity to tender for additional photography that will be used within the Leisure media and marketing campaign. This opportunity will be outlined in a separate document, if you would like to see this, please get in touch.

3. Tender Requirements

3.1 Budget

The maximum budget for the tender requirements (ref [section 2](#)) is £4,000 (excluding VAT but inclusive of expenses). Payment would be made through an agreed staged payment schedule upon completion of set tasks.

3.2 Stakeholders

The successful organisation shall engage with a wide variety of stakeholders through the BID that can offer guidance, input, and support. This will include local leisure businesses and representatives of local authorities where needed.

3.3 Reporting

The organisation shall work closely with the BID to ensure that agreed services are being executed and delivered to the highest standards according to critical timings and best practise. All BID reference material is available online.

The Project Manager at the BID will be Jess Walker and, in their absence, it will be Sam Good. You should nominate one person from your company to manage the brief through to completion and act as the primary contact. The project will be administered by email and telephone.

3.4 Tender specification

3.4.1 All tender submissions should include:

- Outline concept and storyboard for the central video & LNTE video alongside how you propose to comply with the project brief within the defined timescale.
- Indicative work programme (incl rough dates for pop-ups), including timings for key deliverables and identified milestones.
- A fixed price quotation for undertaking the work outlined in the submission, broken down by key stages. Costings should cover all stages of [‘Section 2’](#). Price must be exclusive of VAT and include expenses and travel
- Provide a brief overview of your organisation, including current market position. You should also include examples of similar commissions.

n.b. applicants may be required to present their tender application

3.4.2 Evaluation

The appointment will be based on an evaluation of both quality and price (where relevant). The quality evaluation criteria will be based on:

- Experience of the team in this type of project
- Ability to work and emphasise with stakeholders.
- Presentation skills of the team
- Enthusiasm, commitment, and creativity
- Knowledge and understanding of Colchester as a borough and as a place.
- Understanding of the brief and its context
- Approach and methodology

4. Timescales

Tender Application Stage:	Date:
Tender response date open	Monday 20th June 2022
Tender response date closed	Monday 11th July 2022
Shortlisted applicants may be asked to present their tender application to a panel	12th-15th July 2022
Notification to successful tender applicant	Friday 15 th July 2022
Deadline for the first edit of the central video to be delivered to the BID	Monday 15th August 2022
Deadline for the first edit of the pop-up videos content sent over	Monday 12 th September 2022
Deadline for the first edit of the LNTE video to be delivered to the BID	Monday 19 th September 2022
We would require the successful tender organisation to be able to start work on this project with immediate effect.	

All tenders must be emailed to sam@ourcolchester.co.uk

Key contacts:

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