



OUR COLCHESTER

*A BID to make new history*

## Photography Brief

Our Colchester BID Leisure Marketing & Media Campaign  
2022

### THIS CITY IS....

Our Colchester Business Improvement District (BID) would like to commission new photography focusing on the Leisure industry within the BID zone to accompany their new media and marketing campaign.

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 targets 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](#).

#### **Outline of project:**

Our Colchester BID would like to commission photography focusing on the leisure businesses in Colchester. This includes:

- 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

The BID would like the photographer to provide at least 30 edited hero shots of the town centre ([within the BID zone](#))

The photography must capture:

- A variety of areas of the town centre with high concentrations of leisure businesses from across the sub-sectors stated above with a mix of internal and external shots of the premises and their offering (permission dependant)
- Colchester as a diverse and welcoming place for all through capturing a variety of premises for varying age, gender and other protected characteristics
- Photography from a range of different times in the day between 12pm-4am
- Imagery which promotes Colchester as a clean, vibrant and attractive place to visit (i.e. no visible empty units, litter etc.)
- All imagery must be consistent in its artistic/creative theme, this can be through editing or how the pictures are taken.
- You must ensure you have permission from any persons featured in the photography to have their image used.

To apply for this opportunity please include the following:

- A portfolio showing examples of your work
- An outline or example into the photostyle you would use for this project
- An outline of the timescale in which you will complete the work
- Your price including expenses & travel
- Any other information you think is relevant

The BID has allocated £2,000 for this project, exclusive of VAT but inclusive of travel & expenses. The job will be awarded based on:

- Experience
- Price
- Style of photography
- How your style works with the InColchester brand

The photography will be featured on our consumer brand, InColchester's, website and across our social media platforms. Upon awarding of the work, we will share a list of the town centre leisure businesses to support your plans.

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.

**Please submit your application to Jess Walker-Glanville by email: [marketing@ourcolchester.co.uk](mailto:marketing@ourcolchester.co.uk)**

## Timescales

Applications Open	Monday 20th June 2022
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<b>Applications Closed</b>	Monday 11th July 2022
<b>Successful applicant chosen</b>	Tuesday 12th July 2022
<b>Deadline for all photography to be submitted (incl editing)</b>	Wednesday 3rd August 2022