

Invitation to quote to create short promotional film for Coigach & Assynt Living landscape Partnership

Introduction to project

This commission will create a film as part of the Coigach & Assynt Living Landscape Partnership Scheme.

The film will be a 5-minute highly immersive HD digital film for use online and in presentations at a variety of venues within the Coigach and Assynt area and beyond. It should be created in such a way that short (30-60sec) sections of the film can be used independently of the whole.

The aim of the film is to showcase the value of work of the Coigach & Assynt Living Landscape Partnership Scheme, and to highlight the importance of Coigach and Assynt for their natural, built and cultural heritage.

Introduction to CALLP

Coigach & Assynt Living Landscape Partnership Scheme (CALLP) is a landscape partnership scheme, funded by the National Lottery Heritage Fund, made up of Scottish Wildlife Trust (lead partner), Assynt Field Club, Assynt Foundation, Coigach Community Development Company, Coigach Salmon Fisheries Ltd, Culag Community Woodland Trust, Eisg Brachaidh Estate, Historic Assynt, Isle Martin Trust, John Muir Trust, Kylesku Estate, North West Highlands Geopark, Summer Isles Enterprises, and Woodland Trust.

The project area has some of the most dramatic and instantly recognisable landscapes in the British Isles, and within these some of the rarest and most endangered of habitats. These landscapes represent the interaction of people and place that has occurred over millennia. The importance of the area is recognised by the various natural heritage designations it has, along with its inclusion within the North West Highlands Geopark.

Between September 2016 and September 2021, over 30 projects are taking place within the Coigach and Assynt area. The four core aims of the scheme which define the direction of the Scheme's individual projects are:

Aim 1: Conserve and restore features of the natural and built environment.

Aim 2: Increase community involvement and empowerment in heritage management.

Aim 3: Provide opportunity for increased access and learning to, and from, the landscape.

Aim 4: Deliver meaningful, and sustained, socio-economic benefits for the local population

You can find out about CALLP and our work in more detail at www.coigach-assynt.org. We also have a Facebook page and a Twitter account @coigachassynt.

Key audiences

There are various target audiences for the film.

People who either live in or near Coigach and Assynt (including local communities of interest), or who visit as tourists etc.

Those who have an interest in natural, built or cultural heritage and environmental issues

Funders, policy-makers, decision-makers, professional advisors, land-managers, and opinion formers with influence over natural and cultural heritage and land-use issues.

Key messages

The main aim of the film is to develop a wide constituency of people who are aware of Coigach and Assynt in general, and Coigach & Assynt Living Landscape in particular, who know about its importance for natural, built and historic heritage, in managing climate change and for global biodiversity, and who feel inspired by its landscape, nature, or its human stories. This should result not only in an increased sense of pride in the landscape for local people, but also increased knowledge about Coigach and Assynt's heritage, and greater support for the heritage of the area into the future.

We would like people to want to find out more or to visit.

We would like people to talk to others about what they have heard or seen, actively support the heritage of the area through volunteering or otherwise getting involved, and potentially make changes to their perceptions, attitudes and lifestyles in relation to climate change.

We would like people to see that working together as a partnership has allowed more to be done than if each organisation worked individually (the whole is greater than the sum of its parts).

We want people to understand that the landscape they see has been altered by humans for millennia and is under pressures from humans to this day.

We want people to understand how we have met, or are working towards meeting, our scheme aims and objectives.

Output details

- A 5 minute highly immersive HD digital film
- A 'chaptered' version of the film, which allows us to select short clips for use during other presentations etc
- Master copies
- Compressed/low-res versions for use on website/social media/mobile phones etc.
- Contractors to provide any additional footage that is produced but is not used in this film.
- Content to include: people within the landscape, coverage of our four project areas (path works, woodland expansion, people and wildlife, heritage and culture). Storyboard to be provided.

The contractors must secure all permissions for use of copyright material. Consistent with this, the contractor will be obliged to clear all assets contained in the finished production and variants described in this document for the following rights:

All Rights, All Media (including All Online), in perpetuity.

Timeframe

Invitation to quote sent out	21/5/2021
Deadline for queries and quotes	7/6/2021
Evaluation of quotes	7 and 8/6/2021
Decision and contractors informed	9/6/2021
Filming	June
Submission of final product to client	26/7/2021

Budget

The maximum budget available for this contract is £7,000 including VAT if applicable and all expenses.

Quote

Please include the following in your quote:

- Full breakdown of costs – specifying whether VAT applied
- Full breakdown of any additional expenses anticipated (eg accommodation, travel etc)
- Examples of previous appropriate work
- Details of who will carry out the work
- Names of two referees
- Evidence of public liability insurance
- Evidence of drone user licence (if applicable)
- *Estimated timetable for work – including initial meetings, time needed for filming, time needed for editing and proofing, final delivery date.

*We are aware we have a tight schedule. If you do not feel able to deliver the work within this timeframe please specify the earliest date by which you could complete the contract.

Return contact and queries

If you have any queries about the above, please contact Sue Walker, Living Landscapes Communications and Advocacy Officer: swalker@scottishwildlifetrust.org.uk 07999 593145.

Quotes to be submitted to Sue Walker before 9am 7th June 2021.

