

Invitation To Tender

The English National Park Experience Collection

Photography and Film Commission

Service Specification

1. Introduction

The Peak District National Park Authority (PDNPA) is seeking professional photographic and filming services across England's National Parks.

2. Background

England's National Parks Authorities (NPAs) are working together to position these iconic national park landscapes as a core product for overseas visitors to England. PDNPA, acting as the accountable body for nine NPAs in England, has secured £1m in funding from the Discover England Fund¹, and will introduce a new collection of National Park Experiences to the overseas travel trade in Australia and Germany by March 2019. This collection will be presented through the development of the English National Park Experience Collection.

The project objectives are to:

- develop a strong international brand proposition for experiences in England's National Parks.
- create compelling world-class visitor experiences within the National Parks
- establish an industry development programme
- develop and execute a distribution plan with the travel trade

This a travel trade focussed proposition which will develop the appeal of England's National Parks through the development of a range of new and immersive experiences that will enable Australian and German visitors to enjoy the real England – the quintessential, the extraordinary and the exceptional – side by side with some stand-out internationally renowned iconic places. It will be a collection of memorable, once-in-a-lifetime experiences. These experiences can only be appreciated from within our National Park landscapes, which will help visitors delve deeper into rural English life and connect them with local people, history, culture and cuisine.

Research demonstrates that fast-growing Australian outbound tourism aligns to the proposition we are offering through this project. The Australian and German 'Outdoor Enthusiast' segment (age 35-55) and 'Mature Experience seeker segment (age 50-65) represents the demographics which have a propensity to travel and are motivated to visit the rural offer in England. Through the development of easily accessible and bookable experiences, joined with quality accommodation and transport offerings, the new 'English National Park Experience Collection' will represent the natural jewel in England's tourism.

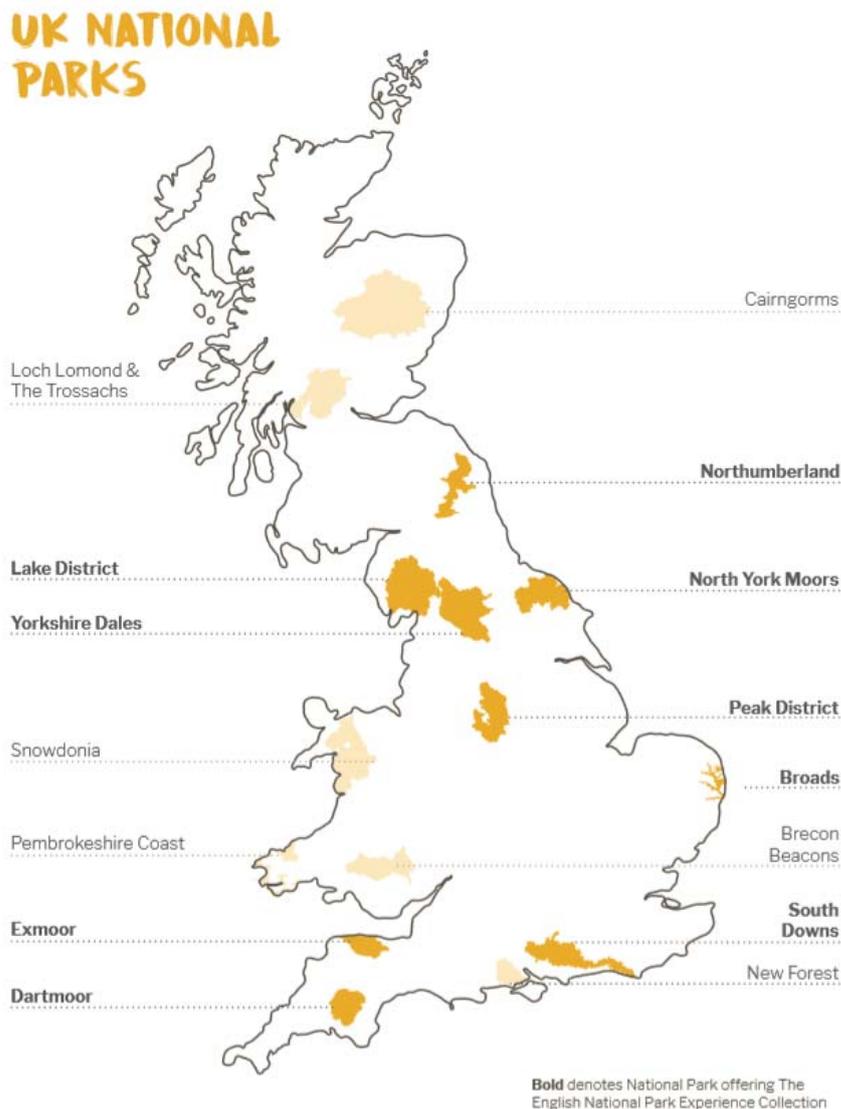
¹ www.visitbritain.org/discover-england-fund

To view the submitted Discover England Fund application please visit:

www.peakdistrict.gov.uk/looking-after/projects-and-partnerships

Find out more about programme delivery at: www.nationalparks.gov.uk/discoverengland

English National Parks participating in the English National Park Experience Collection:



3. Description of work required and key outputs

Objective:

To create a compelling collection of 'experiential' imagery and film footage to inspire consumers and the overseas travel trade to purchase 'experiences' accompanied with quality and characterful accommodation, all part of the English National Park's Experience Collection.

Outputs:

The key outputs for this brief are:

- Experiential imagery for each Experience within ENPEC (maximum 65 experiences)
- Short experiential film clips for each experience (same providers as above)
- Two versions of a two-minute film showcasing the entire English National Park Experience Collection utilising footage collected through the contract and library footage.

The Experience – imagery requirements

At present a maximum of 65² new experiences are being developed by private sector businesses across nine of England's National Parks.

The new imagery will be used in the following ways:

- Brochure imagery in a directory style and as feature pages
- Online showcase of the ENPEC Collection ([similar to this example from Canada](#)).
- To promote Experiences on booking websites and online travel agencies (e.g. Expedia, TripAdvisor)
- Social media and blog posts
- To accompany PR activity e.e.g press releases
- Downloadable by the Travel Trade for promotions

Experience providers will be briefed to supply some guests to act as models for the shoot, based on guidance from the successful supplier. Using these 'real' models should help the shoot feel 'experiential' – unposed, vivid and emotive, very much connected with the outdoor feel of the experiences and the landscapes. More like reportage than a traditional brochure shoot.

We anticipate the photographer should spend around two hours with each Experience Provider.

This should result in:

- An image showcase of the experience, which features at least two 'hero' images for each experience
- A short film clip for each experience – which can be edited for a variety of uses and formats.

The English National Parks Experience Collection Film

A two minute edited film should be created to tell the compelling story of England's National Parks as 'extraordinary lived-in landscapes' to international audiences through the English National Park Experience Collection. Film to include sound track and voiceover at the start and end.

Version 1 – delivered by end of October utilising product and footage developed over the summer

Version 2 – delivered by end of February, topping up the above film with additional experiences and footage

The film will be used online and at launch events for the ENPEC.

² It is likely that this number will decrease slightly. Please quote on the basis of the number of suppliers detailed here.

In addition to this, nine 40 second edited films for each of the National Parks should be created with examples of the experiences. This will be used to send to the travel trade.

Style

All imagery should follow the style outlined in our Brand Guidelines (supplied), in particular, pages 41-47.

Our imagery must embrace at least some of our experience brand characteristics: extraordinary, alive, outdoors, quintessentially English, characterful, accessible and connected to history - but not necessarily all at the same time!

The imagery must be of a high quality, with an unposed, atmospheric, contemporary, little bit Instagram-y feel. A good simple guide is that if it looks like a posed tourist brochure image; then don't use it.

When using images of people, the focus is more on our brand characteristics of alive (vivid, full of life), characterful and outdoors.

Overall, we're looking for images that feel alive, unposed and in the moment, right up close and in amongst it all. That doesn't mean every shot has to be of extreme sports or full of activity – quiet, contemplative and 'slow' images are as extraordinary as in-your-face ones. Extraordinary can mean 'special-ordinary', bringing out the special and beautiful in the everyday and unspectacular.

Data

All imagery and footage should be appropriately tagged and uploaded to our own photography and film library by the supplier.

Usage

- Copyright remains with the author, however by fulfilling the contract you agree to license images for exclusive and unlimited use by the following users in perpetuity
 - All National Park Authorities in the UK
 - VisitEngland/VisitBritain (The British Tourism Authority)
 - Destination Management Organisations within National Parks
 - Travel trade and corporate partners
 - Businesses and attractions participating within the programme
- The supplier is free to use their images for their own self promotion
- By fulfilling the contract you agree terms of unlimited use by PDNPA, with the below factors:

Media: All

Time: In perpetuity

Territories: UK, Germany, Australia, with potential to grow to additional markets

Audience: Consumer, trade, corporate

Imagery will be used to support:

- Digital promotion of the project, including but not limited to websites, social media, digital advertising
- Printed communication including but not limited to commercial brochures, PR, print advertising
- Out of home advertising and display, e.g. trade show stands and banners
- Branded merchandise

Skills and Experience

The successful supplier should have:

- A professional portfolio which showcases people in the landscape.
- Experience delivering briefs with complex logistical requirements.
- A confident and professional approach to customer service with good communications skills.
- A passion for and understanding of the UK's National Parks
- Flexibility and responsiveness to client feedback
- Ability to mobilise swiftly and deliver high quality outputs to tight deadlines
- Ability to travel and self-navigate across and within England's National Parks

It is important that prospective suppliers understand the likely demands in terms of organisation and logistics required to deliver this specification successfully.

Terms and conditions

The terms and conditions at **Annexure 6** will be incorporated into the contract save that Condition 14 shall be amended to exclude copyright in all imagery, which shall remain with the author (subject to the requirements above).

General Data Protection Regulation (GDPR)

Model release forms to be provided for all subjects to ensure GDPR compliance. PDNPA will provide the supplier with a template form to facilitate this.

5. Pricing and timescales

The maximum budget for this piece of work is £31,000 (excluding VAT). Proposals which exceed this value will not be considered. Proposals involving multiple suppliers should have a lead supplier who acts as the single point of contact for the work.

This price includes **all** expenses associated with the commission, no extensions will be offered to cover additional costs. The successful supplier should be ready to deliver the most efficient and cost effective approach to gathering the footage.

This project is all about product development, as such different experiences will be ready for marketing at different stages of the project. Imagery should be ready in three batches, so that marketing activities can be delivered to the overseas travel trade:

Dates and activities	% of total Collection images
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<p>Mid-July to late-September</p> <p>Undertake photography for experiences in all 9 participating National Parks.</p>	<p>60% Experiences (~4 experiences per National Park)</p>
<p>Mid-September to end of October</p> <p>Undertake photography for experiences in all 9 participating National Parks.</p> <p>Produce first version of edited film for use at Sales missions and launch events in Australia</p>	<p>30% Experiences (~2 experiences per National Park)</p>
<p>November to Mid-February</p> <p>Produce second version of edited film for Sales missions and launch events in Germany</p>	<p>10% Experiences (~1 experience per National Park, completing those which remain outstanding)</p>

6. Invitation to Tender

You are invited to submit your tender response for meeting this brief.

Your proposal should include:

- A description of how you will meet the specification outlined in this brief (maximum four sides of A4);
- Up to two relevant case studies of similar projects relating to still photography and film;
- A breakdown of your costs covering all areas of section 5 and details of any sub-contractors;
- Confirmation that you can meet the commission timeline;

7. Tender evaluation

7.1 Pass/fail

Tenders will first be evaluated against the requirements contained in the Tender Questionnaire at **Annexure 2** which will be scored on a pass/fail basis. Any Tender that scores “Fail” against any of these requirements may be deemed non-compliant and rejected without further evaluation. This will include:

- Written technical and financial references (including the Tenderer’s financial accounts for such period as shall be notified) as may be requested
- The Tenderer’s technical and professional ability and previous experience of contracts delivered for the Authority or other organisations. The Authority is entitled to take into account any failure to discharge obligations under previous relevant contracts undertaken by the Tenderer (or any proposed sub-contractor) in assessing whether the required minimum standards for the Services are likely to be met. The Authority may ask the Tenderer (or any sub-contractor) for evidence evidencing performance on previous

comparable contracts or consider evidence of performance on previous comparable contracts for the Authority

- Whether the Tenderer is subject to any enforcement or legal action or other pending investigations by either the Authority or other public agencies.

Rejected or eliminated tenders will not be scored.

7.2 Evaluation criteria

The successful supplier will be selected based on an evaluation using the criteria set out below:

1. **Price** (20% of the total score value);
 - $20 \times (\text{Lowest Price}) \div (\text{Tenderer X's Price})$
2. **Quality criteria** (80% of the total score value):
 - Still photography experience and portfolio (25%)
 - Video photography experience and portfolio (25%)
 - Creative approach (25%)
 - Capability and capacity to meet the demands of the brief (25%)

Scoring methodology for quality criteria is set out in **Annexure 6**.

The deadline for submission of proposals is **midday on Thursday 26 July 2018**.