

Culture+ Tourism Programme Six short informational videos

Project Name: Culture+

Client: The Arts Development Company

Background

Culture+ [pronounced as culture plus] is our three-year project that offers business training, advice and support as well as networking opportunities for artists and creatives, galleries, and arts organisations. It also works with the tourism sector such to recognise the value of arts and culture on Dorset as a tourist destination.

Culture+ is a part of a larger programme with a group of other delivery partners; the Dorset Growth Hub which is managed by WSX Enterprise. The Dorset Growth Hub programme is the largest funded project to benefit the county in recent years offering training, business support and growth opportunities.

Culture+ is funded by Arts Council England and the European Regional Development Fund.

The project name Culture+ illustrates the link between building upon the existing cultural offer within the Dorset, Bournemouth & Poole areas as well as forming new connections between culture, social enterprise and tourism businesses within the county.

Project Objective

Culture+ objective is to create an arts and culture sector in Dorset that is robust, self-sustaining, vibrant and attractive for others to invest their time and money in.

To the Arts Development Company this is a significant opportunity to establish Dorset as a leading light in business development, cross-fertilisation and economic growth of the arts, culture and tourism sector on a national, and potentially international level, and how this endeavour can have a broad impact on the local communities in a positive and sustainable way.

Target Audience

Arts, cultural and heritage organisations in Dorset, Bournemouth and Poole (the videos will be accessible to any cultural organisation, but they are specifically targeted at museums and arts venues such as performance spaces and galleries). The videos are being commissioned to provide these organisations with advice about how they can develop partnerships with the tourism sector to attract new audiences and/or encourage existing audience to increase spend or return for a second visit.

Objective

Consultation with a diverse range of cultural organisations has highlighted the need to learn new skills, hear from other organisations about initiatives that work and see examples of how other people have approached making links with tourism. Time is a challenge these organisations, and the videos are being commissioned to convey information via short, instruction films which can be accessed easily, shared with colleagues, returned to again and again, and provide learning from other colleagues in the sector.

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Style Guide - Look & Feel

As Culture+ is being delivered by The Arts Development Company, the videos will be presented using the existing brand guidelines of the company, including fonts and colourways. The Arts Development Company Brand Guidelines are attached to this brief. The look and feel of the promotional videos will be presented in a bright, professional, fresh and creative way and challenge the previous notion of arts promotion in Dorset to date.

Styling of the videos should be contemporary e.g. <https://www.youtube.com/watch?v=6uEkq3IBlf0>

You may also wish to look at existing Culture+ videos which can be accessed here:

<https://theartsdevelopmentcompany.org.uk/category/news/videos/>

Details of brief

Culture+ wish to commission six short videos/animated infographics.

Each individual video should be no more than 3 - 5 minutes long, and reflect the style guide as detailed above. The identified topics are:

1. How tourism works and local tourism infrastructure (animated infographic, information provided)
 2. What is Brand Dorset? (animated infographic, linked to and promoting an existing product - Dorset Ambassador - <https://theartsdevelopmentcompany.org.uk/?s=Dorset+Ambassador>)
 3. Social media/blogging/vlogging – how to do it and not do it
 4. Museums and heritage as attractions (Tank Museum, Shire Hall, Bridport)
 5. Packaging experiences (possible infographic?) and marketing them (with reference to an existing project running in Sherborne)
 6. Festivals and how to use them (with reference to a new Culture+project, Dorset Moon)
- Each non-animated video must be filmed within Dorset, Bournemouth and Poole
 - The videos will be shared via social media and hosted on The Arts Development Company web site <http://theartsdevelopmentcompany.org.uk/>

Video Content

- Filmed 'interviews' with cultural and tourism personnel describing the steps they took to plan a task, how they delivered it and the results of this for their organisation, top tips, challenges etc. For example, this could be a marketing manager from a tourist attraction showing how they use Facebook to drive visits; or two partners from the cultural/tourism sectors who are working together to drive business.
- Content should make use of graphics (e.g. Video Scribe) as well as filmed interview and audio to make content engaging, enjoyable to watch and clear to understand

Liaison with video subjects

- Culture + will provide full contact details and gain agreement to participate from the individuals to be filmed
- Culture + will agree with these individuals and the successful bidder the broad topic of the video and the issues to be included within the video scope.

For inclusion in credits

- Artist name and website URL
- Film maker and producer name
- The Arts Development Company and Culture+ banner logo
- European Regional Development Fund (Funder) logo
- Arts Council England (Funder) logo
- Dorset Growth Hub (Partner) logo

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Deliverables

- 6 x Final edited version promotional video (MP4)
- Each video will be no more than 3 minutes in length (and preferably shorter)
- Each should have music running over the top to complement the visuals - this is to be chosen by the film maker but is subtle and non-invasive for the viewer.

Selected stills from each film to be provided in the following format:

- JPEG
- PNG

All approved and submitted films and stills will be the property of The Arts Development Company.

Client will provide:

- Contact details/meeting set-up
- Logos
- The Arts Development Company, ERDF and ACE brand guidelines

Budget

All fees should be inclusive of VAT. Please include a separate itemised budget for work undertaken and potential expenses. Culture+ pay car travel at 45 pence per mile.

Timescale

All promotional videos need to be filmed, edited and produced by 31 March 2018.

HOW TO APPLY:

To apply for this work please send a CV and covering letter (no more than one page of A4) detailing:

How you would approach this work

A basic outline of initial ideas

Examples of similar past projects you have delivered from planning, filming, editing to final delivery

Suggested timescales needed to create the videos

The fee you would require for this work (to include VAT if appropriate).

To: Jacky Thorne, jacky@theartsdevelopmentcompany.org.uk

Deadline for submission: 14 January 2019

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