

**Invitation to Quote – NFNPA 0012**

**New Forest National Park Short Film Production to promote responsible behaviour amongst users of roads and routes within the New Forest National Park**

**Background**

The New Forest National Park Authority has been awarded funding from the Local Sustainable Transport Fund by the Department for Transport. The Authority will use this funding to [promote car-free travel](http://www.newforestnpa.gov.uk/info/20105/sustainability/195/sustainable_transport) within the National Park. Encouraging people to make journeys on foot or by bicycle has benefits for the environment, health and the economy. However, to support this behaviour change it is important that people have positive experiences when they choose to travel car-free.

**The problem**

The New Forest National Park is one of the UK’s most popular, with its beautiful scenery, diverse wildlife and cultural heritage attracting millions of visitors every year. Visitor numbers are highest in the summer months, especially during school and public holidays. At these times of year there are large numbers of people using the roads and routes to travel around the National Park. The majority of journeys are made by car but there are also walkers, cyclists, horse riders and other users (such as the thousands of free-roaming ponies, donkeys and cows) all sharing the same roads and routes.

Whilst there are codes of conduct for all these user groups (e.g. The Highway Code, The Countryside Code, New Forest cycling code and Horse Riding in the New Forest) not everyone conforms with these codes at all times. This negative behaviour can create conflict between, and even endanger, other users. This includes behaviour such as travelling too quickly on routes, crossing routes without due consideration, not giving right of way, overtaking on routes without sufficient care, rudeness and aggression towards other users etc.

**What is the purpose of the short film?**

The purpose of the short film is to encourage responsible behaviour amongst all users of the roads and routes within the New Forest National Park. This will reduce conflict, enhancing the experience for everyone and increasing safety - both important factors when trying to promote the benefits of car-free travel.

[National Parks UK](http://www.nationalparks.gov.uk/) refers to our National Parks as *Britain’s Breathing Spaces*. The working title of the project is ‘Give Each Other Breathing Space’ to reflect both this long standing perception of National Parks amongst the general public, as well as the fact that good behaviour is often a matter of common sense and decency.

The intention is for the film to be no more than two minutes and be the centre piece of a YouTube focused campaign. The film should remind people of the reasons they come to a National Park (its scenery, tranquility, wildlife and fresh air) and use the landscape to inspire them to play their part in keeping it special by acting with consideration for others and their surroundings. The desire to have a high quality experience of a particular, special place is something which unites everyone visiting a National Park.

Fundamentally, National Parks are beautiful on the outside and we want to inspire the people within them to be beautiful on the inside to keep them that way.

**Who are our target audience?**

The target audience is visitors to the National Park who use its roads and routes. This includes people from across the country but should also include those who live on the fringe of the New Forest (e.g. Southampton and Bournemouth), who visit frequently.

Obviously, local residents make use of the roads and routes too but only 35,000 people live within the New Forest National Park. Residents are also less likely to make the distinction of being inside the National Park given it is their home, so the campaign’s message won’t be as powerful for them. However, it is nevertheless important that they feel it represents the New Forest appropriately.

**What do we want it to include? What style do we want it in?**

Films that rely on giving information and facts alone rarely get beyond the stage of raising awareness of the issue because information and facts alone do not change behaviour. The film therefore needs to be engaging, emotive and motivate people to act.

Public sector campaigns can sometimes be perceived as boring and difficult for the audience to engage with and therefore, not inspiring the audience to participate. Instead a more enlightened approach involves understanding that people do what they do because:

• They get some benefit out of it

• It is easy

• It is perceived as popular or normal

The film therefore needs to be eye catching and quirky to maximise the number of people viewing it and wishing to share it with others. To ensure the largest audience possible with a limited budget, social media sharing is vital.

The general approach for the film should be based on:

**Taking a Positive Approach**

What is produced has to be content which focuses on promoting positive behaviour rather than cautions against negative behaviour. This is vital if the film is to inspire people. The film may make reference to negative behavior to make a point but the overall tone must be positive.

**Emphasise the Responsibility of the Individual**

It is crucial to take an approach that does not single out user groups, e.g. motorists, cyclists etc for criticism. This will not be received well by those groups and could create conflict in and of itself. The film should target individuals and the choices they make, regardless of their mode of transport, as being the key to a positive environment for everyone.

**Use Clear Messages Framed as Social Norms**

Linked to the general positive approach and emphasising the above, the film is likely to have more impact when good behaviour is framed as a social norm e.g. other users already do this / it impacts positively on other users.

**General Messaging Ideas**

It may be beneficial to use positive role models and peer pressure to encourage users to behave in a desirable manner.

A sub-group of the New Forest Local Access Forum discussed the film. They felt that it should emphasis the importance of 4 key attitudes: respect, awareness, patience and tolerance.

The film could show a single person as a user of multiple modes of transport to reinforce the idea that most people are not solely a motorist, walker, cyclist or rider etc and an individual’s behaviour matters more that their choice of transport.

The film could show a negative situation being transformed through good behaviour, showing the benefits for all users clearly.

The film should be a tool which can be shared widely amongst the target audience and other stakeholders. This film could be humorous and engaging whilst reflecting real-life situations that users will recognise and that relay serious issues without diminishing the importance of them.

**Output**

The successful supplier will be responsible for:

* Creative development of the film
* Production of the film, 2 minutes maximum (please note, drone filming is heavily restricted within the National Park)

**Indicative Timeline (please note this is subject to change)**

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| --- | --- |
| *Stage* | *Completion date* |
| ITQ submission deadline | Noon 10 June 2015 |
| Contract Award | 15 June 2015 |
| Production period | 15 June – 6 July 2015 |
| First edit | 6 July 2015 |
| Second edit | 13 July 2015 |
| Final edit uploaded to YouTube | 20 July 2015 |
| Campaign launch | 20 July 2015 |

**Budget and Evaluation**

The fixed price for this contract shall be **£12,000**, therefore all bids received will be solely evaluated on quality alone (see ITQ heading below for further information)

**Invitation to quote**

* Please outline your approach to delivering this brief, which should include the production techniques you propose to use
* Please provide a single, initial creative idea for a short film which you believe would deliver the brief effectively. The Authority have no preference as to what format bidders may wish to submit their ideas and therefore consideration should be given as to which format will best portray your proposal
* Outline your experience of delivering briefs of a similar nature, demonstrating an understanding of achieving behaviour change, alleviating recreational conflicts and National Parks
* Provide an itemised breakdown of your costs against the fixed price value of this contract (this could include filming, production, edits plus any meeting charges etc)

The copyright for all video content produced (edits and final copy) shall reside with New Forest National Park Authority.

A copy of our Standard Conditions of Contract for Services can be found below:



All submissions can be made via our e-Procurement portal [In-tend](https://in-tendhost.co.uk/newforestnpa/aspx/Home) and must be submitted by **12noon on** **Wednesday 10th June 2015.**

Any queries must be made via the In-tend portal and any subsequent clarifications will be notified likewise (you will receive email notification from the In-tend system should this be the case).

***For any queries, please contact:***

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