

Royal Botanic Gardens
Kew

Part 2: Specification

Contract Reference: RBGKEW/815

Podcast Series

(This document is for information)

1. Summary

We require a production company to research, interview, record and edit RBG Kew's inaugural podcast series.

Ideally, this would be completed within a 3 month window of being contracted, depending on availability of contributors.

2. Background and goals.

Royal Botanic Gardens, Kew ('RBG Kew') is a world-famous centre for botanical and mycological knowledge. With our two inspiring gardens at Kew in southwest London and Wakehurst in Sussex, we enchant our visitors with the wonder of plant diversity.

We know that plants are vital to all life on Earth, and we want the public to understand how important they really are. We are passionate about bringing our visitor audience into the world of our quality scientific exploration and research.

We are driven to shift the perception of RBG Kew being a 'beautiful garden in London', to a truer association with the brand as being an institution dedicated to fighting the world's most pressing issues, like biodiversity loss, food security and climate change as well as a site of horticultural excellence and world-class collections.

A podcast would not only support our aims in showing a different side to Kew to more familiar audiences, but also reach new people who may not know or understand our mission and offer.

This is the first podcast series by Kew.

We have conducted research on story concepts and formats with a taster selection of podcast topics with real audiences. This research should drive the creative direction and production awarded in this contract. We have created a brief that will be shared on contract award.

We are looking for an experienced production crew with a portfolio of docu-series/storytelling podcasts to deliver this project.

They will work closely with Digital Experience team who lead the project internally and collaborate with Press, Horticulture and Kew Science teams to deliver an engaging podcast series that will excite listeners, and encourage them to tune in for more, or to discover more about what we do.

RBG Kew maintains the editorial control, sign off and copyright of the product and will take on the delivery of marketing and promotion.

You will need to adhere to our policies and practices of working on site and exercise discretion with regards to any information you may have access to. This project has not been announced to the public and details should remain confidential.

3. Scope of the requirements

Delivery of 6-8 episodes (length tbc), including (but not exclusive to)

- Research and development of story concepts
- Scriptwriting
- Booking and recording of contributors
- Editing and delivery
- Sourcing music, licensing and relevant audio
- Consultation on marketing, press and promotion
- Potential promotional trailers
- Advice on channel and platform maintenance.

4. Delivery dates

- Aim for first episodes to be ready for public by 31st March 2020.
- Full series produced by early May 2020.

5. Implementation

Upon completion of contract, given short timelines for the final product, we expect production to commence as soon as possible. We therefore expect schedules to begin development at point of contract award.

Working meetings and researching opportunities can be set up from point of contract award, dependent on ways of working requirements from production company.

6. Contract governance

- Weekly production meetings for updates, isolating challenges and raising queries.
- Shareable production schedule regularly updated and reviewed.
- Regular story and content review points to ensure production is in line with the brief.
- Information flow between wider Kew will be fed through Digital Experience via Senior Digital Content Manager
- The content will be signed off by an select internal panel of stakeholders, managed by the Senior Digital Content Manager.
- Future progress of listening figures and audience response will determine the success of the project.

7. Security

Personal data:

This project will give the production company access to Kew's work and research. There will be interviewees and research with contributors, both within Kew and from other organisations or sectors.

All individuals featured will be required to give informed consent, usually via a written consent form. Kew will own the data and safeguard it in compliance with GDPR regulations.

Recording on site:

If the story concept stretches to researching certain parts of the gardens at Kew or Wakehurst that are not open to the public, we expect the production crew to follow all risk assessments, biosecurity rules and policies on data protection. This will be provided on contract award or where relevant to the project.

Safeguarding:

If the podcast involves any vulnerable adults or any children, then we expect the production crew to follow our safeguarding policies and procedures without fail. These will be provided on contract award.

8. Payment profile

Deliverable / Milestone event	Amount due
Beginning of production work	70%
Pilot published to public channels	30%

9. Constraints

- Sound at Kew Gardens is disruptive due to the Heathrow flight path. For this reason, we recommend shooting the main audio in a sound-proof studio or similar.
- We will endeavour to give relevant access to make the podcast production run smoothly, however availability and capacity of key contributors can be a limitation that we will work to.
- Some staff members work to strict schedules, so involving them in production will require some flexibility.
- Access to physical parts of Kew can be restricted at time of peak visitors, or at times of clashing events.
- Sensitive material that may be subject to legal or security concerns will need vetting before they can be included in content.