**Filming Brief 2024/25**

**Visit East Yorkshire**

Visit East Yorkshire work in a partnership with Visit Hull to form Visit Hull and East Yorkshire (VHEY). VHEY are the lead tourism partnership for the region, accredited and recognised by Visit England as a Local Visitor Economy Partnership, our role is to strategically connect, support and promote the visitor economy across Hull and East Yorkshire and the businesses within.

VHEY collaborates with local visitor economy businesses, and we are dedicated to achieving economic growth, place development and sustainability to ensure a vibrant and thriving future for our amazing destination and all our communities. Visit Hull & East Yorkshire is funded by East Riding of Yorkshire Council and Hull City Council; this project is part funded by UK Government, through the UK Shared Prosperity Fund (UKSPF).

**Brief Overview**

To appoint a videographer to work throughout the year in East Yorkshire to capture high resolution film to enhance the Visit East Yorkshire consumer brands and the East Yorkshire sector VHEY LVEP business to business brand, as well as showcasing tourism businesses and the experiences they offer through supportive promotion. To create a bank of new footage to be used for a variety of promotional purposes, footage to be edited into an agreed number of films and raw footage provided to Visit East Yorkshire. Filming would require a mix of hero and inspirational shots of the area and scenery as well as tourism businesses and their operations, including interactions with customers as well as behind the scenes operations.

**Production challenges**

* Variety – covering a range of locations, products, events, and seasons within the area. A variety of tourism businesses and their operations, customers experiencing and staff working. Filming streets and crowded areas, directional filming. Business to business filming, including conferences, workshops, set up for business events.
* Timings - Providing footage over a stated period to an agreed shot timetable.
* Branding – Visit East Yorkshire brand guidelines provided must be used. Brand guidelines are attached.
* Target Audiences - Images including models that will show mix of models e.g., grandparents and children, same sex couples, ethnically diverse, accessibility and inclusive models e.g., wheelchair user, assistance animal user. Further information on specific target audiences will be provided.
* Business involvement – seeking permissions and approvals to film on site and showcase customer experience.
* Creator License – We require creators to sign a license giving us full use of the content they create.
* Model releases – are needed for anyone featured covering VHEY LVEP and 3rd party usage, in perpetuity.
* Property releases covering all work within, covering VHEY LVEP and 3rd party usage, in perpetuity.
* Artwork releases detailing the artist works, with title and credit detail, covering VHEY LVEP and 3rd party usage, in perpetuity.
* Upload support – for edited work, we require suppliers to prep metadata ahead of supply to our digital asset library (DAM). This includes providing basic descriptions of each film, title, locations, and any restrictions. Full specification will be provided.
* Appropriate filming license where required eg site permissions, premises licences, drone licences etc
* Quality sound options including music, voiceover, captions, equipment that captures natural sound. Copyright free music and sound required to be used in perpetuity.
* Variety of use – Footage is required for multiple purposes in a variety of formats which should be considered for each shoot e.g., portrait for social media and landscape for longer form videos.
* Awareness of the area – ensuring awareness and adherence to protected areas, nature/wildlife, and capturing footage in a legal and safe way.
* Artistic direction – an element of artistic direction and storyboarding is required, of which Visit East Yorkshire will contribute to. This should be achieved by the videographer themselves or the videographer in collaboration with other creatives/creative companies. This is to be included within the agreed budget.

**Deliverables**

**A minimum of 10 2-to-3-minute edited films across the required brands including filming and editing from April 2025 to March 2026.**

**A reasonable amount of footage from each shoot that has some postproduction work and issued to VHEY via a hard drive (hard drive provided by VHEY) that VHEY can use to make short clips for social media and digital marketing campaigns.**

The footage should capture tourism related product over multiple seasons, including a mix of events, experiences, tourism businesses, towns, open countryside, and coastal landscape of East Yorkshire.

Filming will be used to enhance the VHEY LVEP economic partnership and to promote the East Yorkshire tourism landscape to potential visitors.

Films are to be used for the purposes of marketing and promoting East Yorkshire as a tourism destination, ideally featuring person/people enjoying the area.

Footage should include:

* show first person, immersive experiences.
* mix of landscape, scenery, and tourism businesses.
* bright, bold, colourful impressive views
* iconic hero shots of East Yorkshire.
* Interior and exteriors of tourism businesses including staff working and visitors experiencing.
* Story telling of businesses and experiences in the area eg food tourism, field to fork, how product gets from producer to customer.
* Conferences and workshops including set up.

Town footage should be taken mainly in the summer months to maximise natural lighting.

Full shoot schedule to be agreed; however, there will be a mix of planned shoots and reactive filming based around footage requirements and weather.

Examples:

Expansion and continuation of existing footage:

<https://www.youtube.com/watch?v=QkdxPpVLhU0> 2021 advert

<https://www.instagram.com/visiteastyorkshire/reels/> - Visit East Yorkshire Instagram

<https://www.youtube.com/channel/UCw_YayZnzRC_hdUgKZbzlIw> - Visit East Yorkshire Youtube channel

Others:

<https://www.youtube.com/watch?v=1s49MIm9t_s> Discover Yorkshire coast 2022

<https://www.youtube.com/watch?v=vfnI4mfRFrw&t=14s> Visit York summer 2023

<https://www.visitcornwall.com/>

<https://www.thenewforest.co.uk/>

<https://visityork.org/> - York Christmas – seasonal videos

<https://www.visitislesofscilly.com/>

**Video requirements/Shot list:**

* Major events in the region
* Market town and street scenes – daytime and nightlife
* Bridlington harbour both as a working harbour and visitors enjoying the piers.
* Wolds landscapes, East Yorkshire coast seascapes and market townscapes, with and without people.
* “On the ground” street shots moving through the towns.
* Business and networking events including staff and delegates.
* Tourism product:
  + Visitor attractions and activities e.g., Beverley Minster, paddleboarding
  + Independent shops e.g., Bridlington old town/town markets
  + Independent food and drink suppliers e.g., pub beer gardens, cafes, farm shops, vineyards
  + Visitor accommodation e.g., Hotels, self-catering, B&Bs
  + Transport - arrival and travel around the area e.g., visitors arriving at Beverley/Bridlington train station.

**VHEY tourism shot list themes include:**

* Key market segments
* Welcoming, approachable, inspirational tone
* Dog friendly,
* Rural escape, big skies
* Making memories and having fun
* Value for money
* Sustainable and ecofriendly, freedom
* Respectful, inclusive, honest
* Discovery, exploration, hidden gems
* Independent providers, shopping, food and drink.
* Highlighting service, welcome in East Yorkshire

**Example story board ideas:**

Highlighting food tourism, local producers and businesses:

* Wheat growing in the field
* Luke’s bakery – flour delivery, bread making
* Luke’s bakery bread in local shops/businesses
* visitors buying/being served it.

Experiencing immersive experiences:

* Arriving at Dumble Farm
* Meeting the staff
* Introductions with the cows
* Brushing, hugging cows with focuses on the visitor’s reaction, smiling, enjoying the cows company.

Attending Bridlington Kite Festival

* Arriving in Bridlington / view of kites over the bay in Bridlington
* Shots of the festival – kites, food stalls, rides. A mixture of wide-angle shots of the event as a whole and visitor’s enjoying/reacting.
* Drinks at the Ship Inn beer garden or Blu Savannah
* Enjoying a walk on the promenade

Highlighting a partner business in Beverley

* Walking town centre street
* Arriving at the doorway of the business
* Various shots within business to highlight their USP and service including shots of staff working and visitor’s enjoying.

This shot list is not exhaustive. The final shot list will be confirmed and agreed with the successful creator.

Videographers should show how they will add value to this project with an element of creativity.

**Technical Requirements**

Video: Footage in a mixture of landscape and portrait formats (1080p; 4K for drone shots). Files delivered as MP4 and as raw MP4 with some postproduction. Professional audio equipment required for clear sound capture.

Edited files to be uploaded directly to our digital asset library (DAM). Raw files delivered onto a hard drive VHEY will provide.

**Mandatories**

The videographer will agree to transfer full rights to Visit Hull and East Yorkshire LVEP (VHEY), East Riding of Yorkshire Council and Hull City Council, of all assets as required in the brief, in perpetuity.

The videographer will agree that footage can be used for promotions, digital media, and online publications, commercial activity and PR purposes as required by VHEY, East Riding of Yorkshire Council, Hull City Council, VHEY tourism partners and 3rd parties, in perpetuity. The videographer will agree that the footage can only be shared with us and used as instructed by us.

The assumption is that VHEY will be given a wide collection of footage from each shoot. Option choice is desirable. Footage selections should be provided promptly.

All assets must be GDPR compliant and consent permissions from members of the public recorded and issued as agreed.

Footage should include:

* No unreleased public
* No brands in wardrobe, clothing should be appropriate, colourful is preferred.
* No tattoos fully on show.
* No single use plastics.
* No dangerous or illegal activity.
* No drone shots without appropriate licenses and compliance to current legislation.

**Other elements**

* The purchase of a video editing tool for Visit East Yorkshire staff uses may be required, for example Adobe Premier Pro. This will allow staff to cut and edit clips together from a bank of footage to create short reels and clips for social media and digital marketing campaigns.
* Hard drive – Visit East Yorkshire to source one or multiple hard drives depending on memory size and usability across team members to store video footage from shoots that can be accessed and used later.

**Fee**

* Maximum budget £23,000
* Please provide daily and half day rates for filming and editing
* Please provide preferential daily and half day rates for an annual retainer arrangement where applicable.
* Rates should include all costs including model fees, although Visit East Yorkshire will provide help in finding appropriate models where needed.

**Key timings**

A service level agreement will be agreed with the creator to monitor the project and delivery of assets including regular contact and/or quarterly meetings. Input on delivery to be confirmed.

**Evaluation of submissions**

The submissions will be scored on

* Value for money 70%.
* Previous experience.
* Quality of work and creativity.
* Ability to deliver.
* Interpretation of the brief.

Please include a small selection of similar work undertaken.

**Submissions to:**

Emma McAlea

Visit Hull and East Yorkshire

Email: emma.mcalea@vhey.co.uk

**Any queries please feel free to contact me: 07725350926**

**The deadline for submissions is midnight on Tuesday 18th February 2025.**