**Invest East Yorkshire Specialist Procurement Opportunity – 2023**

**Invest Goole Advertisement**

**Date of issue:** 6 March 2023

**Date of close of tender:** 27 March 2023

**Project start date:** 20 April 2023

**Required delivery date:** 5 June 2023

**Background:**

Invest East Yorkshire offers a comprehensive range of services for start-up and established businesses, as well as inward investors. Our team will ensure that you gain access to the support and services relevant to your business needs. Everything we do is designed to help businesses thrive in the East Riding of Yorkshire.

Among many of the ongoing projects happening in East Riding, we have a key development area at Junction 36 on the M62. The aim is to attract businesses to Junction 36 from industries such as clean energy, advanced manufacturing and the rail industry. The main call to action is to guide potential customers to [www.investgoole.co.uk.](http://www.investgoole.co.uk/)

**Overview:**

We are looking for a video content provider to create an advert suitable to post on our social media profiles (LinkedIn, Twitter, Facebook, and YouTube). We require drone and standard video footage of large infrastructure projects, development zones and our new business centre RaisE at Junction 36 in Goole. The aim of the video is to promote Junction 36 as an area of investment, RaisE Business Centre, Feast78 Cafe as a hub for businesses to utilise office space, hold meetings/events and enjoy the catering offering.

We will identify and provide a list of businesses to be featured in the videos. The marketing team will be responsible for leading the liaison and coordination between the successful creator and the featured businesses.

**Mandatory requirements:**

Footage:

* Drone footage – external footage of 5 key projects within a 1.5-mile radius of Junction 36 (Goole).
* Internal and external footage of RaisE Business Centre – office space, meeting space and corporate catering offering.

Video:

* Video length – please recommend an optimal time length based on social media channels sought and the number of projects to be clearly visible within the advert.
* Background music to be procured by the creator and the decision of the music track will be made by Invest East Yorkshire Marketing Team.
* Projects that have not been developed are to be demonstrated through animation graphics.
* Invest Goole brand to be used along with Invest East Yorkshire and East Riding of Yorkshire Council logo – these will be provided.

Output:

* A video advert meeting the above requirements.
* All raw footage must be provided postproduction for the marketing team to use for further marketing activity.
* MP4 videos that are optimised for YouTube and other platforms with a 1920 x 1080 (1080p) resolution.

Regulatory:

* Copy of CAA Drone Operators Licence
* Proof of Risk Assessment generation
* Proof of your Public Liability Insurance

Full ownership of all intellectual rights and creative assets produced for this campaign including but not limited to graphic artwork, photography and film (including raw footage) will be the property of East Riding of Yorkshire Council.

**Response to include:**

* Clear demonstration of technical and creative knowledge to deliver the scope of work.
* Name of key deliverer and how the scope of work would be managed and if any third parties would be involved.
* Clear demonstration of delivering MP4 videos that are optimised for YouTube.
* Evidence of working and delivering to timescales.
* All copies of regulatory paperwork are provided.
* Fully costed proposal to include:
* Please include the cost of filming per site per day~~,~~ and an hourly rate to cover the full requirements of the brief.
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* All aspects of risks to filming should be factored into final costs up front including weather delays etc.
* We will require a fully comprehensive breakdown of how the budget will be spent, the budget cannot exceed £20,000.
* Evidence of previous work filming large infrastructure and graphic creation on large scale projects to demonstrate an ability to meet delivery requirements and two client testimonials.
* Proof of public liability insurance.

**Milestones:**

1. Tender advertised – 6 March 2023
2. Final submission or queries and questions regarding tender – 20 March 2023
3. Closing date for submissions – 23 March 2023
4. Scoring of submissions – 27-30 March 2023
5. Notification to successful applicants – 31 March 2023
6. Inception meetings and agreement of approach – w/c 17 April 2023
7. Filming of content – April – May 2023
8. Video production and 3 rounds of editing
9. Delivery of contract – 5 June 2023

**Scoring:**

The scoring of this tender will be on the following:

|  |  |
| --- | --- |
| Scoring Criteria   | Weighting  |
| Clear demonstration of technical and creative knowledge to deliver the scope of work     | 30%  |
| Clear of alignment to Invest Goole/Invest East Yorkshire brand    | 30%  |
| Price and value for money    | 40%  |

**Submissions and contact to:**

All bids and any queries should be sent electronically to:

Invest.EastYorkshire@eastriding.gov.uk

Links to evidence videos to be hosted online and a link sent, please.