



Brief: Evaluation Film Output for PLP

Introduction

The Penwith Landscape Partnership (PLP) scheme is a five year programme, supported by National Lottery Heritage Fund (NLHF), Cornwall Council and Cornwall AONB, to celebrate and enhance the West Penwith landscape. Key themes are ancient sites, access, wildlife and sustainable farming. The scheme's goals are met through partnership-working with stakeholders, subcontractors, grant-funding landowners and a varied volunteer programme. We are at the mid-way point in the scheme. We wish to commission film output which will meaningfully record the work of the PLP programme. This will demonstrate personal experiences and perspectives within the context of the relationship that people have with the varied aspects of the rich landscape of West Penwith.

Aims

The film outputs are being funded by the PLP Evaluation budget, to help demonstrate to funders that the work of PLP is effective, and to enable the sharing of the experience gained through the programme. However, evaluation is just one of the four aims of the film output. These aims are:

- Evaluation – to record the impact of PLP;
- Promotion – to encourage increased involvement with PLP (e.g. from farmers, other landowners and potential volunteers);
- Awareness – to increase awareness of the many important and interdependent aspects of the West Penwith landscape, and the threats faced by this landscape;
- Legacy – to highlight why West Penwith is so important as a heritage-rich landscape, and how engagement with this landscape can enrich lives and livelihoods, and thus provide evidence to support any future work in this vein.

Audience

The principal audience is everyone who lives and works within West Penwith. Whilst tourism is important to the area, and the film may increase awareness of the reasons to visit, and the aspects of the landscape that can be enjoyed and appreciated when in West Penwith, the film is not intended to promote this visitor offer. Having the film output aimed at the local audience will not be at odds with its role as an insightful record to satisfy funders and the partnership itself as to the value of the work of PLP.

Artistic vision and format

PLP has a fixed budget and the PLP staff team will play an enabling role to assist the chosen film-maker to succeed against this brief. We have no fixed film length in mind, nor a firm feeling of whether it should be a single piece or a number of shorter films. Interested contractors should present their vision for this as part of the procurement process.

Despite this flexibility, it is important that film-makers recognise that full artistic freedom is not being offered. Instead, PLP is the client who will need to be satisfied with the content mix, look and feel of the film output. This film output must serve us to meet our aims and the audience specified above.

We are clear that the film output should:

- Be led by a number of distinctive and personal stories – with these voices perhaps being what encompasses the entire narrative;
- Reflect the geographic and social diversity of the area as a working landscape, the enormous diversity of the landscape's heritage interest, and the relationship that people have struck with this landscape – with personal perspective foremost and scenery as context;
- Encompass the experience that people (from partner organisations and other stakeholders such as farmers, landowners and community groups along with PLP staff and volunteers) have of PLP delivery.

Look and feel are hard to define, but we are looking for a film-making partner who can understand the landscape and our way of working, and reflect that. The following are among the key words which we expect will be embodied by the film outputs when successfully achieved:

**connections / testimonial / celebration / revealing / local distinctiveness / time depth
working landscape / a future / individual perspectives / personal experiences / insight / inspiring**

Support that PLP will offer the successful contractor

The contractor will have access to all the PLP staff, and representatives of the partners (indicated on the PLP website at <https://www.penwithlandscape.com/about-us/partners/>) to identify appropriate interviewees in concert with PLP's project manager for the film (Richie Smith). PLP is also undertaking a digital interpretation project (focusing on access paths and ancient sites) which will include 360° drone footage. Whilst PLP does not expect the film output to necessarily include any such film, should it be required for scene-setting and visual narrative purposes, PLP will enable the film-maker to use this drone footage recorded separately.

Outputs and Milestones

A timed project plan (linked to a schedule of payments) will be agreed with the successful contractor. The plan will include the following requirements:

- Final film output to be provided, ready to be placed online, by 30th September 2021;
- Some film content to be available by 31st March 2021 (not necessarily edited) to be available for viewing by PLP's evaluation contractor.
- Files - 24 frames per second Pro-Res and MP4 files on a hard drive, Tiff and JPEG format still image files, 2 x 30 sec trailers for social media platforms (MP4)

We are mindful of the ongoing impacts of the CV-19 pandemic, and the uncertainties over restrictions that may apply. This will need to be factored in by the successful contractor. PLP will require delivery of the project plan over the agreed period. PLP recognises that this could create additional pressures on fulfilment of the contract and undertakes to be pragmatic, within reason. British Film Commission guidance available here - <http://britishfilmcommission.org.uk/guidance/regarding-covid-19-coronavirus/>

There may be a PLP celebration event, including a fixed screening, in October / November 2021.

Fees and Costs

Our budget for this film is £9,000 inclusive of VAT. Rates and prices shall be deemed inclusive of all additional expenses howsoever incurred. We will provide payment in 3 stages, on submission of invoices: a) at the commencement of the contract; b) at an agreed point during the contract; c) upon completion and delivery of final product.

Additional information

This brief can be discussed with Richie Smith, Practical Tasks Officer for PLP. He has the role of project manager for this evaluation film, and will be the principal point of contact for this commission. He will be supported in this role by Julian Branscombe, PLP Programme Manager and the CFF. If you have any questions, Richie can be contacted at richie.smith@cornwallwildlifetrust.org.uk.

Cornwall Wildlife Trust (CWT) is the lead partner for PLP, and will enter into the contract with the successful bidder on behalf of PLP. All copyright and intellectual property rights from the contract and its outputs shall be passed to PLP, to be used as PLP (including CWT) sees fit. It is essential that funders are adequately acknowledged in the film output (introductory shot and closing credit).

Application and selection

Should you wish to apply for this commission, please provide us with:

- A short CV of your film making track-record and/or a link to your professional accreditation;
- One paragraph outlining why you wish to apply, relating this to this Brief;
- 1-page outline of themes, length, format, outline budget;
- A link to one piece of your previous work with an accompanying paragraph stating the relevance of the piece to this potential commission.

This application should be sent to Louise Fox (info@cornwallfilmfestival.com) by 5pm 30th July 2020. Applications will be assessed by PLP and CFF. Three applicants will then be selected to provide a full proposal - as the second stage of this procurement process - to be delivered by 5pm 17th August 2020.