

Film Brief

1. Introduction

Milton Keynes Heritage Partnership comprises the consortium consisting of Bletchley Park Trust, Cowper and Newton Museum, Living Archive, Milton Keynes Museum and MK City Discovery Centre in partnership with MK Council Heritage Service.

The MK Heritage Strategy core vision is to promote MK's heritage assets to enable more users, residents and visitors across the Borough to value the past, take pride in the present, contribute to the future. The strategy states that by coming together, there is a desire to ensure that all the heritage of Milton Keynes is valued, celebrated and secured for posterity, with all partners working towards that overall aim."

The partnership has received funding towards the progression of their goals and as part of their collective marketing action plan have decided to commission a short film as a core advocacy tool.

Purpose of the film

The purpose of the film is to positively raise the profile of the six heritage partners and by proxy Milton Keynes' wider heritage. The target audience will be the key stakeholder groups and the film's initial focus will be on influencing Milton Keynes stakeholders so that they become ambassadors for MK heritage, both internally and in the wider regional and national context. These stakeholders include but are not limited to:

- MK councillors and council staff
- MK voluntary sector
- MK education sector
- MK arts sector
- Existing and potential funders
- MK businesses
- The media

We intend to launch the film at a high profile event to an invited audience of these stakeholders and to post copies of it and/or email online links to the film to these networks. We envisage that there may be more than one version of the filmed content and accordingly edited – for example a shorter version for online consumption and longer version for strategic presentations and/or two of the same length but with slightly different messages for different stakeholders. The main messages we want the film to convey to stakeholders are:

We're (the 6 partners) working together as a joint body for MK Heritage

We're a force to be reckoned with (in a good way!), we matter and we contribute to the MK visitor and tourism sector, as well as heritage, community and education.

We are relevant to the key stakeholders objectives - to understand our offer and what we can provide them with eg, access to our visitors, volunteering opportunities, learning and skills, unusual venues, heritage and family visits

To recognise our significance in the larger visitor economy and as destination in MK

To promote us to our shared audiences

It is important to note that whilst the film is primarily a vehicle to promote the joint partnership work and offer of the six Consortium partners, it should not alienate the wider MK Heritage Association and should ultimately produce positive ripple effects for the wider MK heritage ecology. A sound bite in the film acknowledging the Heritage Association may be an appropriate way to address this challenge.

3. Budget

The budget for the research, development and final distribution ready production is £3,000 (three thousand pounds) including all expenses but excluding vat.

4. Timescale

Tender deadline date – 5pm 4th January 2012

Interviews and appointment made – W/c 9th January 2012

5. Form of proposal

All applicants should respond by sending a cover letter of no more than two A4 pages providing:

- a summary introduction to you (individual) or your company,
- why you are suitable for the work, and
- outlining how you will deliver the work within budget and deadline.

The cover letter should be supported by:

- CVs for everyone who will work on the film, and
- at least two examples of similar projects you or the company have undertaken in the last two years. This may be through supplying links to the films online or by posting DVD copies as part of the tender.

Three professional references must also be provided.

Tenders should be emailed or posted to the below contact by 5pm on Wednesday 4th January 2012

Henk van Aswegen

e-mail henk@mkcdc.org.uk

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Alston Drive

Bradwell Abbey

Milton Keynes

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