# Invitation to tender – UK SEAS short film

**Aim**: to create an engaging and non-technical film/s showcasing a range of benefits provided by the marine environment and how Marine Protected Areas are an important tool in marine management.

**Objectives of the film/s**

* To inspire people about the seas around North Devon and raise awareness of all the benefits they provide.
* To showcase why protecting and managing the sea, via Marine Protected Areas, is so important
* To make people aware of their local North Devon Marine Protected Areas

**Rationale behind this proposal**

The UK SEAS project would like to increase the local communities’ understanding of marine protected areas (MPAs) and the benefits they provide in North Devon. Following the logic of the diagram below (which was originally developed by English Heritage but adapted to the environment), increasing the understanding of the local marine environment will subsequently lead to people valuing their seas and increasing their stewardship towards them.

By targeting the local community to showcase the importance and benefits of protecting the marine environment, it will provide the local support necessary to successfully implement the other elements of the UK SEAS programme of work necessary to achieve effectively managed seas.

**About the UK SEAS project**

WWF has a vision for healthy, productive and biologically diverse seas and oceans. To achieve this, we need the right protection and management in place - protection and management that strives to find ways for people and nature to thrive together.

UK SEAS is a 5-year WWF led project, funded through our partnership with Sky Ocean Rescue, initially focusing on two case study areas - North Devon and the Outer Hebrides (see annex for case study map), and will share lessons across the UK and beyond. We’re working to develop the right protection and management for our seas, to secure a future for important industries, communities and nature. Lessons and approaches developed in our case study areas will be shared across the UK and beyond.

More information about UK SEAS can be found on our website: <https://www.wwf.org.uk/what-we-do/projects/uk-seas-project>

**About the North Devon Marine and Landscape Pioneers**

The North Devon Pioneers are two of four pioneer projects, that have been set up by the Government to test innovative ideas for governance of the environment - to inform the Government’s [25 Year Environment Plan](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/693158/25-year-environment-plan.pdf). To do this, the Pioneer projects will be using the ‘Natural Capital Approach’ – natural capital is the name given to ‘stocks’ of ‘natural assets’ (e.g. geology, soil, air, species and habitats) that provide a variety of benefits to people (e.g. climate regulation, food, coastal protection etc)

The Pioneers have been developing projects to test how realistically we can leave our environment in a better condition for the next generation. To do this communication is vital to engaging people with their environment; these films are a key tool to achieve this.

More information about the Pioneer projects can be found on their websites:

North Devon Marine Pioneer: <https://www.northdevonbiosphere.org.uk/marinepioneer.html>;

North Devon Landscape Pioneer: <https://www.northdevonbiosphere.org.uk/landscape-pioneer.html>

**Connection to a wider series of films**

As well as being a standalone film, this film/s will form part of a series of films being developed by the North Devon Pioneer – which will explain the connectivity between the land and the sea.

The aim of the film series is to highlight the vital connections between river catchments, headwaters, estuaries, coasts and the sea, how activities on land can affect the health of the marine environment, and how the sea impacts on the coast and in turn affects the benefits to people.

We encourage any potential tenderer to also look at the North Devon Pioneer film currently being advertised and consider bidding for both opportunities; however, each contract shall be awarded to the most appropriate film maker. If this happens to be separate film makers for each contract, then both film makers will be expected to collaborate to make sure that both sets of films ‘flow’ and provide a narrative. Details about the pioneer films can be found here: <https://www.northdevonbiosphere.org.uk/news/celebrating-our-coast-and-sea-filmmakers-we-need-you>

**Audience**

* Primary audience – Local people in North Devon who are unaware of the value of the marine environment and Marine Protected Areas
* Secondary audience - People who already have an understanding of the marine environment in North Devon and the benefit it provides, to inspire them to engage with other areas of the UK SEAS project, and the North Devon Marine Pioneer’s work

**Narrative**

We are open to ideas about how best to approach the subject matter, but our initial idea is to use local people within North Devon to speak about their own experiences and perceptions of the benefits provided by the marine environment – and how the MPAs have affected those benefits, effectively allowing them to tell their own story.

It is important that this film feels connected to the other films which are being created as part of this series, but that the film can also stand alone in its own right (see above ‘Connection to a wider series of films’)

Examples of potential benefits that could be explored include:

* How the marine environment is good for people’s wellbeing, and how the culture of the surrounding communities is linked to the sea
* How the marine environment provides resources that are used by people e.g. fishing, energy, coastal protection, climate regulation, tourism and recreation

**What is required**

* An initial workshop held in the WWF offices in Cardiff to develop a more detailed concept for this film/s. This will include:
  + Developing a detailed concept and workplan for the UK SEAS MPA film/s (e.g. how many films will be produced, their length, approach, dissemination routes etc. This will involve members of the UK SEAS project team.
  + Develop a more detailed understanding of how this film/s will fit together with the North Devon Pioneer film series. This will involve dialling in North Devon Pioneer colleagues and the successful film maker selected for the North Devon Pioneer film series
* An understanding of the marine environment in North Devon and the people who benefit from it (especially helpful will be any pre-existing relationships with people in North Devon that we could film)
* A close working relationship with WWF throughout the duration of the contract to allow flexibility to capitalise on unplanned opportunities.
* Willingness to explore novel approaches to creating the films e.g. working with film students to parts of the film/s.

**Deliverables**

* Short film/s of a sufficient quality for projection, which meet the aim of this contract. It is our intention that the films should be no longer than 5 minutes, although this is negotiable, if a good idea is proposed.
* Clips from the films which can be used on social media to support UK SEAS project activities
* Raw material to be made available in the WWF archive (for continued use by WWF)

**Budget**

* The maximum budget for this contract is £15,000 (VAT included)
* The deadline for completion of the film to be decided in the kick off meeting

**Tender procedure**

Please include in your submission:

* How you plan to meet the requirements of this contract, as well as initial concepts for the final films (including ideas of the people who would be filmed). It would be helpful to include a draft skeleton agenda for the Cardiff workshop.
* Details of who would be working on the project, including names, job titles and roles and include their C.V.s.
* Examples (links are fine) of previous work that would demonstrate that you are able to meet the aims of this contract.
* Final detailed costs, including budgets for travel and VAT.
* A suggested timeframe (broken down into milestones if possible)

The contract will be awarded to the filmmaker who has demonstrated:

* Good knowledge of the concept
* Good level of creative thinking to address a complex subject
* Demonstrated that they can meet the aims of the project
* Provide good value for money.

Please email your submissions to: [Pwilson@wwf.org.uk](mailto:Pwilson@wwf.org.uk) by 9th November 2018

Annex 1 – Map of North Devon Case study area

