

NORTHERN FILM + MEDIA

Rebranding Tender

About Northern Film + Media

Northern Film + Media is the North East's [England] regional screen agency. We work with incoming productions, regional industry professionals, filmmakers, production companies and artist filmmakers specialising in film, tv and film-based arts. We support the industry through a number of initiatives including Tees Valley Screen, North East Comedy Hot House and the NFM Crew Academy. We also have a very busy and successful Production Service supporting inward investment tv and film production and job creation, maximising the production benefits for the region.

We are funded by the 12 local authorities and three combined authorities of the North East and have recently had significant investment following the BBC's commitment to spend £25 million in the region over the next five years and engage more with the North East community, through the North East Screen Industries Partnership.

About Tees Valley Screen

Tees Valley Screen is a Tees Valley wide development programme for SMEs, companies and freelancers across film, tv, artist moving image and broader screen industries. It is funded by the European Regional Development Fund and Tees Valley Combined Authority. This funding is confirmed up until December 2022.

About North East Comedy Hot House

North East Comedy Hot House champions regional talent on and off screen. It is the first of its kind Co-op, a home for comedy talent and production companies across the North East. Recent work has included co-productions for Channel 4 and BBC Three with some of the region's most exciting indies.

About NFM Crew Academy

The NFM Crew Academy aims to support those looking to begin their career working in tv and film with the knowledge and skills they need to find work. The Crew Academy also aims to support productions and production companies to confidently recruit people from the region into roles within their productions or companies.

About the Production Service

Our Production Service provides free and invaluable support to tv and film productions shooting anywhere in the North East. Its aim is to promote the region, to ensure filming goes smoothly, supporting locations, crew and facilities to be filming friendly attracting inward investment in the region.

Our Current Audience

This list is extensive, but not conclusive:

- Global production companies
- Broadcasters and commissioners (such as BBC, Channel 4)

- UK based production companies
- North East film and tv production professionals
- Film and tv production professionals from the North East who no longer live in the region
- Film and tv production professionals looking to relocate to the North East
- North East industry cross-over professionals
- North East filmmakers
- North East SMEs
- North East production companies
- North East studio spaces
- North East locations (for example, castles, restaurants, warehouses, private residences)
- North East service providers (inc. catering, accommodation, facilities)
- North East local and combined authorities
- North East entry level professionals
- North East students/graduates – with some form of Higher Education Qualification and/or have completed an apprenticeship (degree, post grad, diploma etc).

Our audience varies depending on the initiative they fit.

Our Future

We have ambitious plans for the next five years thanks to the commitment from the BBC and the North East Screen Industries Partnership. We aspire to provide the foundations for sustainable growth and catalyse a broader renaissance of the North East's creative and screen economy.

As part of this, the BBC has an ambition to encourage other existing sector partners to support its focus on the region resulting in a multi-partner approach that will expand the benefits across the region, accelerate activity and impacts, ensure the development of a strong and complex ecosystem, and provide further opportunities for collaboration.

We expect to see production in the region increase by at least 100% and are committed to promoting the region, attracting production businesses, and investing in professional talent, skills, creative business and infrastructure development in order to support this growth in production.

We will create a North East wide Screen Production Fund, and will align its priorities, activities and investments to support the commitments and wider ambitions in the region.

We will grow in size as an organisation from nine employees to 20 to support and deliver our ambitious plans.

These plans are still in their infancy, and we expect to give you more clarity as this project progresses.

Our Competitors

Whilst we have competitors these are all indirect and are only true competitors when we are potentially pitching for the same global or national production. All of the listed organisations work together to ensure the UK is seen as a viable place to film for global production companies. We are the only industry body that operates within North East England. To read more about the industry boom, please see <https://www.theguardian.com/media/2021/dec/13/streaming-boom-pushes-big-budget-production-spending-in-uk-to-record-6bn>

Screen Yorkshire
Screen Scotland (inc. Glasgow Film Office, Edinburgh Film Office)
Screen Manchester
Liverpool Film Office
Bristol Film Office
Create Central
Film Birmingham
Film London
Northern Ireland Screen
Screen Cornwall
Kent Film Office
Norfolk Screen
The Welsh Screen Alliance

This list is not exhaustive, but it does show the breadth of screen agencies across the country.

Project Overview

Due to this huge period of growth and ambition, we want to rebrand and rename to inspire the region and our audience to come on that journey with us.

Northern Film + Media has been around for 20 years and although it has strong brand recognition, it no longer sits with our future plans and can often be associated with distant times. Its name is also one that can confuse new audiences. For instance, **Northern** – you'd think we operated across the whole of the North of England whereas we are North East England based and are here to champion the region. **Film + Media** makes us sound more like a media/PR and video marketing agency rather than North East England's screen agency.

Given the time pressures and domain name availability, we have already decided on our new name, which is **North East Screen**. It's look and feel is at the heart of this project.

North East Screen will be our umbrella brand with our four main initiatives sitting beneath, all of which have a different audience: Production Service, North East Comedy Hot House, Tees Valley Screen and NFM Crew Academy.

Our North East Comedy Hot House and Tees Valley Screen initiative names have to remain. They are already well established and distinguished. For Tees Valley Screen, which is an ERDF funded project, name changes would need to go through the funders to be accepted. We do have the capacity to change logos, colour palette and typography with both these initiatives to align with the umbrella brand, and we would welcome your views on this.

The Production Service will be relaunched as the **North East Screen Film Office**. It will require a logo, colour palette and typography that aligns with the umbrella brand.

We also need a name for our newly created Production Fund that will launch in the not-too-distant future. To see how other regional screen agencies have done this, please Screen Yorkshire's Content Fund <https://www.screenyorkshire.co.uk/content-funding/>, Liverpool Film Office's Production Fund <https://www.liverpoolfilmoffice.tv/production-fund/>, Screen Scotland's funding options <https://www.screen.scot/funding-and-support/funding> and Northern Ireland Screen's funding options <https://www.northernirelandscreen.co.uk/funding/>. We'd welcome your support in helping us create this.

The NFM Crew Academy name will need a new name and we'd welcome your views on how we do this so that again it sits under the umbrella brand.

Service Requirements

We require new logos, colour, typography, full brand guidelines and examples of how we can use these visually.

As well as the North East Screen logo, we'll also need new logos or recommended approach for all of our initiatives:

- Tees Valley Screen
- North East Screen Film Office
- Production Fund – including naming approach.
- NFM Crew Academy - including new naming approach.

We are currently redefining our purpose and mission statement and need help and guidance to ensure our culture, vision and values will be reflected across our work. We are currently working with Inspired HR on this and would welcome your help to bring these to life (NB additional budget may be available for this work).

We'd also like to work with you on our website rebuild to ensure our brand is completely integrated within the design – we have a separate website tender document and welcome dual pitches for both the rebrand and website build.

Finally, we are set to move offices in April to a larger space and would like you to help us create an inspiring work space that will incorporate our rebrand. This will include helping us with colours and ideas of how we can use our brand in the space. (NB. Additional budget may be available for this).

We have a budget of **up to £10,000** (inclusive of VAT) to complete this work.

Please note that because we champion the North East [England], we will prioritise working with a North East based agency over an agency from outside the region.

Agency presentations

Agencies are expected to present a proposed way of working which would deliver our key objectives and satisfy the service requirements highlighting:

1. Account management and team set up
2. Onboarding process and timing
3. Reporting

All pitches should include:

- Brief introduction to the agency
- Examples of previous work – preferably showing your understanding of our audience
- Proposed rate card

The outcome of the tender process will be a two-month contract starting in February and will result in a high profile relaunch both nationally and regionally.

We welcome dual pitches/presentations for both the rebrand and the website redesign and build. If this is something that you are interested in, please let us know prior to your application submission.

For an informal chat, please contact Marketing and Communications Manager, Jo Macleod on jo@northernmedia.org to arrange a convenient time.

Key Dates

Out to tender	11/01/2022
Deadline for applications	21/01/2022
Interviews with shortlist	w/c 24/01/2022
Final decision	28/01/2022
Contract start	Feb 2022
Project completion	Early April