

# NORTHERN FILM + MEDIA

## Web design and rebuild 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.

## **Primary goals and objectives**

Our website is an integral part of our audiences' journeys. For anyone looking to be involved in the North East screen industry, our website should be their first port of call. It is home to all of our initiatives and acts as a host for our locations and crew databases enabling production companies looking to film within the region to confidently source their requirements.

Our current Wordpress website was built back in 2017 through and has pretty much remained in its existing format since. We add pages and projects to the site, but its functionality has not been updated since its inception – any new page or project we create follows the same layout and we are limited in how we are able to adapt and change. It can be quite clunky in terms of navigating, and we don't think our audience see all of our initiatives or know where to go when they land on our home page. We have been playing with menu order, but again are limited by our current design in terms of what we can achieve. Accessibility is also key for us as we strive for equality and diversity within our industry. This includes everything from the language, imagery, video we use to how each section is broken down. We also want to be able to use more video and not be limited by size and crop of imagery (which seems to never crop correctly!). User experience is really important to us and we want to get this absolutely right with our new site.

Currently, our most viewed pages are our *funding and opportunities page* and our *about us page*, closely followed by our *production service page*. Our funding and opportunities page is updated and shared weekly promoting what is available to people working or striving to work within the screen industry whilst still living in the North East. This page is quite large, and we may potentially want to consider splitting into a number of different pages that reflect the current sections. The about us page lists the team and board as well as a brief overview of the organisation and any job vacancies we may have. Our production service page is where our crew and locations database sits. This gets the most international traffic as anyone looking to film in the North East will use this to find potential locations and crew.

We will soon be launching a recruitment campaign aimed at bringing North East natives back to the region who have had to leave the area to pursue their career in the screen industry elsewhere. We'll be looking to drive sign up to our mailing lists which will be housed firstly through Mailerlite, whilst we pursue CRM options. We will need sign-up widgets hosting on our site to accommodate these.

We will also be running a campaign for North East service providers and crew members within the industry to ensure their details on our database are up to date. This database is currently hosted by Moviesite/Open Broolly, although we are in initial discussions about whether this may move. We will need to ensure this hosting and pathway to the database is very clear for our users.

## **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 space

- 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.

## Requirements

- UX Mapping and Journey Planning
- Development Brief & Functional Spec
- Build
- Hosting

Appendix 1 is a non-exhaustive list of requirements already identified. Appendix 2 is a suggested site structure based on a review of the current site and competitors. Please note however, that we are open to recommendations on how to improve this.

## Pitch expectations

- Example of similar website design/builds
- Initial recommendations based on requirements
- Proposed way of working
- Initial time estimate based on attached requirements
- Proposed SLAs for ongoing support
- Full cost breakdown. Costs required for:
  - Design, working with our proposed design team to ensure our rebrand is reflected in the web design and build.
  - Site build
  - Ongoing support for bugs and developments
  - API updates

We have a budget of £10,000 inclusive of VAT for this work. We also have a separate pot of money for someone to help with SEO copy. If this is a service you are able to provide, please let us know.

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

## Key dates

Out to tender	13/01/2022
Application deadline	25/01/2022
Pitch presentations	w/c 31/01/2022
Final decision	Before 4/02/2021
Project commence date	February

# APPENDIX 1 – REQUIREMENTS

- UX Mapping and Journey Planning
- Development Brief and Functional Spec
- Build
- Hosting
- Improved SEO and Keywords (we have budget for an SEO copywriter to come onboard)
- Google Analytics transfer (we don't believe we get enough out of what we currently have)
- Mobile and tablet compatibility (our site is predominantly viewed on a Desktop, with Mobile not far behind).
- Fast load speed
- Hosting pages for our crew and locations databases
- Sign up form for our mailing system
- Video hosting capabilities
- Image cropping capabilities
- Web page formatting
- Menus
- Site/search navigation

## Appendix 2 – suggested site structure

Please note this is not comprehensive and we will be guided by you through the consultation process as we begin the project.

Home page

About Us

Production Service/Film Office (filming in the North East)

Production Fund

North East Production Companies

Initiatives/schemes/programmes (these may have bespoke menus)

Events Calendar

Funding and Opportunities

News

Sign up

Contact Us

FAQs

Three sites we really like that are within our industry are:

Northern Ireland Screen: <https://www.northernirelandscreen.co.uk/>

Screen Scotland: <https://www.screen.scot/>

Film London: <https://filmlondon.org.uk/>