

Invitation to Tender

**Developing Resources
to Demonstrate the
Economic Impact of
filming for Local
Authorities in England**

Contents

| | |
|---|----|
| 1. Tender Summary..... | 3 |
| 2. Context | 4 |
| <i>Rationale</i> | 4 |
| 3. Required Outputs..... | 5 |
| 5. Project Team | 6 |
| 6. Risk Assessment & Quality Assurance | 7 |
| 7. Price, Schedule of Firm Price and Payment | 7 |
| 8. Tender Evaluation Criteria..... | 7 |
| 9. Submission of Tenders | 8 |
| Appendix A - Creative England's 2021/22 Average Spend Figures | 9 |
| Appendix B – Suggested Tender Content..... | 10 |

1. Tender Summary

| Invitation to Tender | |
|---|---|
| Project title | Developing a Toolkit to Demonstrate the Local Economic Impact of filming for Local Authorities in England |
| Reference | CUK2022/03 |
| Issued by | Amanda Stevens Head of Research & Impact & Hayley Armstrong Head of Production Services |
| Available budget | £25,000 |
| Date of issue | 10/03/2022 |
| Deadline for clarifications/questions | 15/03/2022 |
| Contact details | For queries, please contact: Amanda Stevens Email: amanda.stevens@wearecreative.uk |
| Submission deadline for prospective tenderers | 25/03/2022 12:00hrs |
| Documentation required | Tender response sent via email to: amanda.stevens@wearecreative.uk |
| Terms and conditions | Creative UK's Standard Terms & Conditions of Contract for Services shall apply. |

2. Context

Funded by the BFI, Creative England's Production Services Delivery Plan, aims to support Local Authorities by providing advice and support to enable them in their delivery of a film-friendly, industry facing service. Integral to this support, is providing research and evidence to engage Local Authorities for case making and other advocacy at a local level. There is already a wealth of evidence to demonstrate the economic impact of the film and TV industry – with the [BFI's Screen Business Report 2021](#) being one of many notable examples.

From our own knowledge of the sector and intelligence gathering we have noted that published economic research reports for the film and TV sectors studies tend not to be presented in an easily digestible format.

We now wish to commission consultants to develop a series of accessible insight resources on the local economic impact of film and TV . Primarily aimed at local authorities, we are looking for a series of outputs which will:

- Outline key impacts of filming at local/regional level (e.g. impacts on GVA, jobs, etc)
- Support Local Authorities to measure and communicate the value of filming in their locale.

Rationale

This piece of work follows on from our 2021 published [On Location Filming Strategies & Fees](#) guidance. The toolkit was designed to allow local authorities to establish their value as a location and understand their ambitions for filming, to create an appropriate film-friendly strategy and approach to fee setting. It seeks to support those local authorities which require assistance in this complex area, offering a pragmatic solution between standardised and total flexible approach to fee setting.

For the first time, BFI Screen Business 2021 analyses the impact of the film and high-end TV tax reliefs in the UK nations and England's regions providing compelling evidence of how the UK tax reliefs are stimulating economic growth and job creation across the UK. Following its launch in late 2021, in early 22 we created a follow-up asset [Powering Economic Growth and Opportunity Across the Regions](#). This toolkit sets out to demonstrate the impact that can be achieved by local and regional engagement with the screen sector and how we at Creative England can support you in creating the best possible conditions for future growth.

A natural next step from advising Local Authorities on what income they can expect from film & TV productions, and the resulted regional impact, is a deeper dive into the local economic impact and ripple effect created when a film crew arrives and contributes to the Government's ambitions to grow and develop industries UK-wide.

3. Required Outputs

The key respondents for this research will primarily be **local authority staff, as well as film office staff** and potentially **film & TV industry professionals**. We have set out the following insight gathering tasks and outputs required

- **Inception/Scoping:** A brief phase to inform the design of the research and final outputs. A project inception meeting will be set between the appointed consultants and Creative England at the very start of this project. This meeting will be an opportunity to firm up any outstanding issues around the project brief, key areas for exploration and to identify any areas where the methodology might be further tightened or altered. Creative England will share any relevant data and research that we hold to support consultants in the initial design phase of the projects. Consultants are required to produce a short Project Initiation Document (PID) outlining all project deliverables and milestones and documenting any modifications to the methodology from their original proposal.
- **Development of a Local Economic Impact Toolkit for Local Authorities:** Bringing together insights from previous industry research to develop easily digestible guide to demonstrate the local economic impact and ripple effect brought about by filming activity. This resource must include:
 - An update to existing methodology and figures for Creative England's Average Location Spend Figures (appendix A). This will require engagement with Film Office Partners to gather production spend data, as well as with RSU and Production Guild plus industry Financial Controller/Accountants to approve updated figures. Creative England will work closely with the appointed consultants to facilitate and support this process.
 - Support from consultants on whether using Creative England's updated Average Location Spend Figures there is logical sense to develop a calculator function to sit within www.filminginengland.co.uk/planning-your-shoot/local-authority-resource-centre/
 - Good practice templates for tracking location filming locally and requesting direct spend information from productions
 - A series of light-touch case studies to underpin the actual and potential for economic impact in local areas across the country. We are looking for 8 case studies in total (1 case study for each of the English regions outside London). Creative England will work with the appointed consultants to identify appropriate case study areas as well as supporting with their design. These will be used to further evidence and showcase how localities have reaped and harnessed the economic benefits of drawing in location filming activity. Each case study should be a maximum of 250 words long.
 - As an additional resource to support local authorities to evidence, measure and communicate the economic benefits of film, the toolkit should also include the BFI's Job Creation tool ¹
 - Consultants are also expected to present a draft of the toolkit outputs listed above at Creative England's Filming in England Summit, which will be held virtually on Wednesday 15th June 2022. Consultants will hold this session to consult and gather feedback from Local Authorities and other stakeholders to further hone the content and

¹ Created by Nordicity and Olsberg•SPI for BFI

usability of the toolkit. We would expect this session to consist of a presentation and roundtable discussion, and possibly a breakout Q&A session to gather views in further detail.

4. Budget & Timetable

The budget available for this project is **£25,000 (excl. VAT)**.

Given the constrained timeframe for this project we require tenderers to submit comprehensive but brief proposals. Proposals should be no longer than *10* pages long, outlining tenderers' approach to the project as well as a full breakdown of costs. We would expect work to commence on the research as soon as the contract is awarded.

It is essential that all research fieldwork and outputs are delivered ***by July 2022***, following on from Creative England's Filming in England Summit. We envisage the following timings:

| Date | Task |
|------------------|---|
| 10/03/22 | Invitation to tender |
| 25/03/22 | Deadline for proposal submissions |
| 28/03/22 | Consultants appointed |
| 30/03/22 | Project initiation meeting with Creative England project team |
| 31/03 - 08/06/22 | Research design and fieldwork |
| 15/06/22 | Draft resources consulted on and presented at Summit |
| July 2022 | Finalised version of resources published |

Tenderers are required to set out a detailed timetable and programme of work demonstrating how they will meet the project objectives and deliver the project outputs within the required timeframe. Tenderers should identify any anticipated difficulties or constraints in meeting this timetable and are invited to propose solutions for overcoming these.

Creative England will require consultants to share drafts of all outputs and research tools produced throughout the duration project.

5. Project Team

Tenderers must have a strong research track record. They must also demonstrate expertise and a sound national and regional knowledge base of the creative industries. The team should also demonstrate a good track record and established expertise in the collection and analysis of quantitative and qualitative data, and desk research. Additionally, potential contractors should demonstrate a record of managing and successfully delivering high-quality research within time constraints.

The tender should name the key members of the proposed team for delivering the work, their respective roles and relevant experience.

A Project Manager should be nominated, and evidence should be provided of that person's track record of delivering work on time.

6. Risk Assessment & Quality Assurance

While it would be unrealistic to plan for every contingency, there are some risks that would pose a more serious threat to the successful completion of the research than others. Tenderers are required to describe any risks that might prevent or delay the achievement of the project objectives, and for each risk identified should:

- Assess the likelihood of each risk occurring
- Assess the likely impact on the project
- Identify the risk owner
- Outline any steps that will be taken to minimise / avoid the risk, and
- Discuss procedures for monitoring / managing the risk.

Tenderers are required to outline their quality assurance procedures. This should include details on any professional codes of conduct adhered to, membership of any professional associations etc.

7. Price, Schedule of Firm Price and Payment

The contract will be let on a Firm Price basis. As such, tenderers are encouraged to base their costings on careful consideration of the proposed methods.

Tenderers are required to provide details of the number of days that would be spent by each member of the research team on the study, their grade and daily rate.

Tenderers should provide costings exclusive of VAT and state whether VAT would be charged.

Details of non-staff costs (including travel and subsistence) should also be provided.

Invoicing arrangements will be linked to the satisfactory achievement of jointly agreed milestones. As such, tenderers are invited to make suggestions regarding appropriate milestone payments.

8. Tender Evaluation Criteria

Tenders will be evaluated on the extent to which they:

- Demonstrate value for money
- Display a clear understanding of both the project requirements and policy context
- Present an appropriate approach to this work, identifying potential problems
- Assemble an appropriate project team (including policy familiarity, methodological expertise, and project management experience)
- Propose sound project management arrangements (including ethics, risk management and quality assurance)
- Provide appropriate outputs and ensure that these are in line with the requirements of this research brief
- Display the capacity to meet the project timetable
- Overall clarity of the proposal and outlined approach

9. Submission of Tenders

Tenderers are invited to submit proposals by **25/03/22 at 12pm**. Proposals submitted after this deadline will not be accepted. Guidance on submissions is outlined in **Appendix B**.

Appendix A

Creative England's 2021/22 Average Spend Figures

| Production Genre | Classification | Budget | Est. Per Day |
|------------------|---------------------|---|--------------|
| Feature Film | High End (£100m+) | Major US: <i>Bond, Guardians of the Galaxy</i> | £42,000 |
| | Medium High (£60m+) | Large US: <i>Les Misérable</i> | £32,000 |
| | Medium (£20m+) | Major UK / US Indie: <i>Rush, Theory of Everything</i> | £22,000 |
| | Medium/Low (£10m+) | Medium: <i>The World's End</i> | £16,000 |
| | Low (£1.5m+) | Low Budget: <i>71, Alan Partridge: Alpha Papa</i> | £8,000 |
| | Micro (<£1.5m) | Micro Budget: <i>iFeatures</i> | £1,000 |
| Television | High End Tax Relief | Domestic/International receiving tax relief: <i>Penny Dreadful, The Game</i> | £22,000 |
| | High End Domestic | Period Drama TV Feature: <i>The Village, Call the Midwife</i> | £18,000 |
| | Medium | Soap Drama Series: <i>Sherlock, Corrie, EastEnders</i> | £16,000 |
| | Medium | Sitcom Comedy/Drama: <i>Family Tree, My Mad Fat Diary</i> | £10,000 |
| | Low | Pilot Light Entertainment High end Docs/Factual: <i>Springwatch, Great British Bake Off</i> | £3,500 |
| | Low | News Low-end Doc/Factual: <i>Great Railway Journeys</i> | £500 |
| Commercials | High | > £1 million | £20,000 |
| | Medium | < £1 million | £12,000 |
| Corporates | | | £1,000 |
| Short Films | | | £1,000 |
| Music Videos | High | | £3,000 |
| | Low | | £1,000 |
| Non-Broadcast | | | £500 |
| Multi Media | | | £500 |

Figures represent local spend per filming day of principal photography. Prep and strike days are calculated at half the spend of a filming day.

Appendix B

SUGGESTED TENDER CONTENT

To aid comparisons and promote fair competition, please make sure that your tender follows the format outlined below. Proposals should be written in plain English and should not exceed 10 pages (excluding annexes).

Summary Statement

This should be a summary of your research proposal that would be easily understood by non-specialists. If your proposal is successful, this summary (including any agreed amendments) may be published on the Creative England website.

Contact Details

Provide contact details for the person within your organisation who will act as first point of contact during the tendering process. You should include title; name; position held; telephone and fax numbers; email and postal addresses.

Background

Outline your understanding of the policy / research context and your perception of the key issues and challenges involved in this project.

Proposed Approach / Methods

Describe your proposed approach to achieving the project objectives and responding to the research questions outlined in the Research Brief.

Project Outputs

Provide an outline of all project outputs. You are expected to identify key audience groups and explain how you will ensure that that the chosen style and format will maximise knowledge transfer.

Timetable and Programme of Work

Describe the programme of work, demonstrating how you will meet the project objectives and deliver the project outputs within the required timeframe. This must identify the main tasks and key milestones that should be used to monitor progress and payments. It is recommended that you illustrate your programme of work with a summary table or Gantt chart and also include a more detailed table that identifies the number of person days allocated to each key task (see Table 1).

Table 1: Person Days per Task

| Task | Person Days | | | Total |
|--------|-------------|----------|------|-------|
| | Person 1 | Person 2 | Etc. | |
| Task 1 | | | | |
| Task 2 | | | | |
| Etc. | | | | |

Proposed Team

Include a summary statement that explains why your proposed team has the appropriate skills and expertise to successfully undertake the project. You should name all the members of the proposed

team and outline their respective roles and relevant expertise. You are also required to submit short CVs (no longer than 2 pages) for each member of the proposed team. Any sub-contractors or associates who may be employed to undertake any sections of the research should be separately identified, along with their respective roles and how they will be managed. The main contractor will be responsible for the delivery of any sub-contractors.

Project Management

You should identify the individual(s) who will have overall management responsibility for the research (Project Director) and nominate a representative for day-to-day contact with Creative England. You should also outline how you plan to keep us informed of progress made and of any difficulties encountered, as well as the level of input and guidance that you will require from Creative England.

Quality Assurance

Outline the procedures that you will operate for quality assurance. You should provide details of any professional codes of conduct adhered to and/or membership of any professional associations.

Risk Assessment

Describe any risks that might prevent or delay the achievement of project objectives, including an assessment of the likelihood of each risk occurring, the likely impact on the project, and any steps that will be taken to minimise / avoid the risk.

Additional Information

Use this section (or an appendix) to provide any additional information to support your bid.

Pricing Schedule

You are required to submit a detailed outline of costs.