

Invitation to quote

Imagery shoot brief for new photography for the Lake District, Cumbria

Cumbria Tourism (CT) is the county's officially designated Destination Management Organisation and is one of VisitEngland's official 'Local Visitor Economy Partnerships' (LVEPs) and in 2024, marks 50 years supporting the county's £4.1 billion tourism industry. It is also the largest membership organisation in Cumbria, representing 4,500 member businesses.

The Lake District, Cumbria, is home to two UNESCO World Heritage Sites – the Lake District National Park & Hadrian's Wall, 2 National Parks, 3 National Landscapes and a UNESCO Global Geopark. It is home to England's highest mountain (Scafell Pike), the longest lake (Windermere) and the deepest lake (Wastwater). It boasts more than 150 miles of stunning coastline and beaches stretching from the Scottish borders right down to Morecambe Bay. It has wide open spaces and fresh air. As well as world recognised towns and villages it has many hidden gems and is arguably Britain's leading rural destination and an amazing place to visit all-year-round.

Brief Overview

Cumbria Tourism has secured funding from VisitEngland/VisitBritain to commission new photography assets to assist in the promotion and marketing of the Lake District, Cumbria, as a destination to both domestic and international visitors.

It is anticipated that this commission will be carried out in May and June 2024 with all assets along with required permissions available for upload to Cumbria Tourism and VisitEngland's DAMS by the end of June 2024.

Example Imagery

Images should be shot wide with a mix of landscape and portrait to accommodate a range of formats, and most should include people, all of whom need to have signed releases. Those featured should be unposed and casting should focus on diverse talent that feels warm and welcoming. Images should be identifiably British while also showing something unexpected – attraction, food, casting or location.



Usage

Copyright assignment or non-exclusive licence which permits

- **Global usage**
- **All media**
- **In perpetuity**
- **3rd party usage**
- **Waiver of moral rights**

Supporting documentation required for above use

Consent type	Description
Model release	Consent for each person featured in the image. This includes talent, waiters, stall holders, people in background behind main talent. Public must not be featured in images if unreleased.
Property release	Consent for each property featured in the image to include materials or artworks on or in the property.
Artist Licence	Consent direct from the artist for the artworks featured in the image
Film Permit	Approval from the local Council or other landowners/venue owners etc that permits filming at agreed locations.
Filming notice	Filming in public places or events may require a filming notice which details the filming and purpose and a contact name and mobile number for public to contact should that have any concerns or requests.

Considerations

- **Quantity** – we need to cover a range of locations and key imagery inside and outside rather than getting a breadth of shots in a single set up.
- **Releases** – all property, model and artist releases must be obtained. Anyone recognisable must provide a signed release. Crowd notices are **not** sufficient.
- **Alcohol** – where an alternative is possible (e.g. pub/restaurant) please capture options with coffee or a soft drink as some countries have restrictions on use of alcohol imagery.
- **Weather** - As the terms of the contract extend through the spring months, there is an increased likelihood of adverse weather; however, the supplier will be solely responsible for scheduling shoot days so that all submitted imagery will not be affected by any adverse weather that occurs during the term of the contract. Imagery should portray the county in its best light so grey/very wet imagery full of umbrellas is not acceptable.

Deliverables

- The assumption is that Cumbria Tourism will be given contact sheets or access to an on-line portal showing images and thumbnails from which to make selects.
- Option choice is desirable e.g. A choice of viewpoints, scenarios (i.e. with or without people, with or without alcohol)
- Shoot wide or provide format choices that work for design and advertising purposes i.e. vertical, horizontal or panoramic
- Consideration for text overlay e.g. allowing plenty of light or dark space within imagery



1. Locations and Outputs

This commission will involve a number of planned shooting days across various locations in Cumbria to be discussed and agreed with Cumbria Tourism. The shoots must encapsulate our key product and themes including: attractions (including heritage and cultural venues), food and drink, accommodation, outdoor adventure, health & wellbeing, inclusivity etc.

This commission requires:

- a minimum of 15 'hero' shots (both landscape & portrait)
- hero shots to be experiential in the main, with models (couples, groups of friends which will be dependent on location)
- agreed supplementary imagery in and around the chosen location/landscapes
- a full recce will be required for locations prior to filming

2. Asset rights support

- a. Scan and deliver all releases
- b. Retouching support to remove any branding or unreleased individuals
- c. All images should be appropriately tagged within the files by the supplier

Mandatories

- **No branding** – on clothing e.g. trainers, bags, jackets. Or when shooting in public places e.g. main focus on big brand signage.
- **No single use takeaway plastic**

Casting / Wardrobe

- **Diversity** in models is required. Ideally different models for different locations to add variety but if this is not possible within budget limitations / logistics please advise.
- The successful contractor is **responsible for sourcing models** who must then be approved by CT ahead of shooting.
- **Colourful clothing** where possible. Models can wear own clothes although no branding on any garment including shoes.

Key timings

- Deadline for submission of proposals Thursday 16 May 2024 9am
- Commissioning meeting Friday 17 May 2024 (time TBA)
- Completion of project and assets and paperwork supplied by Tuesday 25 June 2024

Budget

The maximum budget for this piece of work is £13,500 (including VAT). Proposals which exceed this value will not be considered. Proposals involving multiple suppliers should have a lead supplier who acts as the single point of contact for the work.

This price includes all expenses, including models and their procurement, associated with the commission; no extensions will be offered to cover additional costs. The successful supplier should be ready to deliver the most efficient and cost-effective approach to gathering the footage.



This project is operating against a very tight timescale; therefore, it is imperative that timetables be strictly adhered to.

Receipts or proof of purchase must be provided upon request

Payment schedule to be agreed but we anticipate the following payment schedule:

25% on awarding of contract

75% on completion of the project.

This project is operating to set timescales; therefore, it is imperative that timetables be strictly adhered to.

Invitation to quote

You are invited to submit your quote for meeting this brief.

Your proposal should include:

- A description of how you will meet the specification outlined in this brief
- Up to two relevant case studies of similar projects
- A breakdown of your costs covering all requirements and details of any sub-contractors, ensuring value for money
- Demonstrate your business is committed to sustainability i.e. document how you minimise the environmental impact of business operations in a responsible way
- Confirmation that you can meet the commission timeline

Submissions will only be accepted if they are returned via email to Francine Bult, fbult@cumbriatourism.org

Deadline for submission of proposals Thursday 16 May 2024 9am. Late submissions will not be accepted.

Cumbria Tourism is happy to offer initial feedback responses but due to the timescale of this project cannot offer more than one feedback response per submission.

Award Criteria

The information you supply will be checked for completeness and compliance before responses are evaluated. Failure to comply with any of the requirements or any other specified requirements might render a response liable to disqualification.

Cumbria Tourism reserves the right to suspend, cancel or withdraw the quotation process at any time and will not be responsible for any costs incurred to potential suppliers.

Evaluation Process

Each submission (response to quote) will be scored in accordance with the evaluation process stated in Appendix III.

Clarifications maybe sought by CT in writing (via email), or by interview/presentation from the suppliers and scores adjusted accordingly.



Full or partial proposals that in the opinion of CT are unrealistically low or not reasonably sustainable may be rejected.

Confidentiality and Disclaimer

This invitation to quote (ITQ) is not an offer capable of acceptance but represents a definition of specific service requirements and an invitation to submit a response addressing such requirements.

Neither the issue of the ITQ, your preparation and submission of a quote, or the subsequent receipt and evaluation of your quote by Cumbria Tourism commits Cumbria Tourism, or its partners, to award a contract to you or any other applicant, even if all requirements stated in the ITQ are met. Cumbria Tourism is not responsible directly or indirectly for any costs incurred by your firm in responding to this ITQ and participating in Cumbria Tourism's procurement process.



Appendix I

Example of look and feel of hero shots required
Experiential, natural, non-posing, views etc





Example of how Cumbria Tourism may use images in future campaigns and activity
To include campaign messaging, branding etc see the [Let's Go toolkit here](#).



Appendix II

Delivery Specification

- File naming convention:
CUMBRIATOURISM_yearmonthday_PhotographerName_Location_filenumber E.g.
CUMBRIATOURISM_220824_PhotogarpherName_Location_001.jpg
- File size: RAW file exported to JPEG at high quality setting maximum 12MB
- File format: .JPG
- Resolution: 300ppi
- Colour space: Adobe RGB (1998)
- Aspect Ratio: 3:2
- Processing: Natural processing free of unwanted colour casts. Images must not appear overly manipulated.
- Calibration: Post processing carried on regularly calibrated monitor (calibration using a hardware device is recommended)



Appendix III

Scoring Principles

Submissions will be scored using the assessment given in the table below

<p>0 Not Acceptable</p>	<p>No evidence or misleading evidence.</p> <p>Fails to demonstrate an ability to meet the requirement.</p> <p>Concerns about the applicant's experience and capability.</p> <p>Applicant will not meet the need of Cumbria Tourism.</p>
<p>1 Major Concerns</p>	<p>Evidence has significant gaps and contains insufficient detail.</p> <p>Considerable reservations with regard to the applicant's relevant ability, understanding, experience, skills, resource & quality measures needed to meet this requirement, with little or no evidence to support the response.</p> <p>Significant risk that the applicant will not meet the needs of Cumbria Tourism.</p>
<p>2 Minor Concerns</p>	<p>Evidence has minor gaps or lacks detail of how the requirement will be fulfilled in certain areas. Evidence is not totally relevant to the project and/or lacks credibility in certain areas.</p> <p>The proposal lacks detail of how the requirement will be fulfilled and does not provide a reasonable level of confidence in the applicant's experience and capability.</p> <p>Concern the applicant will not meet the needs of Cumbria Tourism.</p>
<p>3 Average</p>	<p>Evidence is relevant but generic.</p> <p>The proposal has addressed the majority of requirements but will lack some clarity or detail in how the proposed solutions will be achieved. Evidence provided, while giving generic or general statements, is not specifically directed toward the requirements or the outcomes/outputs of this project.</p> <p>The proposal captures the understanding of the steps involved to deliver the project, giving a reasonable level of confidence in the applicant's experience and capability.</p> <p>Applicant is likely to be able to meet the needs of Cumbria Tourism.</p>
<p>4 Confidence</p>	<p>Evidence is relevant and good.</p> <p>The proposal is sufficiently detailed to demonstrate a good understanding and provides details on how the requirements will be fulfilled.</p> <p>The proposal gives a good level of confidence in the applicant's experience and capability.</p> <p>Applicant is likely to be able to meet the needs of Cumbria Tourism.</p>
<p>5 Absolute Confidence</p>	<p>Evidence is completely relevant, consistent, and compelling.</p> <p>The response is unambiguous and demonstrates a thorough understanding of the requirement and provides details of how the requirement will be met in full.</p> <p>Evidence gives a high level of confidence in the applicant's experience and capability (by being substantiated by independent sources where possible).</p> <p>Applicant is very likely to be able to meet the needs of Cumbria Tourism.</p>