

Film Birmingham

Regional Film Office Business Models Brief

Background:

Film Birmingham is Birmingham City Council's (BCC) Film and Television Office. It was established in 2006 to manage all filming enquiries in the city and provide production services to support filmmakers, from sourcing locations to issuing filming permits, assisting with logistics and managing online resources of a locations, crew and facilities database.

In February 2019, Film Birmingham was awarded funding from the Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP) to pilot a scheme which explores the possibility of offering these services to all local authorities within the GBSLEP and West Midlands Combined Authority (WMCA) region.

The intention is to provide a co-ordinated response to filming enquiries across the West Midlands to help deliver the British Film Institute's ambition to have production service provision across the whole of the UK.

The pilot scheme began in March 2019 and the Head of Film Birmingham now has agreement in principle from local authorities within the region to work together until the pilot scheme concludes in July 2020.

To this end, we require a proposal that outlines suggestions as to how, in partnership with the local authorities, this might work beyond July 2020.

We are now inviting external consultants to submit tenders for developing this proposal.

Aims and Objectives:

The aim of the pilot scheme is to explore ways in which local authorities within the West Midlands can work together to provide a cohesive service to production companies who wish to film in the region. These include:

- Improving co-ordination of all film related activity
- Standardisation of response to filming enquiries
- Provision of production support such as sourcing locations
- Streamlining logistics support
- Devising service level options, including cost of services
- Identifying income streams
- Business model that addresses commercialisation within a local authority structure
- Researching best practice within similar schemes
- Raising the profile and visibility of the region worldwide
- Becoming a film-friendly region

The proposal should include a variety of business model options, recommendations as to how to achieve a production base that attracts productions and develop and retain talent, alongside best practice going forward.

Project Delivery / Methods:

- We are seeking an experienced individual or organisation to undertake this contract
- We require an outline of the anticipated approach to delivering the work, including the number of days
- We encourage comments on the objectives outlined in the brief

Timescale:

The deadline for expressions of interest is 5pm on Friday 31st January 2020.
Candidates will be invited to interview w/c 3rd February 2020.
Interviews will be held on Monday 10th or Tuesday 11th February 2020.
The successful candidate will be notified by Friday 14th February 2020.

This programme of work is for delivery by Friday 17th April 2020.

Tender submissions - Invitation to apply:

In responding to this brief, applicants should provide:

- Your understanding of the project/proposed methodology
- Evidence of past experience in delivering similar objectives
- Your capacity / availability to undertake this project
- Your commitment to meet the timetable outlined above
- A clear breakdown of project costs
- An indication of resources/support that will be needed from Film Birmingham / BCC
- Your commitment to Equalities and Safeguarding principles
- Contact details of two referees who have knowledge of your work.

Proposals should be no more than 1,500 words. Evidence of previous work is not included in this maximum page allowance but can be included as an appendix.

Budget / payment:

- The total budget available for this work is £6,000 plus VAT if applicable.
- Payments will be made in stages; 50% of the overall fee will be paid on signature of the contract.
- A final payment of 50% of the contract fee is paid on completion and delivery of the proposal, with all agreed tasks to the satisfaction of Film Birmingham, Birmingham City Council & GBSLEP.

The Project Manager will report to the Head of Film Birmingham.

Questions:

If you have any questions or points to clarify from the brief, please submit these by email to: sindy.campbell@birmingham.gov.uk. The deadline for submission of such questions is Friday 24th January 2020.

Please send your proposal to Sindy Campbell on the contact details below:

Sindy Campbell, Head of Film Birmingham

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