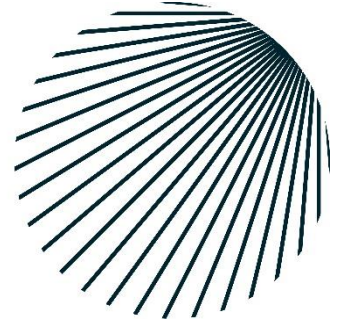


**North
East
Screen**



Tender Specification

North East Screen

**Interim evaluation of “North East Screen Industries
Programme – Y1 & Y2”**

February 2024 to May 2024

Date: 16 February 2024

Supported by



NESIP

1. Background

North East Screen

North East Screen is the screen agency for North East England. We work with emerging professionals, home grown filmmakers, production companies and artist filmmakers specialising in film, TV and screen-based arts.

Our Production Fund supports world class HETV/award-winning content filming in the region to secure sustainable, high-end productions attracting inward investment and jobs.

Our Film Office encourages and supports incoming and indigenous productions to find crew, locations and facilities making filming in the region seamless through our friendly network of local authorities.

Our Talent and Business Development team support regional production and supply chain companies to attract talent and win business.

Our Skills team raise awareness of opportunities in the industry and provide support to established crew and new entrants alike. Through our work with Screen Alliance North, we are building a thriving and skilled workforce across the north of England.

North East Screen Industries Partnership (NESIP)

The North East Screen Industries Partnership (NESIP) is a new vehicle, established to facilitate the strategic development of the TV & screen industry in the region, including screen industries and FE / HE organisations building creative talent in the region.

NESIP (formed by Combined and Local Authorities from across the region) are investing £11.4 m over a five year period to deliver a development programme maximising opportunities for significant growth within the screen industries sector and developing a thriving and sustainable eco system.



NESIP represents all North East Local Authorities working in partnership.
It includes:

Tees Valley Combined Authority, (representing the five authorities of Hartlepool Borough Council, Stockton-On-Tees Borough Council, Middlesbrough Council, Darlington Borough Council and Redcar and Cleveland Borough Council),

The North of Tyne Combined Authority (representing its three partner authorities Northumberland County Council, North Tyneside Council and Newcastle City Council)

The North East Combined Authority authorities of Durham County Council, Gateshead Council, Sunderland City Council and South Tyneside Council.

2. Tender Overview

North East Screen is inviting proposals for an interim evaluation study to establish the performance of the NESIP North East Screen Industries Programme over its first two years.

NESIP's - North East Screen Industries Programme:

The North East Screen Industries Partnership (NESIP) is a vehicle established in 2022 to facilitate the strategic development of the TV and screen industry in the North East region. The development programme is delivered by North East Screen.

The North East Screen Industries Partnership's (NESIP) mission is growth through partnership. The programme is focused on economic recovery, regeneration, and growth through the sustainable development of the screen industries in the region and is designed to deliver to the government's Levelling Up Agenda.

The programme aims to:

- Strengthen infrastructure
- Grow the sector through job creation, business growth and resilience
- Develop, attract, and retain talent

- Positively raise the profile of the region
- Build wider awareness of the screen sector opportunities in the North East
- Encourage pride in communities and a sense of belonging
- Support the region's agenda to attract inward investment

The Programme has five objectives:

Objective 1:

Establish North East Screen and raise the profile of the region. Northern Film + Media (NFM) to rebrand and relaunch as North East Screen, a screen agency which will promote the region as a dynamic place to live, work, visit and invest both nationally and internationally.

Objective 2:

Establish a North East Production Service (Film Office). The service will encourage production companies to the region and help grow indigenous business, delivering inward investment and increasing production spend and regional employment.

Objective 3:

Establish a North East Production Fund. North East Screen will work with the sector to bring forward proposals that will boost production through growing the number, quality and diversity of film and TV productions in the region.

Objective 4:

Develop and deliver a comprehensive skills and education service for the North East screen industries. North East Screen will develop and deliver a comprehensive skills and education service tailored for the screen industry sector – from entry and early crew levels through to opportunities for those more experienced professionals to be supported to move to the next level.

Objective 5:

Enable business growth to develop a resilient and diverse North East screen industries sector. North East Screen will develop and deliver a screen industry business development and support service which will build the scale, capacity, resilience, and infrastructure required to develop the sector in the North East.

The Programme has been developed in two phases:

Phase 1

(£0.36m) programme initiation (January – September 2022).

During this time North East Screen focused on capability and capacity building within the organisation to meet the needs of the programme and the sector. We also developed the programme delivery plan and a communications plan, plus initial activities that supported the sector and were confirmed to occur within the first nine months of the programme.

Phase 2

(c£11.04m) programme delivery (October 2022 onwards).

The programme entered full delivery phase from October 2022, delivered through annual gateways, with partnership sign off on the delivery plan, monitoring and funding for each 12 months of delivery.

3. Specification

The interim evaluation will:

- Assess the design of the project.
- Complete a desk-based review on output delivery.
- Assess Value for Money, ROI and impact against stated theory of change/Logic Model.
- Assess and define direct, indirect, induced economic impact (GVA and No of Jobs).
- Report on commissioning climate and external forces – nice to have
- Report and make recommendations on whether the programme is on trajectory to achieve – outputs, outcomes and impacts.
- Review staff structure and salary banding.
- Review of programme working groups (Production Fund, NESIP Marcomms group, Skills workforce, NESIP working group - Steering Group).

- Report on lessons that have emerged through the experience of delivering the project to date, in relation to key strengths and ‘what works’ in project delivery.
- Evidence of regional and national partnership work.
- Recommendations:
 - design of project.
 - strategies and future activity are fit for purpose, with reference to sustainability and growth.
 - regarding relevant regional and national economic context and funding opportunities.
 - future market failures and opportunities.

NB Please note more comprehensive details of the project will be given to the successful applicant.

4. Next Steps

North East Screen are now inviting organisations and consultants to submit a proposal for this work.

Your proposal should include:

- A brief description of your organisation/area of work
- A description of how you will approach the requirements for this work; specifically, your response should address the areas listed in section 2
- A short description of the expertise that would be applied to this work (including CVs in appendix).
- Examples of any previous work which is relevant (maximum 2 examples)
- A quote for this work including VAT and expenses.

Work carried out during tender response development is at the discretion of the individual organisation and no reimbursement is available for said work.

Quotations shall remain valid for a period of 60 days and North East Screen does not bind itself to accept the lowest or any quotation.

Selection Process

Process	Date
Deadline for Receipt of Proposals	25/02/2024
Review proposals and seek any required clarifications	27/02/2024
Shortlist organisation to carry out evaluation study and report.	29/02/2024
Evaluation study and report (First Draft)	14/04/2024
Evaluation study and report (Final)	12/05/2024

The following scoring criteria will be used to evaluate bids:

Criteria	Weighting %
Understanding of our requirements, key issues and compliance with the tender specification	30%
Proposed methodology	20%
Relevant experience of company and staff to be involved	30%
Value for money	20%

Responses must be returned to **Rob Phillips** at Rob@northeastscreen.org or **Teresa Saint** at Teresa@northeastscreen.org no later than 25/02/2024

Any queries on the tender should be directed to Rob Phillips/Teresa Saint on the same email as above or contact at **0191 823 8233**