



Video tender for the North East Production Fund Showreel

Background

About the North East Production Fund

North East talent and locations have starred on screens in recent years with major feature films such as Indiana Jones and the Dial of Destiny, Dungeons & Dragons: Honour Among Thieves and 1917, as well as much loved TV drama Vera and children's show The Dumping Ground, all choosing the North East to act as a backdrop and supported by the North East Screen Film Office. Now we have increasing investment, interest and development in the screen industry we want to attract more so we can continue to create jobs and increase inward investment.

The multi-million pound fund, which is open to both local and national companies, was piloted in early 2023 and officially launched in September 2023. Prior to 2022 we were averaging 3 scripted shows filming in the region. In 2024 we have had 12 scripted shows in production including high end features, multi episodic period drama, returning TV drama series and scripted comedy series.

The future aim of the fund is to attract more high-end TV productions, feature films and returning series to the region, providing more jobs and opportunities for regional and re-locating crew as well as supply chain companies and local businesses. This is the key to building a sustainable industry and consistent pipelines for talent.

About North East Screen

North East Screen is the screen agency for the North East and is responsible for managing the growth of the screen sector in partnership with the North East Screen Industries Partnership (NESIP).

In addition to supporting the North East Production Fund, North East Screen is delivering a groundbreaking programme to grow a thriving screen ecosystem which includes a hands-on Film Office service and significant skills and talent support.

NESIP is the ambitious partnership of all 12 local and two combined authorities across North East England investing in growing the screen industry, driving inward investment and creating local jobs.



Project brief

To produce a glossy, powerful and dynamic 3 minute video showcasing the region's screen industry and locations.

To produce shorter clips for website promotion and social media usage.

Audience

- UK based production companies (focusing on scripted and returning HETV)
- Broadcasters and commissioners
- Streamers
- Investors

Aim of the video

- To showcase our world-class locations, facilities and internationally renowned crew
- To attract productions to the region
- To encourage people to find out more about the North East Production Fund
- To show off our region

Key messages

- The North East Production Fund invests up to £500k in commercial productions unlocking potential inward investment and jobs in the North East
- Our Film Office supports with locations, crew, facilities, local information and filming friendly local authority contacts.
- The North East has cinematic locations, internationally recognised crew, world class facilities, effective transport infrastructure and a growing infrastructure for film and TV

Elements to be included:

- Productions that have been supported so far by the fund (Jackdaw, The Red King, Smoggie Queens, The Feud, I Fought the Law, The Big Idea Works)
- Non North East Production Funded projects – Vera, The Dumping Ground, George Gently, Dungeons and Dragons: Honour Among Thieves, Indiana Jones and the Dial of Destiny, 1917, Avengers, Atonement. (Please note: We have footage from all NEPF funded projects but will need the chosen company to source clips and permissions from non NEPF funded projects).
- Amazing, dramatic shots of our world-class locations
 - o Coastline
 - o Durham Cathedral
 - o A castle
 - o Industrial landscape
 - o A country house
 - o City scape
 - o A bridge
 - o Plan for Crown Works and plan for the Northern Studios
- Talent/Crew to feature
- Growing post- production offer in the region providing a training ground for talent.

Budget

We have a budget of up to £25,000 (inclusive of VAT) to complete this work.

Please note that because we champion the North East of England, we will only work with a North East based agency.

Agency presentations

Agencies are expected to present a treatment for the video and a proposed way of working which would deliver the project and satisfy the requirements highlighting:

1. Account management and team set up
2. Timings
3. Approval

All pitches should include:

- Brief introduction to the agency
- Examples of previous work – preferably showing your understanding of our audience
- Proposed cost for project

The outcome of the tender process will be a four-month project starting in November.

Please send your pitches to communications@northeastscreen.org by 4th November.

Key Dates

Deadline for applications	4 th November 2024
Shortlisting	w/c 4 th November 2024
Interviews with shortlist	12 th November 2024
Project start	18 th November 2024
Deadline for completion	14 th March 2025