

1. Introduction

1.1 Devon Wildlife Trust: who we are

Devon Wildlife Trust (DWT) is Devon's leading wildlife conservation charity, with 36,000 members, over 400 active volunteers, over 100 staff, and 59 nature reserves.

For 60 years, we have been at the forefront of protecting wildlife and the wild places that make Devon so special and believe, passionately, that a better world is one where nature and people thrive together. We are the only Devon focused charity that exists to protect all wildlife in Devon, on land and at sea.

Over the next ten years, Devon Wildlife Trust wants to double the area of land and sea that is rich in nature. We want all of Devon's soils, rivers, farmland, and urban areas to be managed sustainably so the air we breathe, the water we drink and the fields and streets we walk through make us healthier and happier. We want to bring back wildlife that has been lost and that can help us create a rich natural environment that is helping our fight against climate change. We want at least a quarter of the population to be making nature and action for nature part of their daily lives.

Wildlife is in recovery on at least a third of Devon's landscape.

We want more, bigger, better protected, and better-connected nature-rich areas where natural processes thrive on a grand scale, insects are in abundance, and formerly native species flourish once again. To restore wildlife on a grand scale, we need to re-naturalise large areas, creating landscapes where natural processes can operate with minimal human intervention. A rewilded zone of 10,000ha is just one of our ambitions.

Marine wildlife is in recovery in at least a third of Devon's seas.

We want to create a marine network of pollution-free, protected areas where dolphins and whales move freely. We want a coastline that is more resilient to climate change impacts. One of our priority actions is to establish 10% of our seas as protected areas for wildlife.

'Nature Based Solutions' enhance the role nature can play in the fight against climate.

We want our soils to be healthy, our rivers clean, and our air free of toxic chemicals. Every hectare of Devon's landscape should be playing its part in storing carbon. Working with farmers, partners, businesses, and communities, we will deliver a range of initiatives to restore Devon's rivers. Bringing back beavers is just one way that we are transforming Devon's wetlands.

One-quarter of Devon's population is actively engaged in wildlife.

We believe that nature is for everyone and everyone has a role to play in its recovery. We want to enable individuals and communities of all backgrounds and abilities to connect with nature, and to take action for wildlife where they live, learn and work. One priority is establishing a network of wildlife champions across Devon because we cannot do it alone.

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Department
for Environment
Food & Rural Affairs

1.2 East Dartmoor Landscape Recovery Area (EDLRA)

The East Dartmoor Landscape Recovery Area has gained funding support from Defra to complete its two-year development phase.

The Landscape Recovery Scheme is the highest tier of England's Environmental Land Management Scheme. It will offer funding for providing bigger areas of land for wildlife that are in better condition and are well connected.

Financial support will be given to groups of landowners and land managers who will work collaboratively to help the recovery of threatened native species across swathes of up to 5,000 hectares of farmland, woodland, and other landholdings during the 20-year implementation phase.

Devon Wildlife Trust is working in partnership with a wide range of conservation land management organisations to deliver our programme, nested within the combined Becka, Bovey, and Wray catchments of East Dartmoor. Landowners and land managers will join with commoners, graziers, conservation land management advisors, and researchers.

East Dartmoor already has some of the best quality, connected wildlife habitats in the South West. Its landscape mosaic encompasses tors, moors, mires, and heaths, together with species-rich grasslands and arguably its greatest wildlife asset of all, the wooded valleys. The UK's temperate rainforest (also known as Atlantic oak woodland) is a rare and threatened habitat of international importance. East Dartmoor's surviving fragments boast extraordinarily lush and diverse mosses and lichens and provide a vital stronghold for a wealth of wildlife species that are threatened with extinction elsewhere.

We envisage future East Dartmoor as a thriving working landscape with outstanding natural diversity and resilience, where natural processes (such as soil and peat formation and natural woodland regeneration) play increasingly important roles. Strong networks of vibrant, dynamic habitats will bring people together with wildlife, and show England's uplands at their very best.

Our project partners include: Devon Wildlife Trust, Dartmoor National Park Authority, Devon Biodiversity Records Centre, The National Trust, Natural England, Oxygen Conservation, RSPB, University of Exeter, The Woodland Trust.

By the end of the East Dartmoor Landscape Recovery Area project development phase in April 2025, the partnership will have produced, for the following 20-year implementation phase:

- A land management plan
- A project management and governance plan
- A monitoring and evaluation plan
- A stakeholder engagement plan
- A site access plan
- A blended finance plan and business model

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2. Requirements

2.1 Overview

We are seeking a skilled photo-video content creator to showcase the project's Development Phase. We wish to tell its story through the production of three films:

Film 1 will raise awareness of the project and act as an 'explainer' for its methods and objectives.

The film will weave together the narratives of local people (mostly farmers and land managers) with conservationists, and will emphasise collaboration.

Its tone will be optimistic about the international importance of the landscape, its future, the potential for positive change to ensure resilience, and the communities that rely on it. It will also make clear the urgencies presented by climate change and the threats species populations face.

It will present a vision in which East Dartmoor is a working landscape that continues to provide a wide range of products, including high-quality food, thriving wildlife, and clean, resilient water resources.

Film 2 will detail the special habitats and species contained within the project's landscapes, explaining the challenges each faces and how these can be resolved through vibrant partnerships between land managers/farmers and the conservation sectors.

The film will encapsulate what makes this place so special. It will include various habitats and their wildlife, showing habitats which can be restored (e.g. conifer plantations on ancient woodland sites) and habitats which are thriving, including wood pasture, enclosed farmland, temperate rainforest, meadows and hedgerows.

The film will weave together the narratives of local people (mostly farmers and land managers) with conservationists.

The film will share the optimistic and solution-based tone of Film 1.

Film 3 will generate involvement and commitment from decision-makers and green finance investors in the engaging decision makers and potential investors in the project's 20-year implementation phase.

The film will encapsulate what makes this place so special. It will emphasise its role in providing ecosystem services to wider society (e.g. carbon storage, water resource resilience, improved ecosystem health, etc.). It will also highlight the challenges to this landscape and local people and the solutions that the partnership offers, through action and collaboration.

The film will build a case for why this place and the project require external support and culminate in a direct ask for external involvement.

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Timescale: The films should be delivered during the Development Phase of the project, which runs until 1 April 2026. Dates of delivery for each of the three films are to be agreed upon within this timeframe, with Film 1 being delivered by 1 July 2025.

2.2 Audiences

We do not require extensive market research. Devon Wildlife Trust has clearly defined audience segments (more detail on these will be provided) and a strong core of learning from engagement projects that have involved diverse audiences.

While the content of all three films needs to be attractive to broad audiences, films 1 and 2 need to resonate strongly with East Dartmoor farmers, landowners, local communities and interest groups, as well as Dartmoor visitors, while film 3 should talk to policymakers and the green finance sector.

The films will include enough narration to be accessible to diverse audiences.

More detailed audience insight will be provided.

2.3 Objectives and outputs

We are seeking a skilled video content creator and filmmaker to showcase the efforts of the project and its stakeholders to ensure a future for East Dartmoor in which it is a thriving working landscape with outstanding natural diversity and resilience, where natural processes (such as soil and peat formation and natural woodland regeneration) play increasingly important roles.

Specific objectives:

- Create engaging films which will raise awareness of the East Dartmoor Landscape Recovery Area project.
- Create content that can easily be repurposed for use across all platforms, including social media, face-to-face presentations, and websites.
- Tell the project's story and its focus landscapes through the people who live and work there.
- Highlight the conservation efforts involved around East Dartmoor and the environmental challenges it faces.
- Inspire support from the local community, stakeholders, potential green financiers and the wider public.

Scope of Work: activities and outputs:

The project will include but not be limited to the following:

- **Project management:** the expectation is that the filmmaker will manage this project, with input from the project team. Regular meetings/reporting should be part of the project's timetable. However, the day-to-day organisation of the filmmaking process will be down to the supplier.
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- **Preparation and research:** understand the project scope and aims; understand the place and its unique mix of habitats and their nature; understand the place's people, its communities and the project's wider stakeholder group. Obtain landowners' permissions.
- **Interviews:** conduct interviews with project team members, volunteers, stakeholders and members of the wider community to gather insights, stories, opinions and feelings about place, environmental changes/challenges and solutions to these.
- **Capturing moments:** attend and document project staff visits to stakeholders (e.g. farm visits), community events and project presentations to engage with the local community and capture their views.
- **Fly-through footage:** This uses drone-captured video to show the majesty and variability of the East Dartmoor landscapes.
- **Production of three separate films:** each film is to be no longer than 3-4 minutes in duration. Each video is to have 'cut-down' video short versions of approx. 30 seconds suitable for use on social media platforms. We do not envisage using a narrator in these films. The use of music in these films is to be discussed.
- **Ensuring accessibility:** the film outputs should conform to agreed levels of accessibility.
- **Still photographs:** a series of still photos documenting the project's staff and stakeholders during their work and interactions.

Deliverables:

- A series of three high-resolution video films which can be used across a wide-variety of media.
- Short versions of each of the three films specifically targeted at social media use.
- A series of still photographs which document the project.
- Regular meetings and progress reports to project staff.
- All output materials must be licensed for use by the project, Devon Wildlife Trust and its partners.

2.4 Service Quality Expectations

- Follow Devon Wildlife Trust's and the project's visual identity and style guides (these will be supplied).
- Adhere to brand and acknowledgement guidelines specified by the project's funders and partners.
- Refer to the project communications plan to ensure consistency with tone and messaging (this will be provided).
- Progress reporting: provide regular progress reports including content delivery schedules.
- All materials must be licensed for use by Devon Wildlife Trust and its project partners.

2.5 Equipment and materials

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The contractor should aim to be independent in the use of their own equipment, transport and materials. They should also hold full public liability insurance.

2.6 Contract Management and Monitoring

This will be through regular meetings and plan reviews with the East Dartmoor Landscape Recovery project.

3. Proposed contract

3.1 Contract value

In the order of £15,000 (including VAT and expenses).

3.2 Contract terms

The selected consultancy will be bound by a DWT contract. The contract will begin as soon as possible and run until all the requirements have been met (expected end date: 1st January 2026 or earlier).

4. Tender Requirement

Tenders should include the following information:

- **Methodology** outlining the approach to be taken for this project, drawing on specific examples from your past experience.
- **Evidence** of your ability to deliver successful films. Link to a portfolio of your work.
- **Work plan** detailing the proposed timeline and deliverables.
- **Cost** indicating your total fee and its breakdown. Indicate how many 8-hour days of work you would dedicate to this project.
- **CVs** of lead project team members (appended and in addition to the report).
- **Referees** indicating the project worked upon. Include contact details for each.

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The tender should not exceed 4 pages of A4 (Arial font size 11). This excludes annexes providing case study evidence and CVs of staff involved.

Shortlisted filmmakers will be invited to an interview with the DWT Marketing and Engagement Officer, the East Dartmoor LRA Project Development Officer, and the Stakeholder Engagement Plan Project Manager on 8 August 2024. Please pencil in the date, as we won't be able to reschedule due to panel availability.

5. Contact details

For further information or clarification please contact the Stakeholder Engagement Plan Project Manager, Clemence Viel, by email: cviel@devonwildlifetrust.org

6. Deadline

The deadline for responses to this tender is **5pm on 28th July 2024**.

The Tender Reference should be e-mailed to Clemence Viel, East Dartmoor LRA Stakeholder Engagement Plan Project Manager, cviel@devonwildlifetrust.org, with the email title 'EDLRA Film Tender – Your name'.

7. Assessment of Tenders

Tenders will be assessed on the following criteria:

- Skills/knowledge and proven track record of proposed deliverers – 35%
- Clarity and quality of communication – 10%
- Cost-effectiveness and transparency – 15%
- Evidence of a clear understanding of the specific requirements of the tender – 10%
- Proposed approach to delivery – 15%
- Ability to meet the project timeline – 10%
- Commitment to positive environmental & ethical standards and impacts* – 5%

*DWT and our project partners are committed to procurement, which makes continuous improvements in reducing potential environmental impacts. Please provide details of your environmental and carbon reduction policies.

8. Additional tender Instructions

All bids are required to be in line with the instructions detailed below. Any bids which do not follow these instructions will be disqualified from the tender. Please contact the responsible person outlined in Section 9 should you have any queries or concerns.

Consortium Tenders

Any Lead Bidder for a consortium Tender must ensure that any individual or member organisations of the consortium are not included in any other bid in respect of this ITT.

Canvassing

Bidders must not canvas any member or officer or employee of DWT or the Project Steering Group concerning this or any other ITT.

Conflict of Interest

Bidders, for all goods/services where a conflict of interest may exist or arise, must inform DWT and submit proposals to avoid such conflicts.

Acceptance

DWT does not bind itself to accept the lowest tender or any tender. Instead, DWT shall seek to accept the most advantageous tender in terms of the evaluation criteria set out in Section 8 of this ITT. If there is a discrepancy between words and figures on the submitted tender, the amount in words will prevail.

Form of contract

The ITT and the submission of the Tender shall not in any way bind DWT to enter into a contract with the Bidder or involve DWT in any financial commitment in this respect. A binding commitment shall only occur once DWT has signed a formal contractually binding engagement letter with the preferred Bidder.

DWT reserves the right to terminate any contract awarded if, at any time thereafter, we discover that the bidder has made any material misrepresentation in their tender response.

Amendments

DWT reserves the right to amend or add to this ITT document and any associated documents if we see it appropriate to do so.