Heritage Lottery Fund – Evaluation Film

Thanks to funding as part of our Heritage Lottery Funded project ‘The Ever Open Door – 150 years of the Together Trust’, we are looking to produce a film that will document the main outcomes of the project and sit alongside our evaluation report.

1. **Background**

​2020 marked our 150th anniversary and thanks to generous funding from the National Heritage Lottery Fund we were able to deliver projects that made our heritage more widely accessible through predominantly digital means.

Activities were planned throughout 2019-2020, but unfortunately many were delayed or cancelled due to the coronavirus pandemic. Since restarting our activity in December 2020 we have since developed a wealth of digital assets along with delivering projects in the community and with the people we support to help create new content for our archive.

‘The Ever Open Door’ has been an opportunity for people to learn more about the Together Trusts rich history, as well as a chance for people to come forward and share their own memories and experiences of their connections with the Trust. We have worked hard over the past 18 months to gather a wide range of participants to collaborate with us on elements of this project, and these are key delivery points to be highlighted.

1. **Film purpose**

We would like a short film which demonstrates how the project has delivered on 4 key HLF (Heritage Lottery Fund) outcomes. We would like the film to portray all the activity achieved over the last 18 months and be a legacy for the project. The outcomes which need to be highlighted are as follows

1. Heritage will be better identified and explained
2. A wider audience will have access to heritage
3. People will have developed skills
4. People will have greater well being

The film will accompany our written report, which will be submitted to HLF in June 2022. The film will also go into our archive.

**3.0 Content**

The majority of content for the film will be pre-existing content, including:

* static images
* clips from films
* audio files
* website screengrabs

But as part of the brief we would like you to capture footage from our exhibition launch at Manchester Central Library in January 2022 to be used in the evaluation film.

We will provide a script for the voiceover to run alongside the film which explains how each project element was achieved and what the outcomes were. We would like you to storyboard the film with our Project Coordinator’s before their contract ends on the 31st July 2021.

**4.0 Content to be included in the film**

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| **Content** | **Description** | **Format** |
| Digital Timeline | Our Digital Timeline displays information about the charity’s history dating back to 1870 and is the largest piece of work commissioned by the Heritage Lottery Fund in this project. | Screen grabs of website or moving visuals can be taken from the timeline |
| Digital Timeline – students film | Within this project, a group of students from one of our colleges has also produced a short film reflecting on the last year and looking at our archive. | 3 minute film which will be ready for you at the beginning of July |
| Virtual Walking Tour | Our virtual walking tour invited people to explore our heritage in Manchester by walking, running, or cycling a distance of 23 miles. As they complete this distance our map will notify them of Trust milestones they are passing and tell them information about each location and its significance to the Together Trust. | Screen grabs of virtual walking platform |
| Memory Collecting | Our staff and volunteers have taken part in zoom recorded memory collecting sessions, in which they have been asked to attend and share a response to the below question.  *What is your proudest or most poignant memory of working or volunteering at the Together Trust?* | Screen grabs of filmed Zoom sessions |
| Oral Histories | 10 care leavers will be providing oral histories between May – June, which will be stored in our archive at Manchester Central Library. An oral history is an audio recording of an interview in which a person recounts their memories and experiences. | Audio files |
| Education Pack | An education resource pack has been created for KS2 students, using the Trusts history to learn about the experiences of children in Victorian Britain and emigration to Canada. | Static images |
| Plaque | We will be unveiling a plaque to celebrate our 150th anniversary at our original home on Quay Street in Manchester City Centre. | Photography will be available to you at end of July 2021 |
| Manchester Central Library Exhibition | An exhibition which will feature items from our archive as well as art work created by the people we support. | Filming to be completed by you at the exhibition launch in January 2022 |

1. **Look and feel**

* We want it to be a celebration of the people we support and their involvement in this project
* The film will show how the project has enabled the local community and our supporters to access our heritage and learn more about local history.
* It will give our supporters an insight into the work grant funded projects can deliver.

**7.0 Tone**

The film must reflect our brand values:

* **Genuine and emotive -**our communications should always be truthful to the storyteller and not false
* **Personal and passionate**- our content should be personal and passionate in tone, never corporate or cold
* **Compassionate, caring and supportive -**we’re understanding of the challenges the people we support face. And we support them to make change happen.
* **Courageous, brave and fearless -**we aren’t afraid to stand up and fight for the rights of the people we support

1. **Audiences**

* Our Heritage Lottery key contact
* The people we support and their families
* Other commissioners and funders
* Together Trust staff

1. **Soundtrack**

We would like you to select an appropriate soundtrack for the film. Please note this cost must be covered as part of the response to this brief.

1. **Outputs and deliverables**

* Storyboard
* Filming at Manchester Central Library exhibition in January 2022 (approx. 1 to 2 hrs)
* One core video, expected approx. 3 minute duration

1. **Mandatories**

* Subtitles in English – please bear in mind clear space at bottom of shot when filming
* Together Trust branding
* End card to include acknowledgments of partners thanks to the National Heritage Lottery Fund.

**12.0 We will provide**

* Pre-existing content
* Script for voice over
* Brand assets including transitions, intro and outros

**13.0 Fee**

We have £2,000 (including VAT) for this commission

**13.0 Timescales**

Planning: June/July 2021

Filming of exhibition: January 2022

Delivery of final film: March 2022 TBC