

PR2067 - Labour Market Information

Video Assets

Q&A

Q: Are all videos to be delivered by 28th February or is there a phased approach to delivery?

A: You should propose what is achievable for your organisation. We understand that there may be need to be flexible with this due to the impact of the pandemic and I would rather we ensured the first videos were 100% before moving to the complete set.

Q. For the information explainer video, would you be providing a working script, or would this need to be created?

A. We will provide the script

Q. How many Role model videos were you wanting to produce overall?

A. 5 per occupational group, 40 in total

Q. For the Sector and Role model videos would these all have to be filmed on location or would it be possible to have some individuals come to our inhouse AV studio?

A. Both are fine.

Q. Will SEMLEP help with identifying suitable people or contacts to interview for the Intro to Labour Market video, and also companies for the local industry sectors – or is this down to the contractor?

A. It will be a combination of both. We will have some but we would expect the contractor to find some.

Q. Is the 15 minutes for the 10 'introduction to sectors' videos for *each* film, or is it the total for the 10 videos?

A. Each film

Q. Are there any examples of videos you like (particularly re the animation) to give us an idea of preferred style?

A. No

Q. Could we film the intro to sectors and role model videos at same location on same day?

A. Yes, provided the role models meet the criteria.

Q. Is this deadline flexible around Covid / lockdown / adverse weather? i.e. if filming is delayed beyond the end of Feb deadline, what are the implications?

A. We do understand the need for flexibility due to the impact of the pandemic and would discuss with the successful organisation on an ongoing basis.

Q. Could travel costs potentially be invoiced separately?

A. No. This is a fixed priced contract.

Q. Are all the video outputs intended for an audience age range of 11-13 years?

A. An introduction to Labour Market Information ages 11-13, all others 14-19

Q. How much involvement will SEMLEP have in terms of approaching and securing subjects (companies and individuals) for the videos?

A. We will have some but we would expect the contractor to find some as well

Q. Do you already have organisations and role models lined up for these videos and would Semlep be managing organising their availability?

A. We do have some and will secure others but we would expect the successful organisation to seek and engage with others.

Q. Where you said short engaging videos for the sector and mentioned 15 minutes, is this per sector video or across the 10 sectors together?

A. Per sector video

Q. Can we just clarify that the total number of videos you require is 51?

1x Introduction to Labour Market Information

10x Videos up to 15 minutes in length

40x Role model interviews up to 5 minutes in length

A. Yes

Q. Is 51 total videos a fixed requirement or would you accept proposals that meet the objectives of the brief but with fewer videos?

A. Yes but only a reduction in role models would be allowed and then only after a review of the quality of those recorded.

Q. Please could you clarify if there will be a specific contact from SEMLEP who will be coordinating all participants to be filmed,

A. Yes and we will have some contacts but we would expect the contractor to find some as well.

Q. Will participants be provided from them with scripts/briefs

A. Yes for the introductory LMI video and role model videos.

Q. Would we be their main contact to distribute information and arrange film dates

A. Yes

Q. Do you know how many Role Model interviews you will be seeking? There isn't a figure mentioned on the specification sheet, as far as I can tell.

A. Approximately 40 with 40 being the maximum.

Q. To accurately estimate the work needed please confirm any preproduction work has been carried out – at this stage we would assume, not but for example if there is a narrative this will potentially save time and cost.:

A. An introduction to Labour Market Information - We will provide a script only.
An introduction to Sectors – No script provided and will need to be created based on the business/organisation. This needs to be a journey through the company with people explaining their roles as per description in tender document.
Role Model Interviews – Script as per tender document.

Q. How many of these are required? “Role Model Interviews - Interviews with role models, less than 5 minutes in duration.”

A. Approximately 40 with 40 as the maximum.

Q. Are there existing video brand guidelines and assets that we can or should use?

A. Our Comms team will support on branding but it will be a simple case of bookending the videos.

Q. Have all the candidates to be filmed committed to appear on camera – if not, then are there backup candidates.

A. No one has been approached yet and SEMLEP will seek participants with partners and the tender awardee

Q. Secondly, the requirements appear to include a link https://www.semlep.com/modules/downloads/download.php?file_name=2379to which contains instructions to interviewees on how to self-film and upload their videos and send to Pual Thompson at SEMLEP. Does this mean we are merely editing such submissions or will these interviews need to be created afresh.

A. These will be new videos created by the tender awardee

Q. Does SEMPLEP have any means to schedule to group filming on certain set days?

A. No

Q. Do such videos need to be shot at specific locations to show the workplace environment?

A. Ideally yes but we would consider studio or other venue options if proposed.

Q. Could such interviews be carried out at our Milton Keynes video production studio to enable maximum economy?

A. As per 2

Q. Is this for new content in the ‘Section’ Video so needs to be shot or is this current content to be edited in a creative way

A. New content

Q. For the 'section' videos are these 15 Minutes in total for 10 or ten individual each lasting 15 mins?

A. 10 x 15 mins

Q. For the interviews is this less than 5 mins in a video for each sector or 5 mins in total with different people from each sector. We are assuming these interviews will be supplied and we just edit.

A. Approximately 40 videos @5 mins