



## **Tender Brief for Westminster Abbey Learning Department Filming**

### **Who We Are**

Westminster Abbey is one of the world's great churches and the Coronation Church since 1066. Kings and queens are buried, alongside authors, poets, scientists, musicians, dancers, actors and politicians and over one million visitors each year to discover over ten centuries of British history in this truly remarkable building which is a UNESCO world heritage site.

However, the Abbey is first and foremost a working church, offering daily services and the opportunity for all to worship.

Westminster Abbey's Learning Department provides a high-quality experience which aims to enhance the learning of young people and families from the UK and beyond. The Abbey is a tremendous resource which inspires and amazes learners of all ages.

### **Aim**

Westminster Abbey's Learning Department is looking for a video production agency to write, film, direct and edit a collection of short films. These will provide an up-to-date, interesting and engaging introduction to the Abbey, covering key elements of its history and religious importance, reflecting its significance to the nation today and emphasising that it is a living church as well as a heritage site.

### **Output**

- 1 x 9 minute introduction film, to be used at Westminster Abbey at the start of guided school tours
- 1 x 1 minute edit of the introduction film, to be hosted on the Learning Teaching Resources webpage to offer a visual contextualisation of the Abbey for non-visiting learners, in the UK or overseas
- 5 x 3 minute topic films, to be hosted on the Learning Teaching Resources webpage to act as visual explanations as part of a lesson or as a standalone view

### **Primary target audience**

- UK school groups aged from 7-18 visiting the Abbey
- English-speaking school groups aged 7-18 who may not be able to visit the Abbey but wish to engage online

### **Content**

Exact content for the 9 minute introduction film will be decided in collaboration with a specially convened youth panel but to include:

- Monastic foundation of the Abbey
- Edward the Confessor, canonisation and shrine
- Henry III's rebuilding project
- Coronations and other royal events
- Major services

Online topic films will cover: prayer and worship; coronations; church services; pilgrimage and remembrance. Teachers and learning staff will advise on the specific content and will be created along with key-stage specific, downloadable teaching resources.

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## Expectations of the video production agency

- To be willing to engage with the young people by attending focus groups to discuss tone and content. We intend to hold three focus groups, one at the outset of the project, one to review the initial script and storyboard and one to review the final stages of the film.
- To produce a draft script and storyboard for each film, based on feedback from the youth panel, teachers and learning staff, and submit these to the Abbey for approval.
- For the 9 minute introduction film, care should be taken to create a storyline with the flexibility to add in or edit short sections when required, such as after major events for the Abbey.
- Where possible, to acquire the rights and reuse existing footage from the original introduction film or other footage of the Abbey
- To take full responsibility for filming, including recruiting any presenters and clearing copyright for online use, as well as editing final versions of each film to submit to the Abbey for approval.

## Expectations of the films

- Ensure that students appreciate the Abbey as a living, working church as well as a heritage site.
- Reflect the diversity of school audiences so that students, no matter who they are or what they believe, can connect with the Abbey.
- Ensure content is representative of today's society to enable the above and reflect a broad range of people buried and remembered here.
- Include the Queen's Diamond Jubilee Galleries, to showcase the space and key artefacts

## Format

The film should be of sufficient quality that it can be viewed on large HD screens in the Education Centre. In 4K or HD.

The online films should be suitable to be streamed on personal devices and hosted on site such as YouTube and embedded into the Abbey website. Captions should be provided.

## Timescale

Specifically convened youth panels meeting in early 2020, followed by filming in spring. All films should be completed by July 2020. Timings are dependent on good light conditions, Abbey schedules and availability of footage from services and events.

## Application

If you are interested in this work, please contact [sian.shaw@westminster-abbey.org](mailto:sian.shaw@westminster-abbey.org), using "Learning Department Filming" in your subject line, by **noon on 10<sup>th</sup> January 2020**.

Successful submissions will then be invited as part of the next stage to give a presentation of their ideas on **28<sup>th</sup> and 29<sup>th</sup> January 2020**, after which a recommendation will be sent to our projects committee.

Your application should include the following:

- A summary outlining the reasons for applying, including but not limited to: a description of the process that would be taken; any requirements of the Abbey that we should be aware of; and, if relevant, similar organisations that you have worked with and/or experience of working with young people
  - A digital file or webpage link to at least one example of a similar piece of work, delivered by WeTransfer
  - A detailed breakdown of the overall cost of delivering the films
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