

## Commission: Film and video maker – Creative Estuary Phase 2 Impact Film

<b>Project name</b>	<b>Creative Estuary Phase 2 Impact Film (2023 - present)</b>
<b>Project overview</b>	<p><b>Creative Estuary is commissioning a 3- 4 minute overview film that captures the impact and achievements of Phase 2 of the programme. The video will showcase the artists, creatives, and creative organisations supported since 2023, highlighting key successes, stories, and the wider impact across the Thames Estuary region.</b></p> <p><b>The film will live on the Creative Estuary website and be used across social media platforms.</b></p>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• <b>Celebrate and document the achievements of Phase 2 (2023-present)</b></li> <li>• <b>Demonstrate impact to partners and funders</b></li> <li>• <b>Raise awareness of Creative Estuary’s role in supporting the regional creative ecosystem</b></li> <li>• <b>Inspire future applicants and partners</b></li> </ul>
<b>Target audience</b>	<ul style="list-style-type: none"> <li>• <b>Artists and creative practitioners</b></li> <li>• <b>Creative and cultural organisations</b></li> <li>• <b>Local authorities, regional partners and funders</b></li> <li>• <b>Wider public interested in arts and culture in the Thames Estuary</b></li> </ul>
<b>Key messages</b>	<p><b>Since 2023, Creative Estuary has meaningfully supported and strengthened the creative sector across the region, empowering artists, enabling creative organisations, and delivering tangible cultural and economic impact.</b></p> <p><b>We are now proud to call ourselves the creative development agency shaping the Thames Estuary into a vibrant global hub for culture and creativity.</b></p>
<b>Key content to include</b>	<ul style="list-style-type: none"> <li>• <b>Statistics: Number and range of artists/organisations supported</b></li> <li>• <b>Geographic spread across the Thames Estuary - animated graphic map pinpointing where we have supported</b></li> </ul>

	<ul style="list-style-type: none"> <li>• Types of support delivered (funding, mentoring, networks, etc.)</li> <li>• Young people supported focus: Young people from our co-commissions - to be taken</li> <li>• Videos taken by our co-commission projects</li> <li>• Creative Placeshaping Together symposium 2025 video</li> <li>• Images from our symposium, including a scribe image</li> <li>• Northfleet and Thurrock awardee talking head videos - to be taken</li> <li>• Images from our gathering of creatives in April 2026, including a scribe image</li> <li>• Northfleet group meeting snapshot - to be taken</li> </ul>
<b>Tone and style</b>	<ul style="list-style-type: none"> <li>• Inspiring and celebratory</li> <li>• Authentic and regionally grounded</li> <li>• Visually engaging with strong storytelling</li> </ul> <p>The film should balance data/impact with personal stories and strong visuals.</p>
<b>Format</b>	<ul style="list-style-type: none"> <li>• Main film: 3 - 4 minutes</li> <li>• Optimised for website and social media</li> <li>• Landscape (16:9) master version</li> <li>• Cutdowns (e.g., 30- 60 second social edits)</li> <li>• Subtitled version for accessibility</li> <li>• Captions suitable for social platforms</li> </ul>
<b>Budget</b>	Approx. £10,000 - £15,000 plus VAT (inclusive of development, filming, editing, music licensing, subtitles, and final deliverables).
<b>Timeline</b>	Completion for 30 <sup>th</sup> June 2026, flexibility to be discussed.
<b>Success criteria</b>	<ul style="list-style-type: none"> <li>• Clearly communicates scale and impact of Phase 2</li> <li>• Strong engagement on website and social platforms</li> <li>• Positive feedback from board and funders</li> <li>• Serves as a lasting record of programme achievements</li> </ul>