



Invitation to Tender

Short Film Production

EGEH Film Competition

16/07/2024

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**English
Gambling
Education Hub**

www.ygam.org

71 – 75 Shelton Street Covent Garden, London, WC2H 9JQ

Registered Company: 09189998 • Registered Charity: 1162425

**Safeguarding
Our Digital
Generation**



1.0 Introduction

Ygam is an award-winning charity with a mission to prevent children and young people from experiencing gaming and gambling harms through awareness-raising, education, and research. Through a portfolio of evidence-based programmes, we develop and deliver training and resources for a range of groups who have influence over children and young people.

Ygam’s vision is for every child and young person to be resilient to and safeguarded against gaming and gambling harms.

Ygam is in partnership with GamCare for the English Gambling Education Hub (EGEH). The EGEH Film Competition invited organisations that work with young people aged 11–25-year-old in all educational settings, to create a short film that explores the reasons why young people gamble, the associated risks and harms, as well as signposting to support and treatment for those suffering from gambling harms raises awareness of the gambling harms. Further information can be on the EGEH website - [Film Competition | The English Gambling Education Hub \(egeh.org\)](https://www.egeh.org)

2.0 Project Summary

We are seeking proposals from experienced film production companies to judge and then professional remake the winning entry.

Appendix B contains a detailed scope to enable you to provide an itemised quote

3.0 Timetable

Invitations to tender issued	16 th July
Clarification questions	19 th July
Responses to questions via email	22 nd July
Proposal submitted	26 th July noon
Organisations shortlisted	9 th August

Organisations interviewed (online)	W/C 12 th August
Selected developer notified	13 th August
Project Initiation Meeting	TBC
Film creation	All items including script development, locations, casting and prize day within window 13 th August-27 th September.
Sign off	02.09.24 - 27.09.24
Film Launch	28.09.24
End of Contract	Event in week 09.11.24 Roll out 16.11.24 - 30.11.24

4.0 Key Contact(s)

- Kyle Riding, Head of Programmes; kylerriding@ygam.org
- George Bricher, Resource Development Lead, georgebricher@ygam.org

5.0 How to apply

- Contact for enquiries
 - Please submit any questions to film@egeh.org no later than 12pm [time] on 19th July 2024
- Submission of proposal
 - A project proposal including the Supplier Information form in Appendix A, should be submitted by email to film@egeh.org by 26th July 12pm.

6.0 Proposal requirements:

- Proposals should cover:
 - Company Profile and experience
 - Team member biographies for the judging panel participant and core film production team
 - A response to the detailed scope as set out in Appendix B of this document including:
 - Breakdown of costs
 - Script Development
 - Pre-Production (location scouting, casting etc.)
 - Filming (crew, equipment, talent fees)
 - Editing & Post-Production
 - On-set observation for competition winners
 - Music Licensing (if applicable)



- Small contingency
- Creative concept for reimagining the winning competition entry (optional)
- Identified risks and how to mitigate these including during the creation of the film
- Anticipated challenges and how to tackle these.
- At least two references Ygam can approach between shortlisting and final appointment.
- A completed copy of your Supplier Information – Appendix A

7.0 Shortlisting criteria:

Proposals will be scored against the following criteria:

- Relevant experience in film production for young audiences and engaging with young people during creation
- Creativity and understanding of the target audience
- Expertise in translating social messaging into compelling narratives
- justification of costs and value for money
- ability to complete project within defined timeframes
- experience and knowledge of the voluntary sector

8.0 Interviews:

w/c 12th August- online interviews [to include a presentation from potential developers for which a brief will be provided when shortlisted providers are notified].

9.0 Contract:

The contract will be between Ygam and the successful organisation with an expected end date of 30th November 2024.

We look forward to receiving your proposal.



Appendix A – Supplier Information

Please complete and submit this form with your proposal.

A documentation check will be completed post interview stage if successful prior to awarding the contract.

Organisation Name	
Registered business address	
Company and/or charity number	
Do you have a parent company (if yes give details)	
Please specify your organisation type	
Date of incorporation/registration	
Do you have any subsidiary companies/charities? (if yes give details)	
Do you have public liability insurance of a minimum of £5m cover? Please give insurance policy number	
Do you have employer's liability insurance with a minimum £5m cover? Please give insurance policy number	
Are you registered with any professional bodies? (if yes please give details)	
Do you have a quality assurance/quality management system in place? Please give details (max 250 words)	
Does your organisation have a complaints policy	
Does your organisation have a Safeguarding Policy and a Risk Management policy	
Are there any potential conflicts of interest between your organisation and/or Ygam or GamCare? If yes, please give details.	



Appendix B Detailed scope

Short Film Production

- Based on the winning competition entry, your team will develop a professional script and concept for a new short film (maximum 5 minutes) that resonates with the target audience (11-25 year olds).
 - concept and script to be presented to the EGEH team for discussion and approval
- The film will professionally reimagine and expand upon the winning concept, addressing the EGEH's specific messaging on gambling awareness.
- You will produce the film in its entirety including casting and locations. The EGEH must be consulted during this process.
- You will engage (via the EGEH team) with the winning entry team to incorporate their ideas, offering them the opportunity to observe the filming process on the one-day shoot (this is a part of their prize).
- Filming will be completed within one day.
- Following filming, the film will be edited to a high professional standard.
- One round of revisions will be conducted based on feedback from the EGEH team.
- Upon final approval, the film will be branded and delivered; and all rights to the film and materials will be transferred to the Ygam and GamCare.