



PHOTOGRAPHY AND VIDEO PROJECT

Ipswich Central is the Business Improvement District (BID company, ipswichcentral.com) for Ipswich and provides the All About Ipswich website and brand to attract residents, visitors and tourists to the town; with the aim to increase visitor spend, dwell time and improve perceptions of Ipswich.

In order to keep the All About Ipswich website, social media channels and marketing activity fresh and relevant, new content is required and, in particular, new imagery and video clips.

Ipswich Central would like to invite you to propose ideas and costs for creating a new suite of photography and video clips to be used across the All About Ipswich website, social media channels (Facebook, Instagram and Twitter) and throughout marketing activity (campaigns, leaflets, guides, posters, advertising ect).

We understand that shooting can be weather dependent and this project may be required to be spread over a few weeks. However, we would like to have the majority of the imagery and footage ready to use for Summer 2019.

The Ipswich Brand.

Ipswich is a hard-working, historic town with a long maritime and industrial past. In contemporary times, the town is recognised as the culture capital of Suffolk and East Anglia's waterfront town; a hub for good restaurants & bars and for independent shopping. Much of the town's heritage is alive in the buildings throughout the town centre and along the waterfront.

The All About Ipswich brand aims to encapsulate all of these stories and themes and make them relevant and interesting to the audiences of today, with the leading message and hashtag *EXPLORE IPSWICH*; exploring the town's history and exploring what's available now.

Browse the All About Ipswich website (allaboutipswich.com) and social media channels (@allaboutipswich) to get a feel for the brand's atmosphere and voice. Brand guidelines are also available upon request.

The imagery we need.

We require photography and video clips of attractions, historic sites, streets and experiences in the town that capture the feelings and vibes that is the "Ipswich brand" and that represent Ipswich in an interesting

yet honest way; not with an unrealistic "chocolate-box" or dissociated view. Keeping in mind however that the imagery is being used to attract visitors to Ipswich and to improve town pride.

Many of the shots we require people to be in, so you will need to arrange for models for some of the filming and shooting. We imagine a couple aged between 25-35 would suit the "Ipswich brand" however we are open to suggestions that fit your style of photography. We would expect the imagery with people to be relaxed and natural, not too forced or posed.

Below is a photoshoot-list of the images we need, however we are open to your own creativity and interpretation of the "Ipswich brand":

ATTRACTIONS & HISTORIC SITES

- Christchurch Mansion (external, internal, some with people)
- Christchurch Park (some with people)
- Ipswich Art Gallery (internal, some with people)
- Ipswich Museum (external, internal, some with people)
- New Wolsey Theatre (external, day and evening (with pre-show crowd)
- Ipswich Town Hall (external, Cornhill Square, some with people, day and evening)
- Arras Square (external, some with people, day and evening)
- Ancient House (external)
- Willis Building (external)
- Ipswich Town Football Club (external)
- St Peters by the Waterfront (external)
- DanceEast (external, some with people)
- Old Custom House (ABP, external, day and evening)
- University of Suffolk (Waterfront Building, question mark, external, day and evening)
- Ipswich Regent Theatre (external, day and evening (with pre-show crowd)
- Blue plaque sites (Utilitarian House)
- Wolsey Gate
- Thomas Wolsey Statue
- St Mary le Tower Church (external)

STREETS AND TOWNSCAPES

- Dial Lane (some with people)
- Tavern Street
- Westgate Street
- The Walk (Thoroughfare)
- Buttermarket Street
- St Peters Street (The Saints, some with people)
- St Nicholas Street
- Across the waterfront (St Peters Port to Aurora, some with people, day and evening)
- Fore Street
- Cardinal Park
- Princes Street (office sector)

EXPERIENCES (all with people, we will cover food, drink and ticket costs)

- Eating in a waterfront cafe or restaurant (day and evening)
- Eating in a town centre cafe or restaurant (day and evening)

- Drinking in a waterfront bar (evening)
- Drinking in a town centre bar or pub (evening)
- Browsing through independent shops
- Views from an orwell river cruise (Allen Gardiner, Orwell Lady or Barge Victor)
- Guided Walk
- Outdoor Events (dependant on timings)

Along with this suite of photography, we would also require a collection 50-60 second videos around the following themes, however we are open to your ideas:

- Overall Ipswich video
- Arts & Heritage
- Parks & Waterfront
- Hidden Gems
- A day in Ipswich

Our budget.

Our budget for this project is £7,500 - £8,500.

Your proposal.

By Wednesday 13th March 2019, we require the following from you in order for you to be considered for the photography and video project:

- Examples of similar work you have created (images and video of places, some with people and activities)
- Your approach to capturing and representing the "Ipswich brand"
- A breakdown of all costs (with tiered options if applicable)
- A project timeline

Any questions, please email: jack.cripps@ipswichcentral.co.uk

Next steps.

From the proposals we receive, we will invite at least three to come to our Ipswich office to talk about their ideas; we will then make a final decision.

We will contact you by Friday 15th March to let you know if you've been invited to speak with us week commencing 18th March. Once we have met with everyone, will make a final decision and inform you by Friday 22nd March.