



BRIEF

BEAMISH MUSEUM

Film to promote the Remaking Beamish project and our public appeal to move the Grand Electric Cinema from Ryhope, Sunderland, to the museum.

1.0 About the project

Summary

We are seeking to work with an innovative filmmaker or company to create a promotional video that is reflective of our outstanding, immersive experience and will illustrate the museum's vision for the future. The primary aim of this film is to promote our transformational project 'Remaking Beamish' and to encourage the general public to donate money towards our public appeal that will raise the remaining funds needed to relocate the Grand Electric Cinema from Ryhope, Sunderland, to the museum. Building on the success of the cinema evening that the museum hosted in Summer 2015, we hope to encapsulate the enthusiasm and excitement that was created when we announced the cinema's relocation in this promotional film that will in turn create a real 'buzz' of excitement among our visitors when the campaign goes live. The campaign film will be shown at the museum's entrance building, on all of our social and digital media platforms and shared with the local press and media. The film needs to grasp the attention of our visitors within the first few seconds of visitors landing on our Facebook page, Twitter feed and website.

Background about Beamish and our future plans

Beamish is a renowned living museum telling the story of the people of North East England from 1820 through to the 1940s, covering time periods from the Georgian era through to World War Two. It is the North East's most popular paid-for tourist attraction and is one of the top 20 most-visited paid-for attractions in the UK, welcoming more than 670,000 people a year.

The museum exists to preserve the North East's social, industrial and agricultural heritage, using its outstanding collections to share stories of everyday life in the past. Visitors don't just learn about the region's history – they become immersed in the sights, sounds and even tastes of the past: from shopping in a typical Edwardian town, to experiencing life on the Home Front during World War Two on a real working farm, to finding out what life was like in a North East colliery in the early 1900s – including crawling underground in the mine. The Beamish experience involves travelling on period trams, buses and trains to cross the site, and at every step of the way costumed staff and volunteers are available to chat to visitors and provide information.

Beamish was set up in 1970 by Frank Atkinson, with the support of all of the North East local authorities. Frank's vision was to create a museum 'for the people by the people'. He realised that the region was changing dramatically; losing traditional industries such as coal mining and shipbuilding, and the communities that served them. To preserve this heritage he pioneered 'unselective collecting', encouraging donations of everything from buildings to everyday objects. Since then, Beamish has continued to develop across its 300 acre site, staying true to Frank's progressive, founding vision.

Beamish has collected and interpreted the social, agricultural, transport and industrial heritage of the North East for more than 40 years, building one of the most extensive and significant collections nationally. Our collection includes circa four million objects, 90% of which are on permanent display, over 70 accessioned buildings, oral histories and nearly two million images. We manage an open store and offer facilities for community group-owned collections. Through our collections, we celebrate the region's long history of ingenuity and innovation – from the development of early industry in the 1820s through to the birth of steam and the rich array of engineering and scientific innovations underpinning the prolific output of the Great Northern Coalfield.

Future plans - Remaking Beamish

'Remaking Beamish' is a unique and ambitious programme which will transform the museum through extending the Beamish experience into a time period in living memory, as well as telling a more rounded story of the 1820s. The scheme includes a 1950s town and farm, as well as additions to the existing 1820s area – and in line with our guiding principles, all developments are informed by community engagement with people right across the North East region.

The Remaking Beamish project has a number of unique and nationally important aspects. The scale of the scheme, in particular, marks it out internationally - no other open air museum has ever undertaken a new development of such magnitude. And developing a complete 1950s town is certainly a first for UK open air museums. The ambition, quality and importance of the scheme has been recognised by the Heritage Lottery Fund – their award of £10.75M for Remaking Beamish is one of the largest made in the North East in the past ten years.

Building on the success of our ongoing capital works programme and the re-development of our 1940s Farm in 2013, Remaking Beamish is an extension of tried and tested ways of working, refined over a number of years, particularly in terms of involving local communities in telling the story of time periods in living memory.

2.0 Our aims for this project

The film will be used as a marketing tool to promote and raise the profile of the Remaking Beamish project as a whole - with the local and regional press and media, our social media following and our visitors (over 670,000 per year), as well as raise general levels of awareness across the region and beyond. We want every visitor who enters the museum, visits our social media pages or reads about the museum in the press to be aware of Remaking Beamish and the public appeal. We hope that the film inspires people to become involved with the project and become a part of Beamish. The museum is aiming to raise at least £100,000 through the public appeal for the cinema to be relocated to the museum (match funding HLF funds already raised).

As a result of watching the film we want viewers to:

- Visit the museum and buy a brick in the model cinema
- Log on to the Kickstarter website and donate money towards the public appeal.
- Become advocates of Beamish and encourage friends to support the campaign.

3.0 Further information about our aspirations for the film and the scope of work

Tone

The promotional film should reflect the museum's distinctive, ambitious and quirky personality. It is imperative that every viewer understands what the Remaking Beamish project will achieve and how they can become involved with the public appeal. The tone of the film needs to be fun and upbeat to encourage people to feel part of the project and indeed Beamish, by donating money to the campaign.

A modular approach

We envisage a modular approach to the film with a 3-4 minute section on Remaking Beamish and a 3-4 minute section for the cinema's public appeal.

Key messages that need to be made clear in the film are:

- **A summary of Remaking Beamish:** The film needs to have a clear message explaining what Remaking Beamish is and what we are aiming to achieve.
- **Why we need your help:** Beamish Museum needs the public's help to make the true vision of Remaking Beamish a reality. We are launching a public appeal to help raise the outstanding funds needed to relocate and rebuild the Grand Electric Cinema from Sunderland at Beamish. Capitalising on the strong and passionate community of support Beamish has in the North East and further afield, we want this film to unlock the potential of our significant visitor numbers, impressive social media following (over 65k likes on Facebook and 22k followers on Twitter) and loyal fan base - encouraging them to donate, and giving them a genuine stake in the museum's success.
- **What we hope to achieve:** We want every visitor who enters the museum, visits our social media pages or reads about the museum in the press to be aware of Remaking Beamish and the public appeal. We hope that the film inspires people to become involved with the project and become a part of Beamish. The museum is aiming to raise at least £100,000 through the public appeal for the cinema to be relocated to the museum (match funding HLF funds already raised), £15,000 we hope to raise through a Kickstarter campaign.

We envisage that this project will involve the following activities:

- Interviewing people involved in the project.
- Filming at different locations.
- Merging still images seamlessly into the film.

4.0 Outputs and outcomes

Outputs

- A film that is accessible, informative and engaging and can be shared on our crowdfunding webpage, all social media channels and at the entrance of the museum.

Outcomes

- Every visitor who watches the film should leave with a thorough understanding of what we are aiming to achieve at the museum over the next five years.
- We want as many people as possible to feel a connection to the museum after watching the film and the need to support us in our ambitious plans for the future by: visiting the museum and buying a brick in the model cinema, logging on to the crowdfunding website and pledging money towards the public appeal and most importantly, becoming advocates of the museum and encouraging friends to support the campaign.

5.0 Timetable

Date	Activity
5pm Friday 13 th May	Deadline
26 th May	Interviews take place
30 th May	Company selected, inception meeting takes place,

	company contracted and work begins
11 th July	Aim for work to be completed for Beamish's Festival of the 50s event on 14 th July

6.0 Available budget

- £10,000

7.0 Skills and expertise required

- Ability to integrate still images, interviews and architectural drawings into the film.
- Ability to interview a wide range of people – from community members to professionals involved with the scheme.
- Ability to create a film which appeals and relates to our diverse audience.

8.0 Your submission – how to express an interest, and any queries

A document responding to this brief is required and should include the following (no more than four sides of A4):

- a) Outline your suitability to deliver the brief, including details of at least two similar contracts you have delivered
- b) How you plan to approach the requirements of the contract
- c) Fee – including breakdown of costs
- d) Two referees – people/organisations you have delivered similar contracts for
- e) A timetable for the project, including milestones and key dates

Please submit by email to emilyhope@beamish.org.uk by 5pm Friday 13th May.

If you have any queries about the requirements of the brief, please also direct them to Emily Hope, Partnerships Coordinator at the email address above.