

## LCB / Leicester Leading: Video commission

### **Objectives: LCB wishes to**

- Commission a film maker/videographer to create a series of 12 video interviews case studies of local creative practitioners and/or businesses to support a communications plan delivered through a rolling programme of social media across a year
- Films will profile, entertain, and inform audiences as to the vitality and vibrancy of the city as a creative industries friendly city
- Receive a simple toolkit with branding guidance to distribute to local practitioners and creative businesses to support the creation of their own video content in consistent format

### **Introduction:**

LCB is city's creative industries hub and manages workspaces currently across 3 locations in the city's cultural quarter. LCB also supports the development and growth of several sector-led networks in film design music architecture visual arts fashion textiles and more.

Working with these industry partners, LCB manages and delivers a programme of creative, cultural, and business activity and events designed to support enterprise, business incubation, and profile the city's creative industries and ecology.

The city has seen good growth across the sector in recent years and in 2024-25 was recognised through the national Adobe survey as being one of the UK's top 5 creative cities. The city boasts a flourishing business voice through the growth of business led networks. LCB's fourth workspace CANOPY will open summer 2025 and is a further emblem of the sectors recent growth.

LCB wishes to work with the sector and stakeholders to maintain this status.

To do this LCB will create a new dedicated platform for communications through the creation of a website which will host profiles of LCB's workspace, links to the city's business networks and case study content, information and resources designed to inform enquiries beyond the city as to the nature of the city's creative sector.

The commissioned videos will be distributed through a rolling programme of social media drive visitors to the website and will support inward investment in three key areas

- Investment/Funding
- Business
- Talent

## **Specification**

We wish to commission 12 video stories/case studies which will be distinctive and recognisable in terms of format and branding.

Subject matter “stories” shall be provided through a collaborative process between LCB and its business network partners. LCB will work with the appointed company to schedule and organise all interviews.

Videos for each shall be delivered in short form reels style formats (approximately 2 minutes) and longer form formats (5 minutes+). Short form videos will be distributed via social media accounts and longer form content will be hosted on our website.

The videos will take place ideally in the subject's work setting and/or @ LCB Depot. We imagine other video content perhaps supplied by the subject to be edited as part of the finished result.

In addition, we wish to receive a simple toolkit with branding which LCB can distribute through the ‘Leicester Leading’ network to allow for the creation and submission of further content by the sector in a consistent format

Filmed content should be delivered on a rolling basis for distribution from June onwards.

**Available budget is upto £20,000 (ex VAT).** Payments would be made in two or three key points, upon successful delivery of the videos as the project progresses.

### **Submissions should include**

- Description of the proposed format – for both short form reels and longer form case studies
- Proposed timelines of the creation and delivery of the 12 videos
- A description of what toolkit would be provided which is user friendly and suitable for distribution
- Itemised quotation
- Provided links or examples of previous completed work relevant to the brief.

**Submitted proposals to be received at [Leading@lcbdepot.co.uk](mailto:Leading@lcbdepot.co.uk) by 5pm, Friday 30 May.**