

DARTMOOR NATIONAL PARK AUTHORITY



Introductory Animated Film to tell the Dartmoor Story

CONTRACT

THIS CONTRACT is made this *02* day of October 2018

BETWEEN :

- (1) **Dartmoor National Park Authority** of Parke, Bovey Tracey, Newton Abbot, Devon TQ13 9JQ ("Authority"); and
- (2) **Cass Productions** of 101 Leigh Road, Eastleigh, SO50 9DR ("the Contractor")

WHEREAS :

- A. DNPA wishes to enter into a contract for the delivery of an Introductory Animated Film to tell the Dartmoor Story ("the Services").
- B. The description of the Services is set out in the Invitation to Quote ("the Contract Brief") at Appendix 01 and specification, Appendix 02.
- C. The Contractor has by written quotation dated 31st August 2018 (Appendix 03) undertaken to carry out the Services in accordance with the Contract Brief for the fixed price of £7500 + VAT.
- D. The Contractor has agreed to complete the Works on or before 27th February 2019

NOW IT IS HEREBY AGREED that:

1. The Contractor will upon and subject to: -

- this contract
- the Contract Brief (Appendix 01,02)
- the Contractor's written quotation (Appendix 03)

carry out the Services and the Authority will pay to the Contractor the sums as shall become due in accordance with this contract.

2 Provision of the Services

- 2.1 The Contractor shall perform the Services in accordance with the Contract Brief together with such written or oral instructions as may from time to time be given by or on behalf of the Authority.
- 2.2 The Contractor warrants that the Contract will be performed with all due skill, care and diligence, and in accordance with good industry practice and legal requirements
- 2.3 Any failure to provide correctly formatted, accessible copies of reports, text, drawings, illustrations, plans and other documents in a Microsoft Office compatible electronic format capable of further editing (not read only) shall be taken to be a failure to deliver proper performance under this contract.
- 2.4 If there is any conflict between the provisions of the Contract, the conflict shall be resolved in accordance with the following order of precedence: (i) these General Conditions of contract, (ii) the Contractor's written quotation, and (iii) the Contract Brief.

3 Quality and Description

- 3.1 The Services shall conform as to the quantity, quality and description with the particulars stated in the Contract Brief;
- 3.2 The Authority reserves the right to amend the Contract Brief including the substitution, deletion and addition of conditions and requirements, **PROVIDED ALWAYS** that no amendment shall be made without the Contractor first being afforded the right to make representations to the Authority **AND** also given the opportunity to indicate whether there will be a supplemental charge in respect of any additional work consequent upon the proposed amendment which the Contractor believes was not in the contemplation of the parties at the date of signing this contract

4 Invoicing & Payment

The Authority will pay to the Contractor the sum of £7,500 + VAT as follows in respect of proper performance of the Contract Brief as specified in the contract:

- (a) The sum of £1,875 +VAT when the Concepts and content have been agreed
- (b) The sum of £4,875 +VAT on completion of the animated film
- (c) The balance of £750 +VAT upon satisfactory assessment and final amendments of the finished product

Progress and performance under the contract shall be deemed satisfactory unless DNPA has stated reasoned dissatisfaction within 15 days of the matter causing concern arising.

All payments will be made within 30 days of receipt of a written invoice.

5 Confidentiality

The Contractor shall not disclose to any person, firm or company any information of a confidential nature obtained in any work under this Contract and for the avoidance of doubt this obligation of confidentiality shall continue beyond the termination of this contract, without limit of time.

6 Assignment or Sub-Contracting

The Contractor shall not assign sub-rogate or transfer the Contract or any part or parts thereof to any other person, firm or company, except with the prior written consent of the Authority.

7 Intellectual Property Rights

All intellectual property rights (including but not limited to copyright and moral rights) in the Services (for the avoidance of doubt, including the film and in the course of producing the film, including outtakes and unused materials) created by the Contractor, its employees, agents and any subcontractors will vest in the Authority absolutely on creation.

To the extent any such intellectual property rights do not automatically vest in the Authority, the Contractor, its employees, agents and any subcontractors will hold the same on trust for the Authority and promptly execute any document necessary to assign any such intellectual property rights, at no additional cost to the Authority.

The Contractor agrees and undertakes that the Authority's organisational name, logo or other identifying mark shall not be used without prior written approval from the Responsible Officer.

8 Data Protection

The Contractor shall comply in all respects with the provisions of the Data Protection Act 2018 and the General Data Protection Regulation ((EU) 2016/679) (GDPR) and will indemnify the Authority against all actions, costs, expenses, claims, proceedings and demands which may be brought against the Authority which arises from the use, disclosure, transfer or other processing of personal data by the Contractor or any person employed by the Contractor or acting on the Contractor's behalf (whether with

or without the knowledge of the Contractor). In particular the Contractor must ensure that:

- appropriate security controls are in place to protect any personal data that is processed by the Contractor as part of the contract
- no personal data is retained by the Contractor at the conclusion of the contract
- that any personal data breach leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data be reported to the Authority in writing with 48 hours of the breach.

If the Contractor has any queries in relation to this clause, including ascertaining whether personal data processing will form part of the contract, they should contact dataprotectionofficer@dartmoor.gov.uk.

9 Freedom of Information

This Contract shall be subject to the provisions of the Freedom of Information Act 2000 and the parties acknowledge that the Authority shall comply in all respects with the provisions of the Act and in particular shall communicate to any persons making a request under the Act all and any information contained in or relating to this Contract where required by and in accordance with the provisions of the Act.

10 Health & Safety at Work

The attention of the Contractor is directed particularly to the responsibilities of employers under the Health and Safety at Work Act 1974 (as amended) and Codes of Practice issued by the Health and Safety Executive. The Contractor shall at all times be responsible for ensuring safe systems of work, suitable and safe equipment and a safe working environment for all activities coming under the scope of this contract.

This project will require work with children, therefore, in accordance with the Authority's policy, this position is subject to a Disclosure and Barring Service check.

11 Bankruptcy/Liquidation etc.

In the event of the Contractor becoming bankrupt or making a composition or arrangement with its creditors or having a proposal for a voluntary arrangement for a composition of debts or scheme or arrangement approved in accordance with the Insolvency Act 1986, the Authority shall be at liberty to cancel the Contract by notice in writing without compensation to the Contractor.

12 Corruption

The Authority shall be entitled to cancel the Contract and to recover from the Contractor the amount of any loss resulting from such cancellation, if the Contractor or any person employed by him or acting on his behalf (whether with or without the knowledge of the Contractor):

- (a) has offered or given or agreed to give any person a gift or consideration of any kind as an inducement or reward for doing or forbearing to do, or for having done or forborne to do, any action in relation to the obtaining or execution of the Contract, or any other Contract with the Authority; or
- (b) has shown favour or refrained from showing disfavour to any person in relation to the obtaining or execution of the Contract, or any other Contract with the Authority; or
- (c) has committed any offence under the Bribery Act 2010, Prevention of Corruption Acts 1889 & 1916; or

has given any fee or reward the receipt of which is an offence under Section 117(2) Local Government Act 1972.

13 Force Majeure

Neither the Authority or the Contractor shall be liable to the other for any delay or failure by either party to perform its obligations under the Contract if any such delay or failure arises from any cause or causes beyond the reasonable control of either party, including, but not limited to lightning, earthquakes, riots, acts of terrorism, regulations or orders of any Government, agency or subdivision thereof

14 Variation of Contract

The Contract and its provisions shall only be capable of amendment by a written agreement signed by the parties.

15 Termination

This Contract may be terminated at any time, without cause, by the Contractor or the Authority serving 30 days notice in writing on the other party.

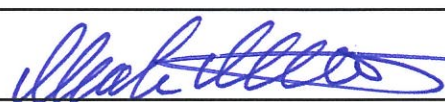
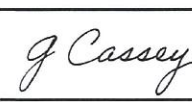
The Authority reserves the right to terminate the Contract forthwith if at any time it considers that the Contractor is in material or serious breach of his obligations under the Contract or that any terms and conditions of the Contract are not being performed in a proper and businesslike manner or to the true intent and meaning of the same.

The termination of the Contract shall have no effect upon the accrued legal rights and obligations under this Contract between the parties.

16 No contract of employment

The parties agree and declare that they enter into this contract as independent contracting parties and that there is no intention to create any contract of employment or mutuality of obligation as employer and employee.

AS WITNESS the hands of the said parties:

For	Dartmoor National Park Authority	Cass Productions Ltd
Signed		Signed 
Name	Mark Quatt	Gary Cassey
Position	Finance Service Manager	Managing Director

DARTMOOR NATIONAL PARK AUTHORITY



Introductory Animated Film to tell the Dartmoor Story

INVITATION TO QUOTE

1. Background

Dartmoor National Park Authority (“the Authority”) is the lead partner with *Moor than meets the eye*, a Landscape Partnership scheme part funded by the Heritage Lottery Fund. The Authority wishes to appoint a suitably experienced and qualified person, firm or company (“the Contractor”) to work with the *Moor than meets the eye* Landscape Partnership to produce an introductory animated film to “Discover the Dartmoor Story”.

This film will introduce people to a wider programme of interpretation for Dartmoor being delivered under the banner **Dartmoor Story** by the *Moor than meets the eye* scheme within the National Park.

2. Scope

The film will be primarily used to introduce the story of Dartmoor’s heritage to our audience via the Dartmoor Story website landing page, www.dartmoorstory.org. It will appeal to families and visitors both young and old using quirky, humorous, storytelling and simple, imaginative animations. The aim of the film is to highlight the key themes of the Dartmoor Story and draw people in to the website so that they delve deeper into the story and heritage of Dartmoor.

3. Contract Specification and Requirements

The Specification for the Film and the proposed contract is set out at **Appendix 02**.

The indicative budget for this project is £8,000 (excluding VAT)

Quotes must be in conformity with the outline specification at Appendix 02 and submitted using the Official Quotation in Appendix 03.

4. Timing

The film should be completed by **27th February 2019**.

The timetable below sets out the key dates in the Procurement Process.

1 st Aug 2018	Invitation to Quote published online
3 rd Sept 2018	Closing date for receipt of Quotes
3 rd -13 th Sept 2018	Evaluation of quotes and Due Diligence
14 th Sept 2018	Contract award made and preferred Contractor notified
28 th Sep 2018	Formal written contract signed by Authority & Contractor

DNPA reserves the right to amend this timetable as the Procurement Process progresses.

The following provisional milestones are proposed for the contract:

28 th Oct 2018	Concepts and content agreed
27 th Feb 2019	Completion of film
28 th Feb-14 th March 2019	Acceptance testing and snagging
21 st March 2019	Contract completed

5. Quote Submission

Quotes must be submitted in writing using the Official Quotation in Appendix 03, to Andy Bailey either electronically by email to info@moorthanmeetstheeye.org, or post to: Dartmoor National Park Authority, Parke, Bovey Tracey, Newton Abbot, Devon TQ13 9JQ, together with supporting information, to arrive no later than **noon on 3rd September 2018**. Any quotations received after the stated closing date and time will be rejected.

Quote submissions **must** include:

1. A formal written quotation outlining the proposed approach to the film contract including graphic style, how the story will be told and methodology
2. A single fixed price cost for the contract (excluding VAT) Quotes **must** also provide a detailed breakdown of costs as follows:
 - (a) development work & research
 - (b) writing script
 - (c) producing film
3. Relevant advice on the Project and the proposed timetable / provisional milestones. Evidence of a proven ability to work to agreed timetables and to meet contractual deadlines
4. Evidence of successful completion of comparable interpretative work within the past 18 months. You are required to submit examples / samples of recent work, which you believe demonstrates your expertise and suitability for the contract. For each example please state the client, scope, date of completion and budget.

These items are critical elements of the specification. Failure to provide information on each of the four points will rule a Quote Submission out.

PLEASE NOTE THAT ANY SINGLE EMAIL IN EXCESS OF 6MB IS UNLIKELY TO BE SUCCESSFULLY RECEIVED

6. Milestone Payment plan

Payments will be made at agreed milestone stages these will be subject to contract finalisation. The following stages are proposed as a guide:

S1	Concepts and content agreed	25%
S2	Satisfactory completion of film	65%
S3	Contract completed	10%

7. Selection Criteria

The contract will be awarded on the basis of MEAT (Most Economically Advantageous Tender). Confidence in the Contractor achieving a high standard of work, completing the contract on time and in accordance with the specification and delivering good value for money.

Each Quote submission will be scored with 70% of the marks allocated for Quality and 30% of the marks for Price. Selection will be based on the combined scores for both Quality and Price to the following criteria:

Criteria A - Quality 70%	Potential score	Weighting	Max score
A1. Describe your artistic vision for this film and provide examples of your graphic style, scripts and overall creative approach to meet the specification	0-5	x4	20
A2. Describe how you will ensure successful delivery of this project drawing on examples of comparable work	0-5	x2	10
A3. Explain your methodology and detail an initial implementation plan with key milestones, timescales and dependencies for all parties at each milestone. Also provide a full description of all resources you would provide, plus resources required from DNPA.	0-5	x1	5
Criteria B - Price 30%	0-5	x3	15
TOTAL			50

8. Notes on scoring Quality criteria

Minimum Quality: Bidders should be aware that, regardless of their price, to be considered for award of this contract they must achieve a qualitative evaluation score of no less than 70% out of the total percentage available for quality. To be clear Quotes scoring lower than 25 out of the maximum Quality score available of 35 will not be considered.

In relation to the Quality criteria Quote submissions will be scored using the following scoring scale:

SCORING SCALE	
Score Awarded	Quality Band Performance Definition
0	Very poor or no response The response provides no confidence.
1	Poor The response provides very little confidence.
2	Unsatisfactory The response provides some confidence but not to an acceptable degree.
3	Satisfactory The response provides an acceptable degree of confidence.
4	Good The response provides a good degree of confidence.
5	Excellent The response provides an exceptional degree of confidence.

In applying the scoring scale, each Quote Submission will be evaluated according to its quality and deliverability. The term 'quality' in this context refers to performance and fitness for purpose of the proposal and therefore covers any aspect of a submission that affects the performance of the contract. 'Deliverability' refers to the likelihood that a submission could in fact be delivered by the Bidder concerned.

9. Notes on Price Criteria

The indicative budget for this project is £8,000 (excluding VAT). If a bidder's total contract spend quoted is above the budget figure it may be considered unaffordable and withdrawn from the procurement process. This will be at the discretion of DNPA.

Bidders are encouraged to be aware that the lowest overall priced Quote Submission received will achieve the maximum price score with other Quote prices scored in proportion to the lowest Quote. Therefore, it is in the bidders' interest to provide a high quality product and service at a competitive price.

The lowest price will score 5 marks. The other offers will then receive scores expressed as an inverse proportion of the lowest price. All results will be rounded to two decimal places. The formula used will be:

$$(\text{Lowest price}/\text{Bidder's price}) \times 5 = \text{Bidder's price score}$$

Price scores will then be multiplied by the price weighting (x3) to give a final price score.

10. Interviews

Although it is not anticipated that interviews or presentations will be required, the Authority reserves the right to shortlist and invite those on the shortlist to make a presentation and answer questions about their submission. The Authority also reserves the right to contact Contractors and ask questions of clarification (if necessary) prior to an appointment being made.

11. Due diligence

Prior to reaching a contract award decision, DNPA will undertake due diligence on the highest scoring Bidder. This due diligence will be conducted on the certificates and documentation supporting the highest scoring Bidder's submission. Supporting documentation must be provided without delay. DNPA contract award decision will be subject to the satisfactory completion of this due diligence.

12. Contract Award

Please note that any costs incurred in preparing a Quote are entirely at your own risk. The Authority reserves the right not to make any appointment and not to accept the lowest quote. The successful contractor will be invited to enter into a formal contract with the Authority in the terms of this Invitation to Quote, the submitted quote document and the Authority's standard conditions of contract. Until the formal contract has been completed, the Contractor's Quote together with the Authority's written acceptance will be treated as forming a binding agreement between the Authority and the Contractor.

13. Contract Management

The contract will be let and managed by the Authority. All matters concerning the scope of the Project, contract matters and other requirements should be directed to the Authority.

14. Intellectual Property

All copyright and intellectual property rights created or otherwise arising in the visuals, film, illustrations, text, images, sound & music, scripts, speech, editing and any work under this contract ("the Work") shall be the sole property of the Authority which shall be free to use the Work or any part thereof as it sees fit.

The Authority shall have the right to exploit and exhibit the Work, with or without any or all of the content, in any medium now known or hereafter devised.

The Authority undertakes to acknowledge the Contractor's design role in the Work.

15. Freedom of Information

Information relating to any contract or procurement exercise to which the Authority is a party, including information about price and performance, is covered by the Freedom of Information Act 2000 (the Act). The Authority is under a legal obligation to disclose such information if requested unless an exemption under the Act applies.

Any person submitting a Quote or entering into a contract with the Authority should, as part of the contract process, inform the Authority of any information which it regards as being confidential and/or eligible for a claim for exemption from disclosure by the Authority under the Act. The final decision as to what information can be disclosed rests with the Authority.

16. Data Protection

The Contractor shall comply in all respects with the provisions of the Data Protection Act 2018 and the General Data Protection Regulation ((EU) 2016/679) (GDPR) and will indemnify the Authority against all actions, costs, expenses, claims, proceedings and demands which may be brought against the Authority which arises from the use, disclosure, transfer or other processing of personal data by the Contractor or any person employed by the Contractor or acting on the Contractor's behalf (whether with or without the knowledge of the Contractor). In particular the Contractor must ensure that:

- appropriate security controls are in place to protect any personal data that is processed by the Contractor as part of the contract
- no personal data is retained by the Contractor at the conclusion of the contract
- that any personal data breach leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data be reported to the Authority in writing with 48 hours of the breach.

If the Contractor has any queries in relation to this clause, including ascertaining whether personal data processing will form part of the contract, they should contact dataprotectionofficer@dartmoor.gov.uk

17. Clarification and Queries

If clarification is required on any issue within this Invitation to Quote, questions should be directed to:

Andy Bailey, Community Officer
01822 890903/07749 855374
andy@moorthanmeetstheyeye.org

who is the Responsible Person for the purposes of this Contract. During the quote period the responses to any specific questions raised in respect of this invitation to quote, including at any site visit, will be posted on the Authority's website to ensure that all prospective suppliers have access to the same information about the project.

Appendix 02

Specification for the Discover the Dartmoor Story Introductory Animated Film

1. Title

Discover the Dartmoor Story
Forged by nature, shaped by human hands

2. What do we want?

This will be a 3-5 minute film to introduce people to the incredible, wild, and cultural heritage of Dartmoor. People will access it from the Discover the Dartmoor Story website www.dartmoorstory.org; the film will be hosted on YouTube. It will show how Dartmoor was forged by nature and shaped by human hands over the last 4,000 years. It will help people get a better understanding and overview of Dartmoor's heritage and encourage them to dig deeper into the story.

The film will:

- be a creative, original, entertaining, humorous take on the Dartmoor Story
- appeal to audiences, both young and old, who are new to the richness of the Dartmoor Story
- use simple animation to create a film which complements the 'usual' landscape photography based Dartmoor film. All animation techniques will be considered if appropriate to the budget. For example animation techniques such as simple stop motion illustration, whiteboard or cut out could be used to illustrate the narrative.

3. What are the key elements of the story?

These are some of the key moments in the Dartmoor Story:

- Formation of the granite 300 million years ago and the subsequent geological processes which have shaped it
- 10,000 years ago Hunter gatherers scurrying across it chasing wild animals
- 4,000 years ago First Farmers - Clearing high ground. Possible evidence for bears. Bronze Age ancestors settling down building farms, creating boundaries, commemorating the dead, stone rows, stone circles. Change in the climate, deterioration of the soils, abandonment of the higher moor. Finding tin in the streams to make bronze. Recent finds over the last 150 years include the Hameldown dagger and Whitehorse Hill Cist.
- Ignored by the Romans. Some Iron Age hill forts. Saxons and Vikings settling the lower lands - some traces in place names. Black Prince using the Dartmoor Forest as a hunting ground
- 1,000 years ago William the Conqueror. Domesday Book. Medieval population boom, better climate, more competition for land, farming on poorer land on the higher moorland. New fields, people living in longhouses with their cattle. People bringing cattle up onto moor for summer grazing from across Devon. Medieval tin mining, tin streaming. Woollen industry. Abandonment of high moorland farms and fields after the Black Death and poor climate/bad harvests as people moved to better land elsewhere
- 200 years ago Arrival of Victorians painting the landscape, changing people's perceptions of Dartmoor from a wasteland to a picturesque landscape, the railways bringing the first tourists and charabancs. Industrialists and landowners using science and engineering to try to improve the land and to reopen old mines. Exploiting the moor, enclosing common land. Antiquarians exploring the Bronze

Age remains, “restoring” stone rows laying the foundations of modern archaeology and championing the conservation of the moor

- Today it’s a place where you can see traces of the past written into the landscape. The way human hands have shaped it has allowed wildlife to thrive - Haymeadows around Postbridge, moorland birds and the beautiful wooded river valleys. By working together we can continue to look after Dartmoor for future generations.

4. Methodology

Finding the right storyteller for this film is very important. They will have great storytelling skills and a strong artistic vision to develop this film. They will have an impressive track record in film making and delivering projects on time which are value for money.

We would expect the successful applicant to work closely with us to develop the narrative based on information we provide and then develop this into the film; creating a script, visuals and narration. We would expect the Contractor to meet regularly with us to approve key stages. The film should be completed by February 27th 2019

5. Requirements

The primary requirement of this film is that it provides an introduction to Dartmoor’s story and presents its heritage in an engaging way which appeals to many people which will be seen on the Dartmoor Story webpage.

- a) The film will be HD quality or higher. Imagery and any text produced should be clear enough to view on a standard smartphone or tablet but also work well on large screen monitors in the Authority’s Visitor Centres
- b) We require a standard version and an accessible version with captions or subtitles. This will be used by the hearing impaired, for foreign visitors or for people to watch on social media without sound
- c) The film should be produced as one film of about 3-5 minutes duration. We may wish to make shorter clips which can be used on social media or at presentations as required.
- d) Any stills produced in the making of this film should be provided which could be used by DNPA in future applications. For example as icons to illustrate key moments in the Dartmoor Story or to create other interpretive material such as a comic strip of the Story
- e) The film must acknowledge funders and agencies involved including the Authority, *Moor than meets the eye* Landscape Partnership Scheme and Heritage Lottery Fund.

Appendix 03

Introductory Film to tell the Dartmoor Story

OFFICIAL QUOTATION

Name:.....Cass Productions.....

Address: Cass Productions, 101 Leigh Road, Eastleigh, so50 9dr

Contact Details:

Gary Cassey, Managing Director
gary@cassproductions.co.uk
02380 652220

By this Quotation, we offer to provide the Services in accordance with the Contract Brief as set out in the Invitation to Quote for the following fixed sum:

£ 7,500.00 (excluding VAT)

We acknowledge that if our Quotation is accepted, we will be required to enter into a legally binding contract, within 14 days, incorporating the terms of the Invitation to Quote and the details in this Quotation.

We understand that the Authority does not bind itself to accept the lowest or any Quotation.

We undertake that we will not communicate to any person, association or corporation other than the Authority the proposed or actual amount of our Quotation, or give any indication thereof and we declare that we have not adjusted the amount of our Quotation pursuant to any agreement or arrangement with a third party.

Authorised Signatory



Date 31/08/18

Name (block capitals please) GARY CASSEY



c a s s

INTRODUCTORY ANIMATED FILM
TO TELL THE DARTMOOR STORY



Cass Productions Ltd, 101 Leigh Road, Eastleigh, SO50 9DR

gary@cassproductions.co.uk

023 8065 2220

www.cassproductions.co.uk



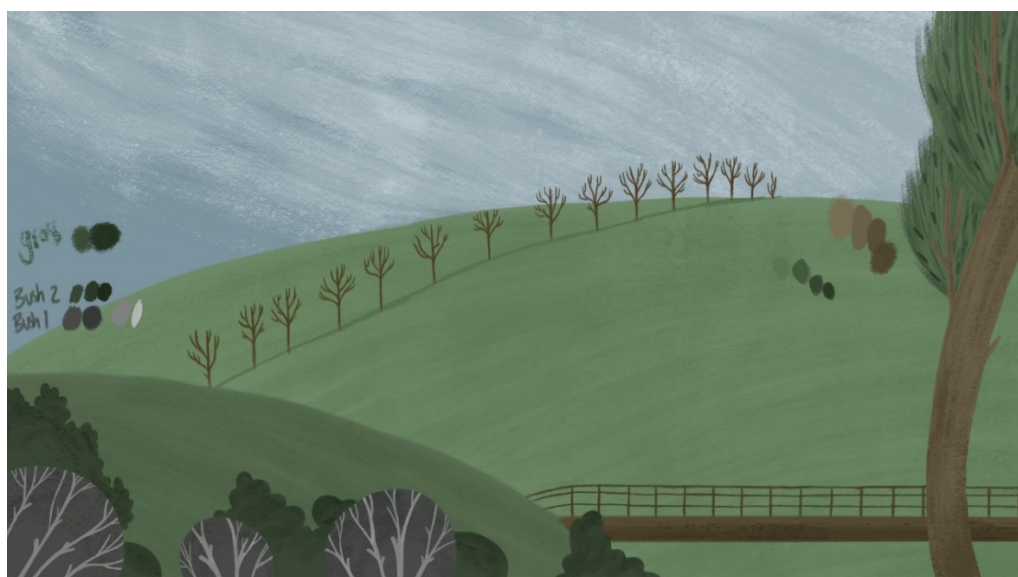
1.Cass Productions Quotation

We are very excited about this project. We have prepared a range of material to show our vision:

- Animation styles
- Example VO
- Example script excerpt
- Test animation

Graphic style

We would use computer-based 2D animation to tell Dartmoor's story. Our vision uses a muted palette, that reflects Dartmoor's landscape while the graphic style has been created to provide contrast with Dartmoor's photographic material.





c a s s

INTRODUCTORY ANIMATED FILM
TO TELL THE DARTMOOR STORY



Cass Productions Ltd, 101 Leigh Road, Eastleigh, SO50 9DR

gary@cassproductions.co.uk

023 8065 2220

www.cassproductions.co.uk



Character designs

The same characters will feature in each time period.



Stone Age



Bronze Age

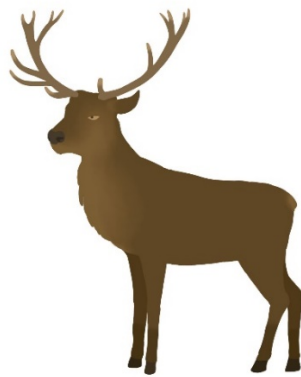
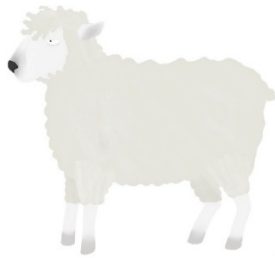


Iron Age

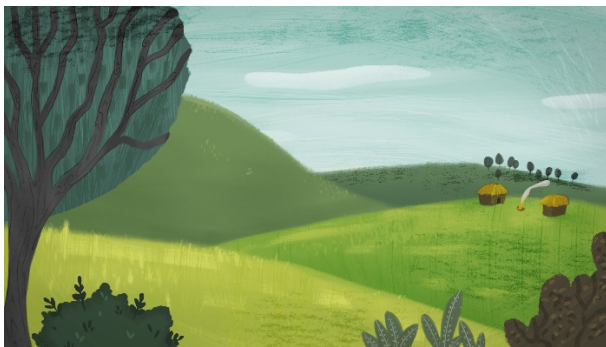


Victorian

Dartmoor's 'beasts'



Alternative design concepts



The story

This is a short script excerpt, based on the detailed outline you provided. It shows how we would create a balance between information and humour. This test animation demonstrates this approach – including how we feel the voiceover will seamlessly switch between these two ‘modes’.

<https://vimeo.com/287968571/d02615b5ef>

“300 million years ago Dartmoor slowly formed as the weather sculpted its beautiful landscape...

Many, years later – 299 million 900 and 90 thousand to be precise – the first hunter-gatherers pursued the moor’s wild animals. Some were...better than others.

The Bronze Age ancestors used tin in the streams to make their bronze. They built farms and settlements with boundaries, commemorated the dead and built amazing stone rows and circles.

The Romans were rude enough to ignore Dartmoor, but the Saxons and Vikings were more polite and made their homes in the lower lands.

In Medieval times when William the Conqueror was, well, conquering, there were lots more people and they all needed land. The higher moorlands were used for farming - even though its soil was poor.

The Black Death swept the moor, the weather changed and brought bad harvests. Those who remained left the high moorland to search for better land..."

Methodology

Skills and experience

We have a strong core team at Cass Productions with a breadth of complementary skills that enable us to offer a range of high-level services. We are experienced at leading on the creative ideas and developing new formats. We have undertaken this work for a range of companies and organisations including:

- The BBC,
- Innovate UK
- Liverpool and Bournemouth football clubs
- HSBC
- Panavision
- Pirelli
- De Montfort University
- Marie Curie Cancer

Gary Cassey has a film industry background and is an award-winning documentary director as well as an accomplished cinematographer, editor and producer.

- 25 years' filming, editing and directing experience
- Directing imaginative videos (Innovate UK, GlaxoSmithKline, Liverpool FC)
- Producing engaging content (BBC, Marie Curie, Leicester Museums)
- Scriptwriter/narrative shaper (BBC, MoD, NHS, Pirelli)

Hannah Manning is a producer, director and project manager with over 20 years' experience. She has worked on animation, documentaries, factual entertainment, and live studio recording.

- Producing/directing warm, human stories (The One Show, Innovate UK, Barclays)
- Budgeting and managing complex projects (NERC, BBB, Hewlett Packard, BBC)
- Edit producer (Colgate, DHL, BEIS, LEE Filters, Hampshire Cultural Trust)
- pre-production
- Script editor (The One Show, Hewlett Packard, Innovate UK)

James Uings is a video/content producer with 15 years' experience creating educational content in for the public sector. He specialises in working with people with limited experience on camera.

- Scriptwriting (Innovate UK, Future Publishing, RSL Awards, Princes' Trust)
- Animation producer (Innovate UK, RSL Awards, NERC)
- Podcast production (Innovate UK, Delegate VA)
- Managing multiple, complex projects (RSL Awards, Innovate UK)

Emily Barlow is an illustrator and designer and specialises in creating innovative visual concepts.

- Animation productions (BBC, Innovate UK, NERC)
- Visual concepts (BBC, Hampshire Cultural Trust)
- Creating for public sector organisations (Innovate UK, NERC, NHS, BEIS)
- Storyboard artist (Innovate UK, NHS, BEIS)

Ben Cooper is an animator/motion graphics artist. He specialises in creating compelling characters and bringing their world to life through animation.

- 2D & 3D animation (BBC Bitesize, Cumulus, British Business Bank,)
- Creative titling (Parallel Blue, Dynamic Planner, Lee Filters, Hampshire Fire Service)
- Colour grading (Stannah)
- Tracking/compositing (Stevenage Bioscience Catalyst, Really Simple Systems)

Ellie Cook is an animator/motion graphics artist. She specialises in visual storytelling through storyboarding and dynamic motion graphics.

- 2D & 3D animation (Innovate UK, Milestones Museum, Upside Energy)
- Creative titling (British Business Bank, Zoetis, Monsanto, Whitefox,)
- Colour grading (BBC Bitesize, Prince's Trust, Liverpool FC)
- Tracking/compositing (Cell & Gene Therapy Catapult, Stevenage Bioscience Catalyst)

Approach to delivery/timescales

We will work with you - from initial ideas to upload - to ensure our content is accurate, compelling and effective. Professional project management is an integral part of all our productions. We have highly-skilled project managers and producers within our team. Our animation pre-production process includes:

Creating production schedules

We will create a production schedule with sign-off points that are sympathetic to your schedules to allow time to review each stage (See section 3)

Researching the subject matter

Dartmoor has a long, rich story. It will be important to identify the key points you want to highlight within the time frame. We would work collaboratively with you to ensure we represented the key points in Dartmoor's history. The case studies below demonstrate this is something we are well-versed in.

Developing a script, selecting the music and voiceover artist

We would prepare a script with animation suggestions. We would provide options for both the musical direction and voiceover artist.

Creating style frames/storyboards/animatics

We would provide style frames of the animation assets storyboards and animatics for review and sign-off. Once these are agreed, we would proceed to animation production.

Animation

We will present draft animations for your review and comments. After two rounds of amends we would provide you with a final version of your videos in your chosen formats.

We have a clear understanding of optimum sizes, lengths, formats and aspect ratios for online platforms and social media.

2. Budget

The formal quote is attached the submission email, here is a detailed breakdown of our costs:

	Hours	Rate	Price
<p>Project management:</p> <p>To oversee the end-to-end project management and facilitate creative concept ideas.</p> <p>Liaise with client with regards amends.</p> <p>Oversee supply of digital files.</p>	10 hours	£30.00	£300.00
<p>Development work and research:</p> <p>Researching historical background to ensure content is accurate</p> <p>Creation of artwork, including characters and backgrounds</p>	20 hours	£30.00	£600.00
Script development	15 hours	£50.00	£750.00
<p>Producing film:</p> <p>All animation to create final film</p>	100 hours	£50.00	£5,000.00
Sound design, voiceover recording and creation of bespoke music	FIXED PRICE		£850.00
	145 hours		£7,500.00

3. Project and the proposed timetable

The outline the Dartmoor National Park Authority provided is very realistic; we suggest a few minor adjustments to include user testing earlier in the schedule and to allow more time for acceptance testing at the end of the project.

28th Oct 2018 - concepts and content agreed

We would add some user-testing in here on the characters/animation style. This wouldn't add any time to the proposed schedule.

27th Feb 2019 - completion of film (suggest 28th Jan)

We feel confident we could successfully deliver the film one month earlier on January 28th to allow more time for the subsequent stage. If the testing highlights significant issues, then 2 weeks might not be enough to make the necessary changes.

28th Feb-14th March 2019 - acceptance testing and snagging (suggest 29th Jan-14th March)

21st March 2019 - contract completed

See the accompanying document for a detailed schedule

Project management & workflow

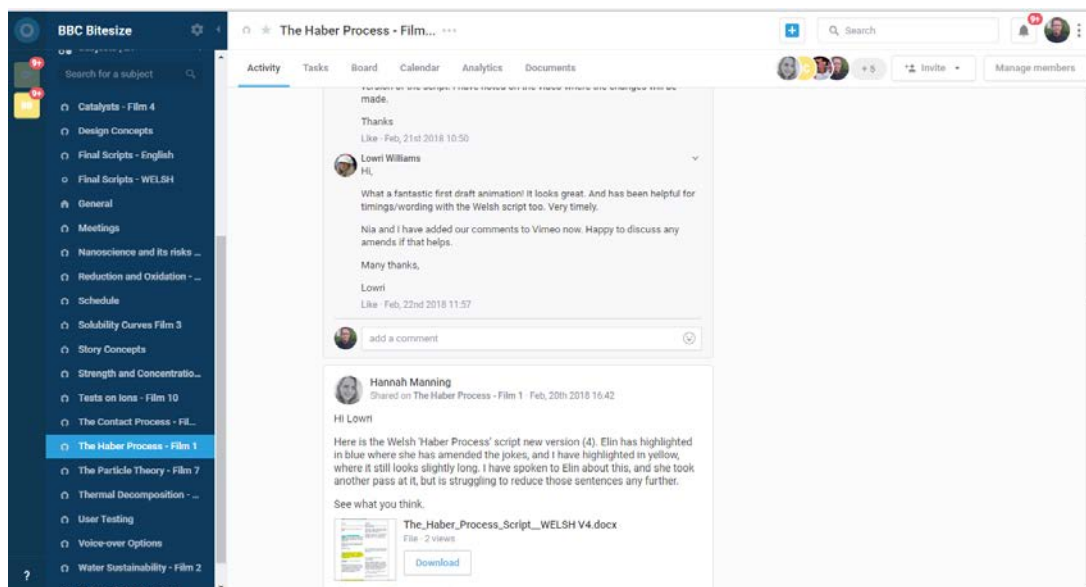
We work to clear, agreed timescales and include regular check points to ensure that our projects remain on track and on budget. Key features of our approach include:

- A consistent approach to which all team members are held to account.
- Defined organisational structure – with all team members having clear roles and responsibilities within the project.
- Team members are allocated to the project and briefed on their role and the timeline.
- Our projects are scheduled individually as well as being mapped across the company's wider production schedule.
- Weekly company meetings ensure we are aware of progress on productions - this feeds into our quality control procedures.

Regular communication with you will ensure there is approval at all stages of the work. This will be through a combination of face-to-face meetings, regular telephone conversations and email and through our project management system, Azendoo. Critical areas for client approval are identified in the delivery plan and monitored on an ongoing basis. A clear time-frame for review will be provided by Cass Productions, which would allow for additional edits and amends. At final sign-off from all parties involved, we will create final deliverables to the agreed specification.

Azendoo is updated daily, so progress can be tracked by every member of the team. This allows users to make comments about progress, leave links to research documents, attach scripts, reference the production schedule calendar, and create task lists which can be checked by the entire team. We are also happy to use other project management systems if you prefer. We have experience of using Asana, Basecamp and Flowzone.

We recently produced 22 Chemistry animations for BBC Bitesize in just 20 weeks. Specific tasks are allocated to team members with deadlines and reminders set up:



We use Vimeo to upload drafts of each video and feedback can be added to any part of the video:



'It was an absolute pleasure to work with Cass Productions. Their project management skills were second to none: they introduced us to the content management tool Azendoo, which kept the project neatly in one place. Working collaboratively via this tool ensured that daily communication and updates took place, which helped the production move forward extremely smoothly and successfully. It's clear that the whole team at Cass Productions take great pride in their work, and as a result are very flexible and open to discussion in order to ensure that the learning content is robust and that the visuals are of the highest standard. The company's creative flair is evident in all aspects of their work, from initial concepts and scripting right through to the rich designs and artwork. I would not hesitate in recommending Cass Productions, and very much hope to get the chance to work with them again in the future'.

Lowri Williams, Producer, BBC

4. Our experience

We provide innovative, high-quality animation, video and design output for councils, arts organisations, charities corporate clients and government agencies across a variety of platforms, including broadcast, online and events.

BBC

Project title: BBC Bitesize – GCSE Chemistry

Project value: £65000 +VAT (22 animations)

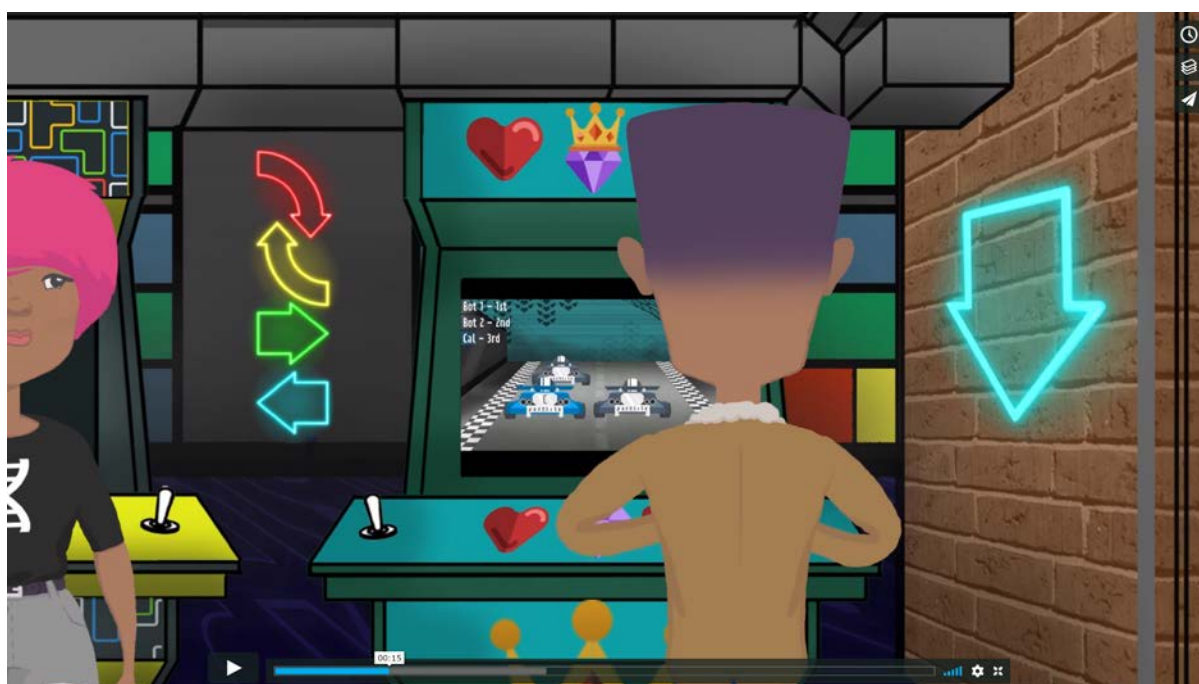
Project dates: January 2018-May 2018

Project description:

Bitesize is the BBC's study support service for students aged 3-16-year-old. It is used by approximately three-quarters of secondary school students in the UK, with over 3.3m unique UK users per week.

We recently produced 11 short-form animations, 22 minutes in total, covering various aspects of the WJEC's GCSE Chemistry course. We also re-versioned them to create 11 Welsh language versions and an additional set for international use.

<https://vimeo.com/283964026>



We set our animations in the world of two young vloggers. This appealed to the young audience who watch more video content online than broadcast television. We worked with the BBC production team and education advisors, in both English and Welsh, to create storyboards, animatics and scripts that were factually correct, age appropriate and achieved learning outcomes. Drafts were then shown to a user testing group to ensure that content was relevant and engaging. The 'Helix Twins' allowed us to combine humour and education in a relatable way.

Nix Communications

Project title: Christmas animation

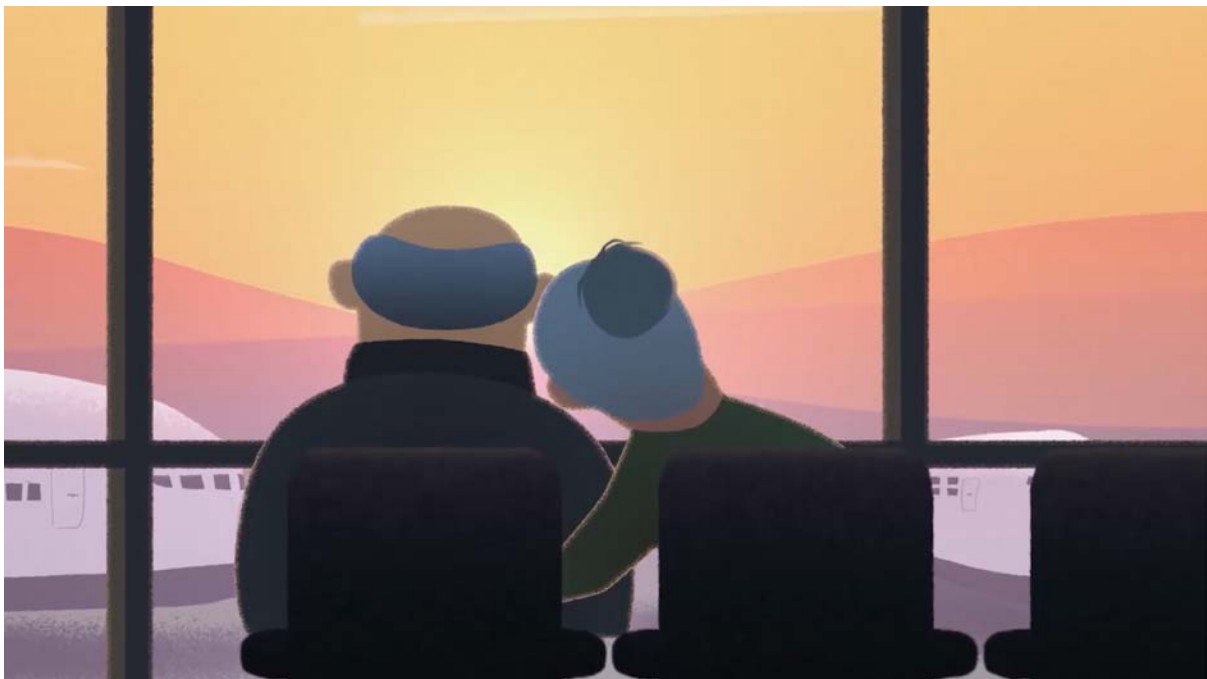
Project value: £7K +VAT

Project dates: Oct 2017-Dec2017

Project description:

Nix provided us with the outline of the story and we worked with them to create this heart-warming, animated Christmas film. It was important to keep the content and visuals engaging, whilst still demonstrating the dependable and innovative nature of Nix Communications. We then set about creating the characters and backdrops, bringing the story to life.

<https://vimeo.com/194838339>



We used the set and props in the animation to reinforce Nix's brand and product base, highlighting key partner 'Unify' where appropriate.

We decided to tell the story with no dialogue; the music was an integral part of the narrative. We worked with one of our regular composers to create a bespoke soundtrack.

The animation was rolled out on a number of social media channels and garnered lots of publicity and fantastic feedback for the client.

More examples

Leicester Museums & Galleries

Project title: A Walk Through Medieval Leicester

Project description:

We worked with historians, curators, academics, authors, musicians, journalists, museum staff and artists to produce a quirky animation that features as part of a permanent exhibition at Leicester

Museum. We incorporated iconography from the buildings and historical artefacts displayed in the museum to develop a bespoke visual style that reflected Leicester's unique history.

<https://vimeo.com/119230375>



Milestones Museum

We have a long-running collaboration with museums run by Hampshire Cultural Trust, particularly Milestones Museum in Basingstoke. We have worked with Milestones since 2013 to produce animated films and graphic interpretation for their flagship interactive quest exhibitions. These explore a time period, significant event or local historical figure in an accessible and engaging way for family audiences. The Milestones team provide us with historical facts that we work into a narrative - often using humour - to make stories relatable or tell a potted history succinctly. We produced a series of 8 animated films for the quest, as well as information boards, pop-ups and character cut-outs to lead visitors through the story.

<https://vimeo.com/279076014/f5df021ac6>



Heritage Lottery Fund

We have a strong track record of working on Heritage Lottery-Funded project projects:

Spitfire documentary

http://www.dailyecho.co.uk/news/5564628.Spitfire_story_told_on_film/

On the street where we live

<https://makingspace.org/community-project-on-the-street-where-we-live/>

WW1 Show – Wildern School

<https://ww1entrenched.wordpress.com/films/>

No Facebook? OMG!

<https://www.hlf.org.uk/our-projects/no-facebook-omg>