



Invitation to Tender – Digital Record of the Otley 800 Celebration Year

Introduction

Otley Town Council is looking to appoint a Digital Content Creator to record its Otley 800 year of celebration.

2027 is the 800th anniversary of the oldest surviving mention of Otley Market and 2028 is 800 years since the first part of the current Otley Bridge was built. To commemorate these significant dates, the town will put on a year-long series of events - the majority community organised but including four significant projects organised either by the Council or by our partners.

Funding will come from Otley Town Council and from a successful National Lottery Heritage Fund Bid.

The Digital Content Creator will plan, design and edit records of each major Otley 800 event and project in film, audio and representative visual images. These will be combined with participant and organiser footage from other events to produce an exciting record of the Otley 800 programme, ensuring that the record reflects the positivity of the celebration and the significance of events which inspired it, is suitable and engaging for a wide audience and provides value for money for residents. The expectation is that the Digital Content Creator, either a suitably experienced individual, or an organisation with a strong track record of delivery, will work on contract, to clear success criteria, with creative autonomy, but under the direction of Otley Town Council and with the flexibility to respond to changing circumstances and priorities.

Tender Documents

This tender includes the following information to enable you to produce a scheme for submission. Please contact us if anything is unclear or you have further questions.

1. Contract Objective
2. Explanation of the role

3. Working within Guidelines
4. Compliance, Insurance and Legal Issues
5. Payment Schedule

Contract Objective

To ensure the successful creation of:

- Four individual records of events/projects: the Otley 800 Opening Market Event (four days); the Otley 800 Museum Exhibition and associated events (over four months); the creation and unveiling of the Otley 800 Tapestry (ongoing throughout the year); the Otley 800 Carnival and Pageant (two days).
- A 10-minute film of the entire year, including highlights of the above activities and of the community events happening throughout the year.
- An archive of all events by providing advice and encouragement to event organisers to create their own records which will be lodged with Otley Town Council and used in the film above, the evaluation of the success of the project and for Otley Town Council and National Lottery Heritage Fund publicity.

The Role

The successful contractor will undertake the following work:

Project Management

- Refine and communicate project goals and timelines.
- Work with designated Otley Town Council officers, the appointed Programme Manager and any sub-contractors to agree a project plan to include timelines for each element of the contract. The timelines will include: agreement to storyboarding (or equivalent outlining); filming/recording; rough cuts (or equivalent); revisions, sign-off and final delivery.
- Directly manage any sub-contractors.
- Advise community groups on best recording practice and agree with Otley Town Council the most suitable events to support and record directly.
- Produce simple bi-monthly reports to the Otley 800 Steering Group.
- Make content available to assist Otley Town Council Officers, the appointed Programme Manager and the Communications and Publicity Lead in their roles throughout the project duration.

Working within Guidelines

Produce content which:

- Meets the contract objectives as successfully as possible.
- Adheres to agreed Otley 800 brand and language guidelines.

- Uses original images, audio and video unless explicitly agreed in advance.
- Complies with agreed sign-off by the designated Otley Town Council representative.
- Can be uploaded in the agreed format to an Otley Town Council housed shared drive.

Compliance, Insurance & Legal Issues

- Otley Town Council will acquire and will retain Intellectual Property rights to all content created under this contract upon payment to the contractor.
- Content must meet WCAG 2.2 standards (e.g., closed captions for video, alt-text for images).
- The contractor must comply with privacy law and GDPR requirements for the creation of content and the handling of personal data. All reasonable efforts must be made to gain permission and/or warn people of recording.
- All assets created as part of this contract will be made available to the public via the Otley 800 website under a CC 4.0 Creative Commons license.
- The responsibility for health and safety and insurance during recording lies with the contractor.
- Evidence of Public Liability Insurance to a limit of not less than £5,000,000 will be required as a condition of securing the contract.

Budget

The indicative budget for the contract is £28,000.

Otley Town Council is responsible for public funds and will look for value for money in any tender costings, although the choice of contractor will not be made solely on price.

Payment Schedule

Monies will be released in arrears against monthly invoices. The invoices will reflect the agreed project timeline.

Tender Requirements

Otley Town Council is inviting tender submissions which include the following information:

1. An outline Content Creation Plan based on the Brief outlined above, and demonstrating:
 - The number of days required for each element of the plan
 - Expected activities on those days
 - The expected content requirements for the activities and final film creation
 - Full costings for those activities
2. A full explanation of why the tenderer can be trusted to meet the contract objectives, including examples of similar and successful previous projects and programmes managed.

3. Evidence for item 2 above, including, for example, commendations, testimonials, evaluation reports and press articles.

4. An outline, simple storyboard for the first two minutes of the final film.

5. Two referees.

Tenders which fail to meet these requirements may be considered incomplete.

Each compliant tender will be judged against the following criteria:

General Suitability:

Evidence of the experience, capability and qualifications of the tenderer or its key personnel.

Technical capacity and suitability

Demonstration of understanding of the brief.

Technical competence of tender (creativity, range of skills available, precision).

Acceptance of terms.

Financial Suitability:

Value for Money.

Acceptance of payment and delivery schedules.

Closing date for submission of tender

Completed tenders must be received by **noon on 19th October 2026**.

Submissions received after this date and time will not be considered.

Contract award and award conditions

Tenderers will be shortlisted for an interview, which will be arranged at a convenient date, but no later than 28th October 2026.

Given the project timeline, the successful tenderer will be expected to commence work immediately upon their appointment.

Otley Town Council reserves the right not to award any contract from this tender process and is not bound to accept the lowest bid.

Submitting your tender

Tenderers are encouraged to contact:

Tenders should be submitted by email to **eo@otleytowncouncil.gov.uk**

Paula Shillaw, Executive Officer, Otley Town Council

eo@otleytowncouncil.gov.uk

to discuss the project outline. Please refer to the project specific website at otley800.co.uk for more information.

Confidentiality

It is expected that all information in this document together with additional information provided during the tender process shall be treated as private and confidential.