



Responses to Section 2

2.2.3

Please provide evidence of your experience working with complex stakeholders in a challenging operational environment

We have produced many videos for clients where filming took place in industrial or medical environments, or on a scale similar to that of Heathrow Airport.

These include films shot for The Royal Society, since 2009 profiling engineering success stories such as:

<https://www.youtube.com/watch?v=qbk0y-ww0-c>

<https://www.youtube.com/watch?v=eZlcaDJ1Wfs>

https://www.youtube.com/watch?v=7J3_SLFRuLw

<https://www.youtube.com/watch?v=UqxbJPUGyNY>

Of our other clients, we have made many videos for Reed Exhibitions, since 2006 filming and editing in large and busy exhibition halls across the world, e.g.

<https://www.youtube.com/watch?v=wSVwASzeh10>

<https://www.youtube.com/watch?v=JATQjAw6AoY>

Recently we have worked alongside the Heathrow Expansion Communications team to produce a monthly video. Locations included highly sensitive areas, e.g.

<https://we.tl/t-8lO2fZtxSG>

Demonstrate

- *How your resourcing strategy has delivered success?*

In each case we talked with the clients as to their end goals, what story do they wish to tell, who is the audience, how long should the video be, the shooting locations, client's budget and what are their deadlines. From this we are able to propose a resource strategy – how many camera-operators, what type gear is required and appropriate for their budget, whether we need to buy in any subcontractors and how many days shooting and editing would be required.

On a shoot we tend to bring too much equipment rather than risk not having enough. This means that should a piece of kit fail, we are able to resolve any problems. This also means that should we desire to use a shot or location, or an idea not previously thought about in the planning stage, we will be able to facilitate this.

- *What challenges have arisen as a result of your resourcing strategy?*

So far, our resourcing strategy has been successful, and we have never been in a situation where we have been under resourced nor missed a delivery deadline.

2.3.1

Describe how you will satisfy the demands of the contract for Heathrow in terms of overall resource capacity and demonstrating a resource model which will enable your company to flex to changing requirements (short and longer term).

In your response please provide a supporting organisational chart for Heathrow including roles and responsibilities, the level of skills and management resources needed to deliver this contract, both in short transition and in the longer term of service delivery.

Being a small company we are able to be highly flexible in scheduling our work to fit in with our clients needs.

The two co-directors are involved on each and every project – their skills sets mean that they direct, shoot, edit, produce and are therefore the only two contacts that the client ever needs to liaise with.

We are well used to working to tight deadlines – having worked on live broadcast tv and radio - as well as shooting and editing high-quality content in the same day for social media.

Naturally, we are available 24:7 if required.

2.3.2

Provide evidence of your relevant experience in resourcing and managing a contract in a similar environment, size and complexity and where stakeholder management is a key activity.

We have been working with many of our clients on long term projects since we set up the company. This includes Lloyds Bank, Reed Exhibitions and Wiley 2006

This work has included a range of formats and style, from animation to as-live fast turn-around social media, and internal staff-focused comms to public or client facing and from to beautifully crafted location shoots to radio style podcasts.

These ongoing relationships have been successful because we have been able to schedule and resource in advance of each project to make sure that delivery is always within the client's schedule.

We regularly meet our clients - many of whom have become friends – and discuss previous and potential projects. This allows us to be part of the creative process from the beginning – from the creative spark of an idea, storyboarding, shooting, editing and where required hosting and streaming the content.

2.5.1

Describe your strategy for encouraging and delivering innovation and continuous improvement to Heathrow through the contract.

Please provide specific examples

As with all projects we like to be involved from the very start of the process where possible. This is particularly useful for clients who do not have a background in video or audio, and allows us to show previous work and suggest ideas that they had not been aware of.

Like all the best TV, radio or film, we start from the point of what is the story that the client is trying to tell, be that over 1 minute or 20. Who are they telling it to - the audience is very important, and what is the duration of the video.

From there we love to suggest new ways of working, taking ideas that have worked for us or that we have seen and wish to explore.

For example.

A client based in Atlanta, N3 (<https://n3results.com>) recently asked us to film 18 videos, highlighting their work and their staff for a major marketing re-vamp. Working with them from an early stage we developed their original rather content-heavy idea and delivered a series of engaging, informal and crafted short features which they were delighted with as it was a much more engaging view and a positive experience for their staff.

We are in the middle of filming a short video with one of the Heathrow teams who wish to introduce themselves and their work to their colleagues and other teams. After sitting with them for an initial ideas meeting we have scripted an original and engaging 'message from the future' where the team will appear as holograms – filmed in a green-screen studio.

2.6.1

Describe the end to end quality management you would employ across every stage of service delivery. As part of your answer identify how you will manage the data flows and maintain consistently high production values.

Our ideal project is to work alongside the client from as early stage as possible, from initial idea to story boarding through to final edit.

At each stage we make all work in progress available for feedback and sign off before we move on the next stage.

After filming we will do a rough edit which can be downloaded from our server or transferred via a transfer-hosting platform.

After a sign off on the first edit, we will do a more polished version, that includes colour correction, audio mixing and other effects and additions. Again, the client is able to view this and either sign off the finished work or ask for final teaks.