



Videographer Brief: Showcasing the beauty and accessibility of the East Devon National Landscape

1. Project Overview

We are seeking a skilled videographer to create a series of short, high-impact cinematic videos (approx. 6-8 videos) showcasing the East Devon National Landscape (EDNL). The goal is to highlight the area's natural and built beauty, inspire people to visit, and showcase practical access considerations for diverse visitors.

2. Objectives & Creative Direction

- **The Feel:** "Awe-inspiring" and "Cinematic." Capturing the "feeling" of being in the landscape. We want slow-motion sweeps, rich colours, and thoughtful compositions that evoke a sense of peace and wonder.
- **Accessibility:** Subtly but clearly highlighting:
 - **Arrival:** familiarise people with parking or start of walk
 - **Path Textures:** Close-up, cinematic shots of "easy-access" surfaces (e.g., compacted gravel, boardwalks, or level grass) to show they are navigable for wheels.
 - **Rest Points:** Beautifully framed shots of benches or natural resting spots with a view, emphasising the calmness of the landscape.
 - **Navigation:** Subtle shots of clear signage or waymarkers that give a sense of security and direction.
 - **Diverse Representation:** Where possible, include people in the frame (hikers with walking poles, users of all-terrain mobility scooters, multi-generational families, cyclists, horse riders etc)
 - **Venues:** Highlighting places that people can go for refreshments & toilets
- **Format:** Each video must be delivered in Landscape (16:9) for web/YouTube and Portrait (9:16) for Instagram Reels/TikTok/YouTube Shorts.
- **Weather:** Make the most of winter conditions, aiming for cinematic and atmospheric, rather than a flat & overcast feel! We want to show of how beautiful the landscape can be in winter/early-spring.

3. Deliverables

- **Final Films:** approx. 6-8 x 60-second cinematic films.
- **Social Cut-downs:** Optional 15-second "teasers" for each.



- **B-roll library:** snippets of general footage for future EDNL use on socials.
- **Audio:** Licensed cinematic music and high-quality field recordings (ambient nature sounds).

4. Technical & Legal Requirements

- **Drone Operations:** Must hold a valid CAA drone license
- **Insurance:** Minimum £5 million Public Liability Insurance
- **Permissions:** The videographer will lead on securing filming permissions, supported by the EDNL team for landowner introductions. EDNL will provide a list of potential locations.
- **Usage Rights:** EDNL requires full, perpetual usage rights for all delivered films across all digital platforms (website, social media, paid advertising, and third-party partner sites).

5. Budget & Timeline

- **Budget:** £10,000 (inclusive of all travel, equipment, licensing, and post-production).
- **Closing Date for Proposals:** Midnight on 1st Feb 2026.
- **Filming Window:** February – March 2026, though will be flexible for weather related delays as we realise this may be a challenge!
- **Final Delivery:** All complete by March 31st 2026, though as above, we will have a little flexibility until early spring if unavoidable.

6. Application

We will shortlist candidates based on:

- Experience of producing similar style videos (30%)
- Understanding of the brief (20%)
- Confidence you can deliver (20%)
- Approach to the Commission (20%)
- Value for Money (10%)

To apply email the below to stephanie.aburrow@eastdevon-nl.org.uk:

- 1) An expression of interest detailing your approach to the brief, your experience, availability, and capability for delivering the work described and what you can bring to the project. Please do not exceed more than one A4 page at minimum of 12 font size.



- 2) Your CV. Please do not exceed two A4 pages at minimum of 12 font size.
- 3) Links to examples of digitally available content that you have produced.

Shortlisted candidates may be invited to a short interview week commencing 2nd Feb.

Any questions or to receive this brief in an alternative format, please email stephanie.aburrow@eastdevon-nl.org.uk or call 01404 642005.

7. Terms and Conditions

East Devon National Landscape Partnership is hosted by East Devon County Council and so East Devon County Council's standard contract terms apply.

Before the Council engages a contractor to provide services, it must ascertain whether the contractor's employment status meets the requirements of the IR35 tax rules relating to services provided through an intermediary. Should the Council determine that the contractor is to be regarded as employed for tax purposes, the Council is required to deduct income tax and national insurance contributions from payments to the contractor. (See Chapter 10, Income Tax (Earnings and Pensions Act) 2003.)

Bidders will fully co-operate with the Council to provide all necessary information to enable the Council to accurately determine employment status. Note: The intermediary may be liable for tax and national insurance contributions if fraudulent information is provided. East Devon County Council are not bound to accept the lowest priced or any quote and shall not be bound to accept the supplier as sole supplier. Prices quoted shall remain firm for the duration of the contract. Value Added Tax (VAT) should be shown separately and the VAT registration number given.

By providing us with a quotation you agree to be bound by East Devon County Council Terms and Conditions ([Standard Purchase Order Terms and Conditions](#)) which will apply to any contract awarded to you after you have provided us with our quotation.