

CDN Brief

Deadline for Proposal Wednesday 5th May

Campaign Overview

Creative Diversity Network (CDN) is looking to appoint a producer or small production company to undertake **a production for a Disclosure video campaign for CDN's Doubling Disability project**. This brief covers work to be undertaken **May – Jun 2021**.

Project Objective

A campaign video which creates an inclusive voice to speak to members of the production industry and encourage them to disclose any disability they live with on our active Diamond diversity form.

About CDN

The Creative Diversity Network amplifies the work that the UK Broadcast industry is doing around the diversity agenda, by capturing diversity and inclusion data to support the industry with honesty and openness to ensure that actions are undertaken for measurable progress.

All of the UK broadcasters are members of the Creative Diversity Network as well as long-term stakeholders, along with a number of prominent associations.

Additional Background Information

Diamond

Diamond is a cross-broadcaster diversity monitoring system used by BBC, ITV, Channel 4, ViacomCBS and Sky. It collects diversity details about people who are making TV programmes – both on and off-screen. The data in the system is accessed by CDN and by the Diamond Broadcasters to produce reports about the diversity of the people making programmes for the Diamond broadcasters.

Data is collected during the production phase of programme making. Producers enter the names, email addresses and role type of programme participants (contributors) into an online platform called Silvermouse. The system then automatically sends a diversity form to contributors for them to complete and submit data about themselves into the system. Producers also collect 'perceived' data. This is information about how on-screen contributors might be perceived by audience viewers.

In August 2017, CDN published its first report from the Diamond system. In our [first report](#), we identified that disabled people were under-represented across UK programmes, comprising 4.5% of all people working off-screen, and making 5% of programme contributions. As a result, in 2018 we launched the [Doubling Disability](#) campaign. The ambition being to double the percentage of disabled people working off-screen in UK broadcasting from 4.5% to 9% by 2020, as monitored through diamond.

At the start of Doubling Disability we commissioned an academic partner to undertake [research](#) across our members as a representation of the industry, and then a survey of disabled people working in the industry. These quantitative and qualitative measures have been used as the foundation for the initiatives that have been designed and will be delivered until the end of 2021.

The campaign will achieve its ambition through the following

- Education and training
- Ambassador and disclosure campaigns
- Diamond broadcaster production based initiatives
- Masterclasses

Contact Details

All queries and proposals in relation to this brief should be sent to:

Name(s): **Blessing Abdul, Project Administrator, Diamond**

Email(s): **blissing@creativediversitynetwork.com**

Note: it is important that all contacts with CDN are directed through the above mentioned, as any other form of communication with CDN may lead to disqualification of the response.

If it is found at any point when considering this brief that circumstances prevent you from responding to it, please contact the above named person(s) as soon as possible.

Principles of the brief

All information contained in this brief is confidential, should be treated as “commercial in confidence” by vendors and may not be passed on to any third party other than what is strictly necessary for the purposes of submitting your quote.

All intellectual property rights in this brief and all materials provided by CDN in connection with this brief are and shall remain the property of CDN and/or its business partners and/or professional advisors. The vendor is only permitted to use such materials solely for the purpose of preparing a proposal in response to this brief and not further or otherwise.

The purpose of this document is to allow CDN to assess vendor backgrounds and responses to use the resultant assessments in future decision making. CDN makes no obligations accept any quote received.

It should be understood that if a vendor’s response to the RFQ were accepted, it would form part of the contract that will be completed subsequently.

Vendors, by submitting a response to this brief are deemed to have acknowledged and agreed to the conditions set out in this document.

What is Doubling Disability?

Doubling Disability is a project which aims to double the percentage of disabled people working in UK broadcasting by the end of 2021. We know that the broadcasting industry needs to become more disability inclusive, it just needs some help getting there. Just 4.5% of those working off-screen in the UK’s television industry self-declare as disabled, compared to the 18% figure for the population as a whole and 17% of the workforce population. Monitored through Diamond – the world’s first industry-wide data collection system for monitoring the diversity on and off screen in UK broadcasting – we aim to achieve an increase to 9% by the end of 2021.

Doubling Disability is supported by CDN and all its members which include: BBC, Channel 4, ITV, Sky, ViacomCBS, ITN, UKTV, S4C, Pact, Bafta and Screenskills.

Campaign Goal

The Disclosure Video Campaign

Aim of Disclosure Campaign

In order for us to achieve our target stated above, we want to commission a video campaign which will encourage as many people as possible who identify as disabled to disclose that when completing a diamond diversity form.

Expected content

A 3 minute video production aimed at off-screen contributors including:

- 3 – 5 contributors
- Contributors interviewed will briefly describe their role and disclose they are disabled/talk about being disabled
- Original script and voice over which includes information about what we are doing and what we are trying to achieve
- Provide 2 versions of the final video:
 - 1 BSL interpreted and subtitled
 - 1 Subtitled and audio described

Please see previous [Doubling Disability video for reference](https://creativitydiversitynetwork.com/doubling-disability/)

<https://creativitydiversitynetwork.com/doubling-disability/>

Audience

- Contributors working in production who will be asked to complete a Diamond diversity form
- Future contributors who will complete the Diamond form and will identify as Disabled
- Production department that work for various broadcasters who will use Diamond
- The creative sector who will use Diamond in the future

Long term vision

- Originally we set the target of 'doubling' disability by end of 2020, but due to the pandemic impacting the delivery of much of our planned activity, the deadline has been extended to end of 2021, with us planned to deliver our final Doubling Disability report in spring 2022.
- Showcase the video campaign to partnering broadcasters and creative spaces such as Edinburgh Festival.
- For every contributor who identifies as Disabled to feel comfortable when disclosing their disability on the Diamond form.

The Requirements

Essential

- Access to or can provide own shooting equipment
- Clear understanding of production/TV hierarchy

- Scriptwriting experience or relationship with scriptwriter
- Experience of working remotely with a team
- Evidence of similar work produced previously
- Clear understanding of the intersections and interconnectedness of equality, diversity and inclusion
- Confident interviewer
- Collaborative attitude as CDN will contribute ideas for the script/voiceover
- Producer or a crew member who identifies as disabled

Desirable

- Small production company or Independent producer
- Familiarity with the Doubling Disability project and evidence relating to diversity of workforce, preferably within the creative industries – public and private sectors
- Demonstrable evidence of working with the social model of disability
- Evidence of previous work in the disability workforce area

Timetable and deliverables

05 May	Deadline for proposal (11:00am)
12 May	Work commences
24 May	Draft script
31 May	Final script
21 June	Draft video
30 June	Final video received

We would like to release the video end June 2021.

CDN are able to assist with contributors who use the Diamond system to the contractor, and can share further information about the research that was carried out at the start of the Doubling Disability campaign.

The final delivered video should be:

- Available to release online with subtitles and audio described.
- Be engaging and accessible to a wide audience, with interpreted (BSL).

Mandatories

Proposals

Please provide an:

- Overview of your approach to this brief, including the people who will be working on this and their job titles.
- An example of previous, similar work.
- Timetable for delivery.

- A quote for this piece of work (incl. VAT). We anticipate the work will cost approx. £8 - 10k depending on breadth of the enquiry.

Quote Requirements

Please email all responses to the contact(s) listed on page 2 by the date requested. Please attach to the email and mark in this document that the attachment is in place.

Submitted rates and prices are deemed to include all costs, insurances, taxes, fees, expenses, liabilities, obligations, risk and other things necessary for the performance of the requirement. Any charge not stated in the proposal as not being additional, will not be allowed as a charge against any transaction under any resultant contract.

Terms and Conditions

Please provide a copy of your proposed terms and conditions. CDN reserves the right to negotiate on points in the contract and receipt does not constitute acceptance of any terms.

Service level agreement

Please attach a copy of your standard service level agreement.