

Regional Photography and Video Shoot

Request for proposals

September 2026

Reference: ENEE-3526D4

At a glance

We are seeking an experienced photographer and videographer to create a bank of assets to support the launch of a new regional visitor-facing website for North East England and wider inbound marketing activity. The asset bank will include stills and video that are reflective of the region's seasonal personality, landscapes, landmarks and bookable experiences.

The project will be split into two phases to ensure seasonality and longevity of content, and work to a thematic brief that showcases the region's strengths across categories such as food and drink, history and heritage and culture. This tender refers to the first phase and a detailed creative brief with a full breakdown of themes and style guidance will be issued to the supplier upon appointment.

The successful bidder will work alongside Experience North East England to plan and deliver the project in line with brand guidance and availability.

Further background information and deliverables are included in the Supporting Information published in this document.

Contract Value

Circa £50,000 excl. VAT

Procuring body:

Experience North East England Ltd

Neville Hall, Westgate Road, Newcastle upon Tyne, NE1 1SE

Key Dates

Deadline for clarification questions:	28 th September
Submission deadline:	5 th October
Evaluation period:	From 6 th October
Appointment:	By 16 th October
Project commencement:	From 26 th October

Project Overview

With £7 million of investment from the North East Mayoral Strategic Authority (North East MSA), Experience North East England is delivering an ambitious programme to grow the region's visitor economy through domestic and international marketing, destination development, strategic events and partnerships.

As part of the programme, we are looking to create an asset bank of photography and videography to bolster marketing activity, and to help us achieve our ambition for the region to become a leading visitor destination. This project forms an integral part of our regional work and will act as a springboard into unlocking inbound visitors through visual campaigns.

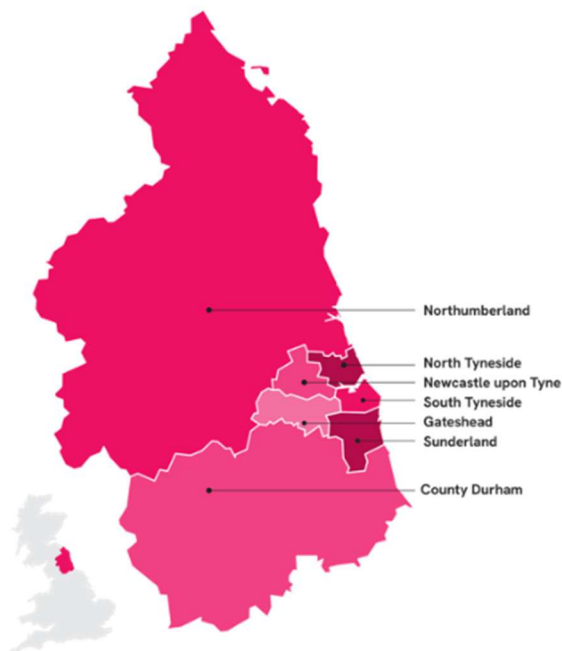
This creates an exciting opportunity for a skilled and experienced supplier who can work alongside the Experience North East England team and partners, to capture authentic and eye-catching content that undeniably tells the story of our unique region.

Destination Overview

North East England is a diverse and distinctive visitor destination, combining historic towns and vibrant cities, dramatic coastlines and tranquil countryside within a compact and well-connected geographical area. The region is home to UNESCO World Heritage Sites, world-class cultural destinations, several blue-flag beaches and outstanding areas of natural beauty. The area offers a strong mix of heritage, culture, outdoor activity and contemporary city life, supported by a reputation for warmth, friendliness and authenticity.

When we refer to North East England, we are referring to the area covered by the [North East Mayoral Strategic Authority](#) – this is the area served by the seven local authority areas: County Durham, Gateshead, Newcastle, North Tyneside, Northumberland, South Tyneside and Sunderland.

The new assets will represent these areas, supported by the existing local destination and place content, feeding off the wider regional identity framework now being created.



Graphic reproduced from <https://www.northeast-ca.gov.uk/about>

Deliverables

- Minimum of 50 final photos per authority area
 - Shoot wide or provide format choices that work for design and advertising purposes ie vertical, horizontal or panoramic.
 - File formats: WebP and JPEG
 - Final deliverables must cover a range of locations and set ups rather than a breadth of variations of the same shot.
 - Alt text and meta data supplied with each image
- Minimum of 10 minutes of b roll video per authority area
 - Video does not need audio or soundtracked as this will be used as stock footage
- 2 x social edit per authority area
 - Edits need to be 6 seconds and 15 seconds
- Asset right documents where relevant including model release, property release, artist licence, film permit.
- Retouching support to remove any branding or unreleased individuals.

Submission Instructions

Before submitting proposals, ensure you have the following requirements:

- Full legal and trading name, legal status, registered address, company registration number and VAT number, where applicable.
- Details of any consortium members or subcontractors involved in delivery.
- Current insurance certificates confirming a minimum of £5 million Employers' Liability, where legally required, £2 million Public Liability and £1 million Professional Indemnity cover.

Proposals must be submitted electronically via our Opportunities Portal.

The link below will redirect you to a Superhuman.com address, which is where our opportunities portal is hosted.

Opportunities Portal →

<https://enee.org.uk/opportunities-portal-form>

- You will need to provide a downloadable link to your submission documents. We require full permission to view and download any files. We recommend using a cloud service like Dropbox, Google Drive, SharePoint/OneDrive or a transfer service such as WeTransfer. If your submission consists of more than one file, please link to a folder containing all relevant material.
- There is space for you to provide any access instructions for your submission link, for example, if the link is password protected.
- If you are unable to use the form, please contact opportunities@experiencenee.co.uk for assistance.
- If you are unable to provide a download link to your submission documents, there is a file upload option which is limited to a maximum of 10MB per file. Please contact us first before using this option.
- We aim to acknowledge receipt of submissions within 2-3 business days.

Important Submission Information

- Submissions can only be accepted electronically via the portal. In exceptional circumstances, we may accept submissions via email; however, this will only be agreed on a case-by-case basis.
- We will not accept any submission material via post; this includes any additional portfolio examples, brochures or promotional material.
- Submissions sent to any other email address or Experience North East England team member will not be accepted.

Retention of Data and Submissions

- Submissions will be stored securely and will be treated as confidential in line with our [privacy policy](#).
- Submitted proposals will be retained for audit, governance and record-keeping purposes in accordance with applicable procurement and data protection requirements. Personal data contained within submissions will be processed in accordance with applicable data protection legislation, including the UK GDPR and Data Protection Act 2018.
- Submissions will only be accessed by those involved in the procurement, evaluation and contract award process.

Submission Costs

All costs associated with the preparation and submission of a proposal are the responsibility of the bidder. Experience North East England will not be liable for any costs incurred in connection with this procurement process.

Clarifications and Questions

Clarifications and questions should be submitted to opportunities@experiencenee.co.uk and quoting reference number ENEE-3526D4. Please do not contact or approach individual Experience North East England team members, even if you have a prior relationship with them.

Experience North East England may seek clarification of any aspect of a submission during the evaluation process but reserves the right to evaluate proposals based solely on the information provided.

Intellectual Property

Intellectual property rights in submitted proposals shall remain with the bidder. However, by submitting a proposal, bidders grant Experience North East England the right to use, copy and evaluate submission materials solely for the purposes of this procurement process. Once the bidder is appointed and contracted all IP will be owned and retained by Experience North East England.

Right Not to Appoint

Experience North East England reserves the right not to appoint any bidder, to amend the procurement process, or to withdraw this opportunity at any time without liability.

Late submissions will not be considered

Evaluation Criteria

Proposals will be evaluated against the following weighted criteria. Weights may be adjusted by Experience North East England if required and are given as a guide.

Criteria	Weighting
Understanding of brief and requirements	20%
Quality and suitability of methodology and project management approach	15%
Relevant photography and videography experience, portfolio and track record	25%
Quality of creative thinking	20%
Approach to an efficient multi-location shoot	10%
Value for money	10%

Supporting Information

Budget

The budget for this project is £50,000 excl. VAT. This includes:

- All expenses involved in the delivery of the shoot including travel, subsistence and any props required
- Model casting
- Usage rights of assets and models

Shoot Geography and Locations

When we refer to North East England, we reference the area covered by the [North East Mayoral Strategic Authority](#) – this is the area served by the seven local authority areas: County Durham, Gateshead, Newcastle, North Tyneside, Northumberland, South Tyneside and Sunderland.

The shoot needs to cover all geographical locations, with exact locations and experiences identified by Experience North East England with the supplier upon appointment.

Experience North East England will assist the supplier with liaison and relationship management of experiences and location sourcing.

Usage of Assets and Documentation

All assets created as part of this project must have copyright assignment or non-exclusive licence which permits:

- Global usage
- All media
- In perpetuity
- 3rd party usage
- Waiver of moral rights

Supporting documentation required for above use:

Consent type	Description
Model release	Consent for each person featured in the image. This includes talent, waiters, stall holders, people in background behind main talent. Public must not be featured in images if unreleased.
Property release	Consent for each property featured in the image to include materials or artworks on or in the property.
Artist Licence	Consent direct from the artist for the artworks featured in the image
Film Permit	Approval from the local Council that permits filming at agreed locations.
Filming notice	Filming in public places or events may require a filming notice which details the filming and purpose and a contact name and mobile number for public to contact should that have any concerns or requests.

Model Casting

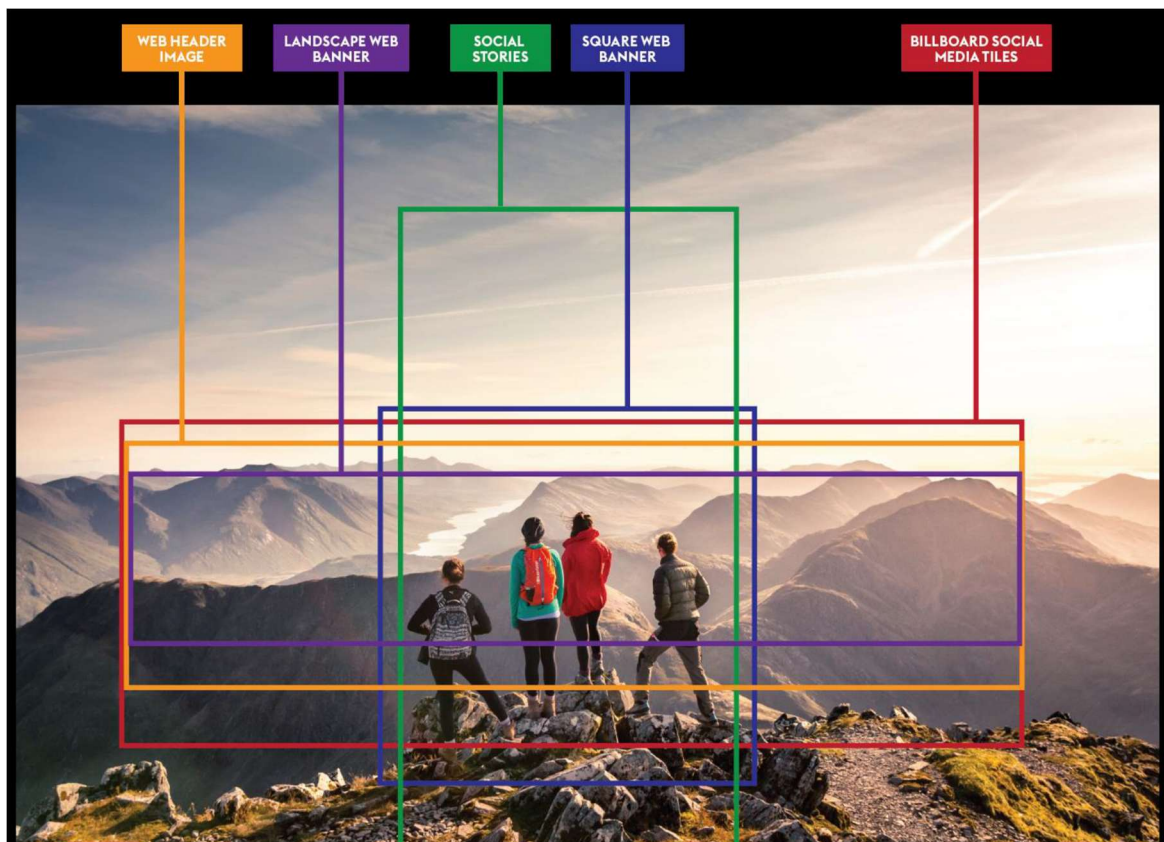
Models must be vetted by Experience North East England ahead of the project shoot and should include a range of ethnicities, genders, ages and disabilities where possible and appropriate.

Asset Creative Considerations

Photography:

Images should be shot wide with a mix of landscape and portrait to accommodate a range of formats and varying uses. Shot set ups will need to vary from wide hero images to establish the location, down to experiential and dynamic settings with people-focused close ups.

People should feature in most shots, and images should be natural, welcoming and unposed, avoiding any heavy saturation edit and unnatural actions such as pointing.



Videography:

Video must be shot wide with formatting options for variable edits across digital platforms. Footage must be a mixture of destination establishing hero shots and dynamic experiential video showcasing key products in each area.

If drone activity is required, the supplier must obtain full permission and licencing to operate a drone in the desired area.

No branding must be present in any of the assets, and efforts to avoid single use takeaway plastic are appreciated.