



Photography Brief

Issued March 28th, 2019

Cheshire and Warrington Local Enterprise Partnership (LEP) is a publicly funded, private-sector led organisation. It exists to help create the right conditions that will bring forward economic growth.

The LEP area covers the three local authority areas of Cheshire East, Cheshire West and Chester and Warrington and its activities are geared towards achieving the objectives stated within the published strategic economic plan (and sub-strategies for focus areas).

In pursuit of achieving those objectives, the LEP delivers several core programme areas outlined below:

Core LEP activity – the LEP needs to adhere to strict governance and in addition to delivering the core programmes, communicates with a wide range of stakeholders throughout development of strategies and in the interests of transparency.

www.871candwep.co.uk

Cheshire Enterprise Zone and Science Corridor – a substantial corridor of business, research and innovation assets spanning from the western edge of the Wirral through to Alderley Park in the east. www.cheshiresciencecorridorez.com

Cheshire and Warrington Growth Hub – a service that delivers business support to businesses across all stages of growth (start up, growing/scaling, established and expanding, re-investment etc). www.candwgrowthhub.co.uk

Cheshire and Warrington Skills Programme – Delivered alongside the growth hub, the skills programme connects business, academia and learners.

Funding and partnerships – The LEP leads on funding opportunities and awards investment for various projects spanning the public and private sectors.

Ultimately the LEP wants to make Cheshire and Warrington an even better place in which to live, work, invest and visit. It needs to talk to all audiences in such a way that it inspires them to consider the place for a career (and to relocate or stay here), or to visit, or to bring/grow a business here.

Requirement

We're investing in an image (photography) library that will inspire people to consider Cheshire and Warrington as a place to live, work, invest and visit. We need our audiences to get a feeling, through the imagery, of the scale of opportunity; the diversity; the region's cultural appeal and exceptional quality of life.

We want imagery that evokes action and engagement.

We want imagery to tell the story, and helps to create a sense of place and identity for Cheshire and Warrington.

Imagery that captures the personality of Cheshire and Warrington through:

- it's landscape,
- built environment,
- iconic landmarks,
- cities, towns, villages,
- transport infrastructure,
- lifestyle and quality of life including culture/leisure/festivals and events,
- business / research / academic assets,
- people (living, working, visiting, studying)
- businesses that choose to operate here (indigenous and foreign owned) and the sites on which they are located (e.g. Alderley Park).

Business Sectors to be covered: Life Sciences, High-value manufacturing and engineering, Chemicals, Financial and business services, Logistics & distribution, Energy & Environment.

Cross cutting themes: technology, innovation, R&D

The imagery will have its own unique style so that the images are distinctive and authentic, emotive and capture movement and progress.

Timeline

The contractor will be appointed by 19th April 2019, with the photography being shot within the following 6-8 weeks, once contracted. Project to be complete by end of June 2019.

T&C's

- All imagery will be original and provided in high resolution format suitable for print, online and digital formats,
- Licence will be awarded to Cheshire and Warrington LEP without the need for compulsory credit (although on some platforms if its appropriate to credit the photography we would of course do so)
- No limit on when and how the images are used
- C&W LEP would agree not to alter the images in any way, although may reduce size or only use a part of an image for an example

To Quote

To submit your quote please email Catherine.walker@871candwep.co.uk before Friday 12th April 2019.

Please provide a detailed cost breakdown, clearly indicating items that are excluded.

Please remember to include a link that allows us to explore your photographic style and highlight previous **relevant** commissions; include details of the person/team that will work on this project; fully detail the cost and what this will include/exclude and what it will deliver; any specific T&C's relevant to you delivering this work; timeline.