



Provision of audio visual training tools

Tender document

July 2014

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1. Background

- 1.1 We are a private not-for-profit company appointed by HM Revenue and Customs (HMRC) Commissioners to regulate the Landfill Communities Fund (LCF).
- 1.2 The LCF is an innovative tax credit scheme which enables Landfill Operators (LOs) to contribute a proportion of their Landfill Tax to that support environmental and community projects, which comply with the Objectives of the Landfill Tax Regulations 1996 (Regulations).
- 1.3 In order to ensure that these monies are spent in accordance with the Regulations, we regulate the LCF. Further details on our role and the LCF can be [viewed on our website](#).

2. Training strategy

- 2.1 Since 2009/2010 we have run an annual training programme for Environmental Bodies (EBs), which provides a number of training modules to help coach EBs to compliance with the Regulations. The delivery of the training has remained similar year on year and is based on face-to-face meetings across the UK. We have generally run ten training sessions per year.
- 2.2 In our 2013 EB satisfaction survey, 91% of respondents were aware we offered training events.
- 2.3 Overall the sessions have received positive feedback, but we have identified that they have limited impact in terms of penetration across the sector (100 delegates in 2013/2014), with some EBs saying they would like to attend training but the venues offered are too far to travel.
- 2.4 The feedback generated from these sessions has also identified a need for additional information that can be taken away to be used at a later date such as handouts on the role of ENTRUST, key website areas and an idiot's guide.
- 2.5 In developing our 2014/2015, strategy, we considered and included stakeholder feedback and we therefore update our plans to ensure:
 - We will offer induction and training which supports EBs in delivering projects through the LCF, providing ongoing coaching towards compliance;
 - We will promote the efficient and effective delivery of projects by providing access to knowledge and understanding of the Regulations through a range of guidance and supporting materials;
 - We will provide improvement opportunities to EBs through networking and sharing best practice as well as information on compliance and risk; and
 - We will increase access points to and take-up of our training offer while maintaining cost effective delivery solutions which meet the needs of a wide range of individuals across our target groups.
- 2.6 However, due to the low level take up at our training sessions (average attendance 10 delegates in 2013/2014, which is continuing to decrease) we have decided to reduce the number of face-to-face training sessions we run each year. However, while we have reduced this element of our strategy, it is our aim to extend the reach of the training, while maintaining high levels of positive feedback and positive impact by implementing other delivery mechanisms.

3. Audio Visual training

- 3.1 One of the delivery mechanisms we have decided to adopt is to deliver our training is online through a series of 'how to' videos to help facilitate EBs understanding and compliance with the Regulations.
- 3.2 We therefore consider it is appropriate to pilot a number of training videos to support EBs with the initial stages of enrolment and project registration. These will support the ongoing face-to-face training
- 3.3 The pilot videos will focus on two key areas:
- Video 1: [An introduction to the LCF](#); and
 - Video 2: Object specific information for:
 - Video 2a: [Object D](#): The provision, maintenance or improvement of a public park or another public amenity;
 - Video 2b: [Object DA](#): The conservation of a natural habitat or of a species in its natural habitat; and
 - Video 2c: [Object E](#): The repair, maintenance or restoration of a building or structure which is a place of religious worship or of historic or architectural interest.

4. Specification and output requirements

- 4.1 We are therefore inviting tenders from production companies to develop the pilot videos from initial scripting and story board, through to filming, editing and final production.
- 4.2 In developing the videos, we will provide any slides and screen shots for use in the films if required.
- 4.3 The initial schedule for video development is for the Introduction to the LCF to be developed and available by the end of September 2014 and the Object specific video to be developed and available by the end of November 2014, though we are happy to combine the work on these if this offers cost savings.
- 4.4 We are happy for the filming to take place at our offices at 60 Holly Walk, Leamington Spa, Cv32 4JE.
- 4.5 The videos will be hosted on YouTube and shown on our website.
- 4.6 We are open to suggestions on the length and type of film, though initial thoughts are:
- Video 1: maximum 5 minutes in length
 - Video 2: maximum 5 minutes in length covering all 3 Objects or three shorter films, one per Object (2 minutes per film).
- 4.7 The budget for this tender in full is up to £3,000 including VAT.

5. Experience

- 5.1 As part of the tender process please provide a brief company bio covering yours/your team's background and experience.

5.2 Please also provide examples of previous similar projects you have completed, and organisations you have worked with.

6. Further information

6.1 If you would like any further information in advance of submitting your response to this tender, please contact [Helen McCarthy-Deeks](mailto:Helen.McCarthy-Deeks@entrust.org.uk) or call 01926 488 322.

6.2 Please submit your tender response by 31 August 2014 to:

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