

Citizens Advice 1066

Tender: Video Production – HEMAS Project Case Studies

Introduction

Citizens Advice 1066 (CA1066) is a local charity supporting residents across East Sussex, particularly those facing financial hardship, fuel poverty, and wider social challenges.

We are inviting proposals from **video production specialists, freelancers, or agencies** to produce a series of short films capturing **real-life case studies** from our *Household Energy Monitoring and Support (HEMAS)* project.

HEMAS is an innovative, funded project designed to generate robust evidence on how energy advice, behaviour change, and small efficiency measures impact household energy use, costs, and comfort. The project includes **interviews with participating households (with consent)** to capture lived experiences alongside quantitative findings.

These films will play a key role in sharing learning, demonstrating impact, and influencing practice across the sector.

About the Work

This commission is about more than filming interviews. We are looking for a partner who can help us:

- Take **case studies** about energy need and the impact of advice on energy consumption **into stories** to which a variety of audiences can relate
- Translate **complex evidence and data into accessible narratives**
- Produce content that feels **respectful, non-judgemental, and empowering**

The films will combine:

- Household interviews (in-home where appropriate)
- Visual storytelling of lived experience
- Light integration of data and insight
- Clear messaging on impact and learning

The outputs will be used in:

- Stakeholder engagement and dissemination
- Events and presentations

- Online communications and learning outputs
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Scope of Work

We expect the successful supplier to:

1. Planning and Development

- Work with CA1066 to shape a **storytelling approach and filming plan**
- Identify and develop **case study narratives** from selected households
- Ensure a **trauma-informed and ethical approach** to working with vulnerable participants

2. Filming

- Film a series of **household interviews and supporting footage**
- Work sensitively in people's homes and community settings
- Capture additional footage where helpful (e.g. interactions, environments, advisor visits)

3. Editing and Production

- Produce:
 - **6–8 short films** (approx. 2–4 minutes each)
 - Shorter edits/clips for social media use
- Edit footage into **clear, engaging and accessible narratives**
- Incorporate simple graphics, subtitles and branding where appropriate

4. Collaboration and Iteration

- Work collaboratively with our team and project partners
- Provide **draft cuts for feedback and refinement**
- Respond flexibly to evolving project learning (“learning out loud” approach)

5. Final Outputs

- Deliver final video files in appropriate formats for:
 - Web and social media
 - Presentations and events
- Ensure accessibility (e.g. subtitles)

What We're Looking For

We are looking for a partner who:

- Has experience producing **case study or documentary-style films**
- Has understanding of **embedded case studies research methodology**
- Can tell **compelling human stories with sensitivity and authenticity**
- Has experience working with:
 - VCSE organisations, public sector or health/community settings
 - Vulnerable or diverse groups
- Is confident translating **technical or complex topics into plain English**
- Can work **collaboratively and flexibly** with multiple stakeholders
- Can manage filming in **real-world, non-staged environments**

We particularly welcome suppliers who can demonstrate:

- Strong ethical practice and consent processes
- A **people-first approach** to storytelling
- An understanding of **fuel poverty, inequality, or social impact work**

Contract Details

- **Estimated contract value:** £10,000 (inclusive)
- **Duration:** Approx. 12–18 months (aligned with project timeline and case study availability)
- **Location:** East Sussex (with remote working and some travel to households)

Deliverables

- 6–8 short case study films
 - Shorter clips for dissemination
 - Subtitled and accessible versions of all outputs
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Information to be Returned

Please submit:

- A short proposal (max. 3 pages) including:
 - Your approach to the brief
 - Proposed methodology for working with participants
 - Outline timeline
 - Examples of relevant previous work (links preferred)
 - Details of your team and relevant experience
 - Proposed fee (inclusive of all costs and VAT)
 - Any added value you would bring
-

Evaluation Criteria

Item	Weighting
Quality and creativity of proposal	30%
Experience in similar projects	30%
Approach to working with participants ethically	15%
Value for money	15%
Added value	10%

Contact Details

If you have any queries, please contact:

Name: Morgan Oliver

Email: morgan@citizensadvice1066.co.uk

Return Details and Timing

- **Submission deadline:** 3rd July 2026
- **Decision notified by:** 15th July 2026

- **Contract start:** 27th July 2026

Please submit proposals via email to the contact above.

Additional Information

CA1066 is committed to fair, open and ethical procurement. We aim to work with suppliers who share our values around inclusion, respect and social impact.

We welcome applications from:

- Freelancers
- Small and medium-sized enterprises
- VCSE organisations