

## Tender Notice

### This is Older Image Library

#### SECTION I: CONTRACTING ORGANISATION

##### I.1) NAME, ADDRESSES AND CONTACT POINT(S):

Contact: Victoria Lloyd, Chief Executive

Address: Age Cymru, Mariners House, Trident Court, East Moors Road, Cardiff, CF24 5TD

Tel: 029 2043 1555 Email: [victoria.lloyd@agecymru.org.uk](mailto:victoria.lloyd@agecymru.org.uk)

Website: [www.agecymru.org.uk](http://www.agecymru.org.uk) / [www.gwanwyn.org.uk](http://www.gwanwyn.org.uk)

##### I.2) TYPE OF ORGANISATION AND MAIN ACTIVITY OR ACTIVITIES:

Registered charity and company limited by guarantee

Charity number: 1128436

#### Background to Age Cymru

Age Cymru is the national charity for older people in Wales and is the force combining Age Concern Cymru and Help the Aged in Wales. The Charity works nationally and locally to improve life for all older people.

Age Cymru's artistic programme sits within the Healthy Ageing department and is chiefly delivered via a national annual arts festival, Gwanwyn, which celebrates creativity in older age. This is Older is a project, funded by the Arts Council of Wales, which explores the representation of older people in the media.

#### Background to This is Older

The aim of the project is to co-produce, through engagement, a written agenda that organisations can sign up to, to ensure accurate representation of older people who live in Wales. We will also produce a library of stock images that represent the diversity of older people in Wales and promote accurate representation of their lives and experiences.

Phase One of the project which focuses on engagement of older people and stakeholders will have been completed and will have resulted in a written agenda, which informs the media and other organisations about how older people in Wales wish to be represented.

The next phase of the project (creation of the image library) is being put out to tender.

The project, from March 2021, will be overseen by Victoria Lloyd, Chief Executive of Age Cymru.

The following outcomes have been agreed with Arts Council Wales:

- A written agenda and accompanying artwork
- A library of stock images that accurately represent the variety of life experiences of older people in Wales
- A short documentary film that captures the process of creating the image library
- A launch event which includes an exhibition of the images

## **SECTION II: OBJECT OF THE CONTRACT**

### **II.1) DESCRIPTION**

#### **II.1.1) Title:**

This is Older Image Library

#### **II.1.2) Type of contract:**

Fixed term contract, commencing May 2021 and to be completed by mid-September 2021

#### **II.1.3) Short description of the contract or purchase(s):**

We actively encourage applications from individuals who are 50+ or from organisations that are led by older people.

We are seeking to commission a producer or artist to produce collection of high resolution, digital photographs, which celebrate the diversity of older people in Wales (50+) which will be used as a stock image library. Additional requirements of the tender include the creation of a short behind-the-scenes documentary film (max 10 minutes) which captures the process of the creation of the images, and preparing a selection of the images for a launch event/exhibition, which will be delivered in partnership with Age Cymru.

Included within this work, we would expect the producer to ensure/manage:

- Fair casting of the models, advertising widely to ensure equal opportunities so that the resulting images represents the diversity of the over 50's in Wales
- Paying the models a fair fee for their time

- Images that reflect a mixture of scenarios, including indoors and outdoors and inter-generational, older people involved in a range of activities
- Adhering to Welsh Government guidance on social distancing measures at the time, and undertaking relevant risk assessments
- Ensuring written consent of all models and ensuring Age Cymru has copies – template form supplied
- Ensuring that the documentary film is signed off by Age Cymru’s Digital Communications and Brand Manager
- Delivering a launch event and exhibition of a selection of the images and sharing of the documentary, in partnership with Age Cymru.

### II.1.5) Timetable

Issue tender	March 2021
Deadline for receipt of bids	9 April 2021
Notice of Award of contract	April 2021
Project begins	April 2021
Submission of images, film and launch event	September 2021

## SECTION III: LEGAL, ECONOMIC, FINANCIAL AND TECHNICAL INFORMATION

### III.1) CONDITIONS FOR PARTICIPATION

#### III.1.1) Evidence of Experience:

Candidates wishing to apply for this contract will need to detail the factors that made them well placed to deliver this piece of work, i.e. artistic track record, knowledge, experience, background information, technical capability.

#### III.1.2) Project Plan:

Candidates must include a detailed project plan outlining how they will undertake the work.

#### III.1.3) Budget:

The budget for the tender is: £13,550

Candidates must provide a detailed breakdown of how the money will be spent on this project.

## SECTION IV: PROCEDURE

### IV.1) TYPE OF PROCEDURE

**IV.1.1) Type of procedure:**

Limited (i.e. this is a one off piece of work).

**IV.2) AWARD CRITERIA**

**IV.2.1) Award criteria:**

- Demonstration of understanding of the scope of work to be completed
- The artistic approach, quality, comprehensiveness and suitability of the proposed project plan
- Demonstrable ability to effectively carry out the project including knowledge, experience and expertise in relation to arts and older people
- Value for money

**IV.3) ADMINISTRATIVE INFORMATION**

**IV.3.1) Time-limit for receipt of requests to participate:**

Closing date for applications – **5pm Friday 9 April 2021**

Late or incomplete applications will not be considered

**IV.3.2) Tenders should be sent by email to Victoria.lloyd@agecymru.org.uk**

**IV.3.2) Date of notification to successful candidate(s): 16 April 2021**

<b>SECTION V: COMPLEMENTARY INFORMATION</b>
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**V.1) ASSESSMENT**

**V.1.1)** Applications will be assessed by Age Cymru. In the event of a high response to this tender a shortlist may be compiled. Shortlisted candidates may be invited to make presentation on their proposals.

**V.2) ACCOUNTABILITY**

**V.2.1)** The successful candidate will be accountable to Victoria Lloyd, Chief Executive of Age Cymru.

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