Animation tender

Background

Globe Community Project is a charity based in Bethnal Green, founded by Triratna Order Members practicing at the London Buddhist Centre. We work to reach those people in Tower Hamlets whose pressing needs are not met anywhere else. We use mindfulness, wellbeing and pioneering education techniques to help transform the lives of older people at risk of loneliness and isolation, refugee and migrant women growing their confidence in English and taking control of their wellbeing, and people suffering from chronic pain and illness who want to be well.

Our Language of Wellbeing project was delivered in partnership with Praxis, led by Sally Ramsden and funded by Emergence Foundation. The Language of Wellbeing piloted a unique model blending gentle trauma-informed yoga and ESOL teaching to help refugee and migrant women develop their wellbeing and improve their English. As the pilot phase completes, we want to communicate the impact of the project and show our supporters and donors the impact we're having locally. To protect the identity of the women in the group we have chosen animation as the best way to represent them and their journeys.

Project brief

- Produce a short high quality captioned animation of 60-90 seconds, with three different end-frames.
- Attend a 15-30 minute online consultation with the group, bringing some examples of visual styles and music for them to choose from. Likely to be Weds 23rd June 2021.
- Produce 2-3 social media tiles to which quotes can be added, in both landscape and square formats.
- We will supply initial assets as detailed below, but beyond that we'll rely on the animator to provide the creative direction.

Specification

Distribution will be on our website (SquareSpace), YouTube, Facebook and Twitter. So we'd like a square (1:1) and a landscape (9:16) version.

We're looking for an animator who can sensitively take direction from the group and create work in which the women see themselves reflected, bridging backgrounds that could range from African to South Asian to Latin American to Eastern European.

We will provide the following assets:
- GCP logo, colour palette and some visual language to draw on if needed.
- Quotes
- Statistics from the evaluation
- A YouTube recording with accompanying notes identifying brief useable voice clips
- Photos of resources used during the project
- Background info: mid-term evaluation report and final evaluation report
- A 15 min consultation opportunity with the group to consult them on style and music

Final output due by end July 2021. Invoice on completion.

GCP retains rights of use and distribution of the whole or part of the final product, through our own channels, partners or funders, without altering the original images. We will always credit the artist, if desired, in line with any reasonable request.

How to apply

1. Get in touch and tell us: your planned approach, animation skills, experience of raising awareness through animation, and experience of working on community projects. You can either send us an email of up to 400 words or send a 5 minute WhatsApp voice note. Please make your name and contact details clear.
2. Provide 2-3 examples of past work for us to view via online links.
3. Quote a fixed price of no more than £850 including VAT. Proposals will be assessed for value for money, although this is not the only criteria.
4. Provide details of one referee who can comment on your ability to deliver this type of project.
5. Any questions, or to submit your proposal: gcp@globecommunityproject.org / 07503 400308.

Proposals will be assessed by our management committee, and the contract will be awarded based on the applicant's competence to undertake the work, judged from the content of the proposal and previous experience, demonstrated creative ability, and value for money.

Closing date to submit your proposal: Friday 11th June at 10am.