

Background information

As part of the Government's Welcome Back Funding, Fleet Business Improvement District is proposing to produce videos to showcase Fleet's strengths and encourage people back to visit Fleet high street and support local businesses.

The aim of the video is to connect emotionally with people watching the video and to highlight Fleet's many strengths including:

- Unique independents offering a broad range of products from clothing to food, hobbies, hair, beauty and wellbeing and a zero waste shop.
- Many 'essential' services from an excellent library to banks and supermarkets.
- Extensive food offering from cafes to restaurants and gastro pubs.
- A vibrant night time economy from The Harlington to pubs, bars and a night club.
- A warm welcome and high level of service from the businesses in the town.
- Strong community and events from a 10k race and half marathon to Fireworks, Christmas Festival and summer Carnival.
- 'Green' town with trees and summer flowers.
- A Business Improvement District that showcases what the town has to offer and organises events to encourage people into Fleet.
- Surrounded by countryside.

COVID has meant that people are now shopping more online but this has meant that people are losing human connection and possibly the sense of community – something that visiting Fleet and the businesses here has always provided.

Photography / video objectives

- To showcase Fleet as a welcoming destination, connect and engage emotionally and encourage people to visit Fleet.
- Emotional response: Pride (for those who live here), interest (didn't know that was there), excitement (I want to visit Fleet).

Target audience

Main audience is higher than average earnings, high aspiration, most likely families.

Secondary audiences (something for everyone)

- Teens – Phoenix, Skate Park.
- Young families – lots happening, lovely businesses.
- Elderly – safe, community, businesses know them by their first name.
- Businesses – a business community and a great place to do business.

Requirement

- To capture the range of business types in Fleet.
- Long video (approx. 2mins 30 – 3 mins).
- 3-4 shorter videos: What's available focusing on different areas (shopping, eating out, hobbies)
- Filming will need to take place in February / March 2022 but shouldn't come across as a winter video.
- The video must be completed by 31st March 2022.
- Possible (your views would be appreciated): Drone footage of Basingstoke Canal / Fleet pond / Fleet to show surrounding countryside.

Please email your costed proposal including examples of similar work to tracey.shrimpton@fleet-bid.co.uk

The successful companies will be notified in the middle of January. The project is dependent on approval for funding by the local council.

Tracey Shrimpton, November 2021