

APPENDIX 1

Fleet BID Video comparison

Option 1 - Interviews

	NRG Option 1	NRG Option 2	Ally & Mo Option	From the Hip
Talking Heads Interviews	Images and video of Fleet and surrounding area One main video plus shorter films Interviews with Businesses, Town Council and the public Inc Drone	Cover the same but with a presenter rather than interviews Includes drone	Images and video of Fleet and surrounding area One main video plus shorter films Interviews with business owners and the public	Images and video of Fleet and surrounding area Long video plus shorter videos
	£6,000-£7,000	£7,000 - £8000	£5,635 (£3,640 + £1,995 (drone))	£23,125

Option 2 – Story Telling (favoured option as more likely to connect emotionally)

	NRG Option 3	Ally & Mo Option	From the Hip
Story Driven	Images and video of Fleet and surrounding area One main video plus shorter films Tell the story of visitors / customers with actors from children to adult showing how Fleet meets needs of different generations. Drone included	Images and video of Fleet and surrounding area One main video plus shorter films Tell the story from the perspective of visitors / customers through in depth family interviews, visits to Fleet and interviews with shop owners	Images and video of Fleet and surrounding area Long video plus shorter videos
	£10,000 - £12,000 plus actors	£9,545 (£7,550 + £1,995 (drone))	£23,125

Option 3 – Creative Freedom

	NRG Option 4	Ally & Mo Option 3	From The Hip
Creative freedom	Fleet The Musical	4k Film of Fleet with poetry	Not offered
	TBC – not costed	£10,790 plus drone (£1,995)	