



This project is funded by the UK Government through the UK Community Renewal Fund

Creative Commission

Southern Uplands Partnership Services Ltd are inviting filmmakers and animators to apply for a creative commission to develop a range of inspiring information films on energy efficiency and net zero to engage young people, career changers and existing tradespeople to enter or upskill in the construction sector. Collaborations are encouraged.

Background

The targets set for reducing carbon emissions in Scotland and the UK will require a significant improvement in the energy efficiency (EE) of our homes and work-places. One barrier to greater activity is the state of the “supply-chain”. The local trades people, designers and suppliers who can supply and install energy-efficiency measures are not yet adequately prepared to drive the process at the scale and rate required.

Changes to construction and engineering through PAS 2035 require new roles to be developed alongside enhanced building assessments which include thermal modelling, ventilation, interactions between energy efficiency measures and the calculation of energy loss. It will be vital to attract new entrants to the sector and blend practical skills with computer and digital technologies if we are to succeed in our ambition to net zero.

Construction skills are vital to the rural economy and will become more so as the transition to net zero and the green economy takes hold. The opportunities around the need for new housing stock, retrofitting existing stock, infrastructure improvements, advancements in design, manufacturing and new product development will create a huge growth market and provide pathways to employment through retraining, upskilling and apprenticeships.

There is a need to inspire young people of all ages to look at construction as their future career path, upskill all existing tradespeople so they are able to work across multiple disciplines and attract many new entrants with transferrable skills via fast-track training routes.

To do this we need to inspire all these groups by providing examples of a future construction industry and their role within it.

What We Are Looking For

Film makers and animators to produce a series of short, inspiring films that will appeal to:

- **Primary school children** - to educate them on the opportunities of working in the construction sector, net zero and renewables.
- **Parents** – there is a need to change perceptions around construction and highlight the breadth and depth of careers, opportunities and salaries on offer so parents are able to make that distinction and encourage their children to take on a career in construction. Many construction careers have degree entry level and are highly paid. There are currently 182 job roles listed under construction <https://www.goconstruct.org/construction-careers/browse-all-job-roles/>
- **Secondary school children** - around the job opportunities within the sector that will help to change the perception of the construction industry. Our aim is to get the message across that construction is not just

about physical work. There will be a whole host of digital, scientific, innovative and management roles to fulfil. By reaching pupils as they enter high school the films will demonstrate the choices available and allow them to choose subjects matched to their chosen pathway. We also need to consider the role of the parents who may be instrumental in steering their children towards 'university only' pathways. The future of construction is: artificial intelligence, machine learning, automation, digital interventions and applications, advanced design and manufacturing techniques, product and material design as well as developments in electric transport, transport networks, energy grids and waste management. Traditional roles need to be enhanced so that tradespeople are able to work across multi disciplines. It's an exciting time for the construction sector and we need to communicate that message.

- **School leavers and young people** – highlighting career and apprenticeship opportunities within the construction sector alongside 'well paid, jobs for life' messaging.
- **Existing tradespeople** – joiners, builders, electricians, carpenters, plumbers, roofers and plasterers need to be educated and encouraged to take on multi-disciplinary roles i.e. roofers being proficient in removing and installing solar panels, electricians installing smart grids, heating engineers capable of installing district heat sources, joiners and plasterers being proficient in retrofitting. The high-level changes to the construction and engineering sector do not appear to be filtering down to trades people so we need to look at new ways to attract them to energy efficiency and net zero.
- **Those with transferrable skills** - those who haven't considered the opportunities available in the construction industry. These could be: university graduates, energy assessors, computer programmers, handy crafters, service engineers, etc.,
- **Girls and young women** – need to break down barriers and provide positive role models to inspire girls and young women to work towards or develop a career in the construction sector.
- **Entrepreneurs** – highlight people who have come from nothing and built a successful business or are employed in a high-powered job within construction to showcase the opportunities.

It is envisaged that the final series of films would be shared with schools, youth projects and circulated via digital platforms to reach all target audiences.

Application Process

We will commission a filmmaker or filmmaking team to undertake the following:

- Produce a minimum of 5 sample films (5 topics from the list above) minimum of 30 seconds in length. These films will be used to inspire the sector as a series of 'shorts' and as sample content for a larger bid.
- Scope and provide detailed costing to produce 8 films (duration +/- 10 minutes each) on various subjects for each target group (64 finished productions) with time scales and short content descriptions for all 64 films. You will also be asked to demonstrate how the films will inform, engage and inspire each target group and a range of short edits will be required for media campaigns.

Your sample films, detailed costing and content outlines will form part of a larger funding bid for the creation of all 64 films. We are able to supply detailed information on the construction sector to allow you to design a series of films for each group.

The fee for creating the treatment outlined above will be £2,000 (including VAT if applicable)

To apply for this opportunity please send submissions of past work and a brief description of how you would undertake the production of sample films for the treatment process, highlighting the areas of specialisation or technologies you would focus on. Please include a short description of any relevant commissions you have undertaken in the past.

A short list will be selected for an interview and a candidate/collaborative group will be commissioned to undertake the work outlined.

Please note that all content produced/ photography/ videography created will be copyright to SUP Services Ltd

Submissions

If you would like to enter a submission or have any questions please email julienock@sup.org.uk

Deadline Dates

Please submit your application by 9th May 2022

A filmmaker or filmmaking team will be selected by 28th May 2022

Submission of Treatment 9th July 2022

This project is funded by the UK Government through the UK Community Renewal Fund. The UK Community Renewal Fund is a UK Government programme for 2021/22. This aims to support people and communities most in need across the UK to pilot programmes and new approaches to prepare for the UK Shared Prosperity Fund. It invests in skills, community and place, local business, and supporting people into employment. For more information, visit <https://www.gov.uk/government/publications/uk-community-renewal-fund-prospectus>