



Videographer Brief for Nationwide Project

About DanceSyndrome

DanceSyndrome transforms lives, creating change and giving joy, hope and opportunities to people with learning disabilities, and their families. Through the medium of inclusive dance, we challenge perceptions around disability in a unique, ground-breaking way which doesn't exist anywhere else. Our ethos is that disability should never be a barrier to following your dreams.

DanceSyndrome has created an approach of working that empowers those with and without learning disabilities to believe they can achieve their ambitions in life. All DanceSyndrome sessions are co-produced, with people with learning disabilities taking visible Dance Leader roles to inspire people to see what can be achieved when we all become more inclusive. The Dance Leaders are all visible members of their communities, who can regularly be seen leading workshops, dance performances and community activities.

Part of our mission is to challenge perceptions, influence change and to inspire people throughout society to believe in the abilities and talents of people with learning disabilities. We do this through strategic communications using high-quality, accessible assets.

To help us to fulfil our commitments to communicating these messages, we need high quality videos to use in our varied communications. We are looking to engage with a videographer who can help us to achieve this.

Please read the DanceSyndrome [Brand and Communications Guide](#) for more in-depth information.

The brief

We would like a videographer to engage with us to document a high-profile project which is being delivered at a national level.

DanceSyndrome has been commissioned to deliver our bespoke 'Inclusion in Action' workshop as part of a new national Foundation of Nursing Studies' (FoNS) programme for inpatient Ward Managers who are working across mental health, learning disability and autism (MHLDA) services. 'Inclusion in Action' has been designed exclusively by DanceSyndrome's team, based on their own knowledge and experience. Through the half-day workshops, participants will explore DanceSyndrome's approach to inclusivity and consider barriers that people with learning disabilities may face and explore how they can break down some of these barriers in their own settings.

Working with our Managing Director, Artistic Director and Project Coordinator, you will be invited to attend key delivery dates and document the delivery and learning that takes place.



Examples of what we are looking for are:

- Workshops in Action – We need recordings (short videos) of our Inclusion in Action activities taking place so that we can promote Inclusion in Action and help us to sell these workshops to other organisations, as well as demonstrating to our funding bodies how their money is being used. We need video our of co-leaders and participants (who will sign release forms) that demonstrates how inclusive dance can be used as a vehicle to share learning.
- Evaluation – We need to capture comments from participants about what they enjoyed about the workshop, what surprised them, what they learned and what the impact will be for them and their service users.
- Co-production – We would like to also capture commentary from our delivery team on their own learning through the process of co-delivering the workshops, as well as why they value inclusive co-production as a delivery method.

Our team will work with you to identify key workshops which will take place between November 2024 and March 2025 which can be filmed to achieve these goals and will provide as much advance notice as possible. Please be aware that the workshops are being delivered in all seven NHS regions, so there will be travel required across England.

At the end of the project, we would like to have one longer video which documents the whole process and a series of shorter, themed, videos under 2 minutes 20 seconds long, which can stand alone for use on social media.

We will require two copies of each social media video, one in 16:9 ratio and another in 9:16 ratio.

Each video should have a version without subtitles and a second with subtitles embedded.

Time commitment

We anticipate that you would be required to film at 3 or 4 sessions as an absolute minimum and we would like representation from both the North and South of the country. Attendance at the Preston date is essential.

The dates and locations are:

- Tuesday 19th November – **Preston** - Tickled Trout Hotel, Preston New Road, Preston PR5 0UJ
- Thursday 21st November - **Milton Keynes** - Novotel, Saxon Street, Leyburn Court, Heelands, Milton Keynes MK13 7RA
- Tuesday 3rd December – **Leeds** - Crown Plaza, Wellington Street, Leeds LS1 4DL
- Tuesday 28th January 2025 – **Bristol** (City centre hotel location TBC)
- Thursday 27th February – **Gatwick** (City centre hotel location TBC)
- Thursday 6th March - **Solihull** (City centre hotel location TBC)

You would be required to be on site from 12pm to 5pm on agreed filming dates and will need to allow for travel time too.

Ideally, we would like the completed videos by the end of the project in May 2025.

Copyright

We want to be able to freely use the videos on all our social media channels (YouTube, Facebook, X, Instagram, LinkedIn and TikTok). If any background music will be used, it needs to have an appropriate license so that it can be used on these channels without being restricted.

Contact us

If you think you can meet this brief, we invite you to provide an expression of interest which includes the following information:

- Information about which of these dates you would be happy to film at.
- A breakdown of costs for filming, editing and travel expenses.
- A brief explanation of your areas of interest, past experience and why you think you would be a good fit for this project.
- Any examples of your work which are in a similar style/theme to what we are looking for.

As we are collating information from so many different videographers with limited capacity in our team, please could we ask you to only respond by email to sarah@dancesyndrome.co.uk

The deadline for Expressions of Interest is 12pm on Friday, 25th October.