



Design brief and specification: Safeguarding Films

Client Name: BSCB and BSAB Joint Communications sub group

Deadline for proposal submission: 27th August 2018

Overview

The Bristol Safeguarding Children Board (BSCB) and Bristol Safeguarding Adults Board (BSAB) are commissioning promotional materials to raise awareness of safeguarding practice in Bristol. We are looking to partner with companies with excellent track record of engaging professionals the public to create behaviour change.

The Boards are responsible for improving and assuring multi-agency safeguarding arrangements in the city. We engage with professionals and the public on issues involving the safeguarding of adults and children.

We are asking for tenders for **two** films or interactive products which can be hosted on multiple platforms. Films should be under two minutes in length and establish a consistent branding style for the safeguarding Boards, in line with our existing materials to demonstrate a unified style. We would welcome creative original approaches to presenting these important messages.

It is intended that these films will be hosted on the Safeguarding Boards website at <https://bristolsafeguarding.org/> where they will be available to both public and professionals, but will also be used in events, conferences and as resources in training materials. The content's imagery should be easily captured for accompanying printed materials developed by the Board.

We are now inviting agencies to submit a creative proposal to fulfil the specification for one or both of these films. The specs for these are outlined below.

The Joint Safeguarding Communications group will discuss budget options in consultation with the appointed production company. We anticipate the films being available for use before the end of Quarter 3 of the 2018-19 year (circa November 2018).

Contact:

Please contact Bronwen Falconer, Project Support Officer at Bronwen.falconer@bristol.gov.uk or 0117 9037786 to discuss this project further.

Please include a proposal summary and quote as part of your expression of interest, to be submitted no later than 27th August 2018.

Film 1: Safeguarding Adults (Bristol Safeguarding Adults Board)



Objectives

The priority of the BSAB is to increase public awareness of Safeguarding Adult processes. The BSAB has identified that there may be a barrier to adults at risk of abuse or neglect reporting their safeguarding concerns due to being unsure of how to do so and what might happen as a consequence. This film will explain what a subject of a safeguarding referral can expect to happen after they have recognised and reported abuse or neglect. The BSAB has an ultimate aim of increasing safeguarding self-referrals. The safeguarding process is set out in section 42 of the Care Act 2014.

Target audience

The primary audience will be members of the public who are adults at risk of abuse or neglect, or who have neighbours, friends or family members who are adults at risk.

A secondary audience may be professionals who work with adults at risk who would use the tool to raise awareness with their clients.

Key Messages

This film should:

- Explain when and why someone might make a safeguarding self-referral
- Provide specific information on the safeguarding pathways in Bristol
- Explain what someone can expect after a safeguarding referral

This leaflet contains more information about safeguarding in Bristol:

https://bristolsafeguarding.org/media/28713/safe_city_a5_flyer_rdulf8n.pdf

Format

We would ask potential producers to submit proposals for the format of these films, but specific features are identified below:

- Each film should be under two minutes in length
- It should be possible to obtain clear graphics / images from the films for use in other materials.
- If using actors, the Safeguarding Adults film in particular should ideally have BME representation.
- The film should be accessible to those with sensory difficulties

Please see the below examples of films that fulfil a similar purpose:

- Somerset Safeguarding Adults Board "Think it Report it"
<http://ssab.safeguardingsomerset.org.uk/protecting-adults/thinking-it-report-it-campaign/thinking-it-report-it-film/>
- XR Training "What is Safeguarding" <https://www.youtube.com/watch?v=CcwdmDI7x8>
- Surrey County Council "Safeguarding Adults – Annie's Story"
https://www.youtube.com/watch?v=nIVpR8_6CLk

Style and tone

All language used should be simple and accessible, with no jargon that has not been explained. The tone should be serious but objective and factual – this film will be primarily educational. The film will be used by adults with significant learning or physical disabilities and should be clear and simple to follow. Accessibility will be important and the board would particularly consider proposals which consider the need for clear accompanying imagery.

Film 2: Safeguarding Boys and Young Men (Bristol Safeguarding Children Board)



Objectives

The priority of the BSCB is to increase professional awareness of the vulnerability of boys and young men. Boys and young men are often not considered as vulnerable as girls, leading to their behaviours being viewed as 'troublesome' rather than 'troubled'. Boys are over-represented in youth offending services, and under-represented in safeguarding referrals. The ultimate aim is to increase the number of boys and young men identified as at risk.

Target audience

The primary audience will be professionals who work with boys and young men to ensure they are sufficiently consider safeguarding and to challenge their own potential bias; warning signs can often be missed.

A secondary audience may be parents as it is important that they are also aware of vulnerability and risk.

Key Messages

This film should:

- Demonstrate societal preconceptions about the vulnerability of boys and young men, showing how boys and girls can be treated differently by professionals around them
- Challenge professionals about whether they are recognising vulnerability and abuse indicators
- Remind professionals of when and how to make safeguarding referrals

Format

We would ask potential producers to submit proposals for the format of these films, but specific features are identified below:

- Each film should be under two minutes in length
- It should be possible to obtain clear graphics / images from the films for use in other materials.

Please see the below examples of films that fulfil a similar purpose:

- Public Health Network Cymru "Adverse Childhood Experiences" <https://www.youtube.com/watch?v=YiMjTzCnbNQ>
- Blast Project "My New Friend" <https://vimeo.com/95062694>

Style and tone

This film should act as a challenge to professionals around their own practice and internal bias. The tone may be poignant and emphasise how boys and young men can be misunderstood by those around them.