What to say if they’re not okay: Supporting friends with their mental health

Interactive film series for Bitesize social
The Brief

Budget
The maximum available for this commission will be £15,000 + VAT.

Objective
Our primary objectives for this commission are to raise awareness of Bitesize Support amongst teenagers, parents of teens and secondary school teachers, and to educate young people on how best to support friends who are struggling with their mental health.

BBC Bitesize is a household name for teenagers when it comes to GCSE revision and help with homework, but as we know education is not only about the traditional subjects and passing exams, especially this year.

Record levels of young people are experiencing challenges with their mental health, now more than ever. As an educational resource aimed at young people, BBC Bitesize and its social channels are perfectly placed to help educate them on matters that go beyond the curriculum.

BBC Bitesize already has a plethora of resources on mental health and wellbeing but awareness of this area of the site is lacking. This interactive film series will act as a new way to promote Bitesize Support with the aim to amplify conversation around the product on social media.

The focus of the interactive film series will be ‘peer-to-peer’ support for young people who have a friend who is struggling with their mental health.

The film series should follow a ‘choose-your-own-adventure’ style narrative. The audience will follow a young protagonist as they help them navigate various decisions on how to help a friend who is struggling with their mental health.

Examples to draw inspiration from:
- **Black Mirror: Bandersnatch** interactive feature-length film
- **Lifesaver** interactive films to teach CPR

The film could follow different pathways like Bandersnatch or give options to the audience but bounce back and follow one pathway like Lifesaver. This is a sensitive and potentially triggering topic for young audiences and this should be factored in when considering pathway options.

Pitches should also include how you will ensure the series is educating young people in an appropriate and accurate way on issues around their mental health and that of their peers e.g. working with a mental health charity or child psychologist.

**Background**

**About BBC Education**

Thanks for your interest in this commissioning brief. This commissioning round is being run and managed by BBC Education. The department is responsible for delivering the BBC’s Royal Charter commitments to commission and produce educational and learning content, to help with both informal and formal learning outcomes, for use throughout the United Kingdom. Our mission is to transform lives through education.

We provide children, young people and adults across the UK with personalised curriculum-linked resources to support their formal education.

BBC Bitesize has 4 main strands of content housed on the website. Curriculum, Support, Careers and Topical (general interest).

This commission will aim to raise awareness of the Support area of the site that offers advice for life such as healthy relationships, body image and mental health. See more [www.bbc.com/bitesize/support](http://www.bbc.com/bitesize/support)
Bitesize Social

Audience

On social we’re looking to reach and engage with 3 key audiences, split into two tiers across our 4 platforms:

Tier One (Instagram and TikTok)

- Students (13-16 years old)
- Young People (14-24 years old)

Tier Two (Facebook and Twitter)

- Parents (children 5-16 years old)

Working together

You will be responsible for:

- Project management and production of deliverables to agreed deadline and budget
- Chairing regular production meetings and communicating project plans and status
- Up-to-date budget tracking
- Quality assurance of content, covering costs of focus groups, additional experts and consultants if and when required
- Providing expert advice on the best way to showcase the content and on what channel

We will be responsible for:

- Collaboration throughout the production and delivery
- Sign-off on the following: storylines/initial concepts, look and feel, scripts, casting, locations, music, audio and final delivery
- Publishing and scheduling of content on social channels and on our site
We will be jointly responsible for:

- Ensuring the right strategic thinking and content formats are applied to ensure we resonate with the BBC Education

Some overall guidance

In September 2018, BBC Bitesize launched its social media channels as a way of driving awareness and traffic to the newly rebranded website.

Through a combination of organic content, paid strategy and utilisation of the wider BBC Portfolio, throughout 2018/19 the Bitesize social team has been able to build the third most engaged audience within the BBC Portfolio.

Bitesize is now looking to build upon this solid foundation with general growth across all accounts and an improved engagement rate, as well as pushing boundaries using innovative content and formats to engage the end user.

This commission aims to innovate promotion of the Bitesize Support section of the site by using highly interactive content to drive engagement and increase reach.

Budget

The BBC Education tariff ranges from £500 to £2,000 (excluding VAT) per minute. Budget is dependent on the idea and the editorial ambition.

The maximum available for this commission will be **£15,000 + VAT**. A summary of your proposed budget should clearly outline the overall costs per minutes of content you intend to create for the commission.

Your budgeting should not assume the BBC will deliver archive footage at no cost. Please refer to the Independent Production User Guide and the FAQ for Independent companies more information: [http://downloads.bbc.co.uk/informationandarchives/PACT_june_2016.pdf](http://downloads.bbc.co.uk/informationandarchives/PACT_june_2016.pdf)

The finer details of the payment schedule will be agreed with the BBC Production Manager on commission. However, without exceptional business justification, BBC Education will pay no more than 5% of the total fee on signature, no less than 50% of the total fee on final acceptance of (I) project
delivery and (ii) postproduction paperwork and the remainder of the payments against delivery milestones as agreed within the budget summary.

**Deliverables**

Up to 10 minutes of content that has been adapted and optimized for one or more of our social platforms (see below for examples). The pitch should include how you would adapt the films and for which platform. Also, how you would use animated graphics and functionality within the social platform to increase interactivity.

Examples:
- A series of 15 second clips for a ‘tap to choose’ interactive journey on Instagram stories (9:16)
- A series of sub-60 second clips – ‘swipe to see what happens next’ for Instagram feed or for a Twitter thread (1:1)
- A series of longer films for embedding into an interactive quiz on the Bitesize website to be promoted on social channels (16:9 and adapted for social promotion)
- A series of sub-30 second clips for Snapchat ads

All to be delivered in HD H264 format with separate audio tracks, .mov and subtitled video for social media films, metadata; post-production paperwork. (full tech spec when commission awarded*)

All deliverables to be shared via Dropbox.

**Documentation**

The following post production documentation must be completed upon final delivery:
- Post production paperwork must be completed on Silvermouse (details will be outlined in the contract to the awarded commission);
- Post production transcript – timecoded; and
- Online compliance form.
**Commissioning schedule**

- **2nd Nov 2020:** Briefs go live
- **16th Nov 2020:** Deadline for proposals
  - BBC to review proposals
- **23rd Nov 2020:** Remote pitches
- **30th Nov 2020:** BBC award work
  - Contracting
- **w/c 14th Dec 2020** Kick-off meeting
- **w/c 8th March 2020** Final delivery deadline

*shortlisted Indies will be required to pitch remotely on Monday 23rd November.

**Contracting**

Any exceptions to this must be agreed with BBC in advance of inclusion. This is a stand-alone new media commission and the BBC will require all rights in the content, worldwide and on all platforms. This commission will be contracted under the BBC’s New Media Framework 2. Further information on the BBC’s New Media Frameworks can be seen on our Commissioning pages here: [https://www.bbc.co.uk/commissioning/online/tv-radio](https://www.bbc.co.uk/commissioning/online/tv-radio)

**Proposed payment schedule:**
- 5% on signature of agreement
- 20% on script and formats sign off
- 25% on sign-off of all rough cuts
- 50% on BBC acceptance of full delivery, final paperwork and post-production paperwork
**Diversity and Inclusion**

The BBC is for everyone, and to reflect our audience in its entirety diversity, both on and off screen, must be at the heart of everything we do. As part of your submission, you will need to demonstrate that your editorial team on this project is inclusive and diverse. Suppliers that support our strategy and goals, and reflect them in the ideas they pitch, stand the greatest chance of being commissioned.

**Covid-19 Secure Production**

In answering the brief, proposals should include how the content can be produced and delivered safely during the ongoing Coronavirus (Covid-19) pandemic. To safeguard everyone – through development, production, and delivery – proposals need to demonstrate compliance with the government’s Covid-19 Secure guidelines, and relevant Covid-19 industry guidance. Please adhere to:


**Sustainable productions**

BBC Education is working to ensure that all its projects are as environmentally sustainable as possible. As part of this we ask that any independent supplier we work with has an environmental sustainability, carbon literacy aware staff (free training can be found here – [http://wearealbert.org/help/get-trained](http://wearealbert.org/help/get-trained)) and that all productions, where appropriate complete and an Albert carbon footprint calculation.

A good way to demonstrate your environmental credentials is to undertake Albert certification. Please see here for more details or contact Nicholas.leslie@bbc.co.uk for more information.

More details can be found at [http://wearealbert.org/](http://wearealbert.org/) and
BBC Health and Safety

The BBC needs to ensure that any Company it commissions is able and competent to make the programme with due consideration for health and safety, the following link will take you to a guide which outlines the BBC's health & safety vetting procedure & requirements;  
https://www.bbc.co.uk/safety/generalsafety/thirdparties/working-with-indies.html

If the content being commissioned involves working with children, then ensure that you are familiar with the BBC's Child Protection Policy and the Child Protection Safeguarding Framework, which provides a guide to the minimum levels of safeguarding on any productions, information on this can be found here;  
https://www.bbc.co.uk/commissioning/tv/production/articles/working-with-children

If you have any queries or concerns about any of the guidelines or policies then please contact the Production Manager sarah.wallworth@bbc.co.uk

Proposals

Proposals should be provided as either a Powerpoint or PDF.

Proposals should include:

- A creative treatment outlining how you will approach the series.
- How many scenarios you propose, the length of each one and how you propose to optimise it for your chosen platform(s)
- How you intend to approach filming considering current government social distancing restrictions
- Your creative vision with details of the format and filmmaking style, including outline of use of animated graphics
- Your safeguarding policy, including details of how you intend to safeguard the young people you work with during this commission
- Your casting processes
- A suggested schedule for delivery
- Budget summary. You will be asked for a more detailed budget at a later date
- Evidence of your ability to deliver the suite of films in terms of capacity and expertise.

Next Steps

- All proposals should be submitted via email to lizzie.hyland@bbc.co.uk.
- The closing date for submissions is close of play on 16th November.
- BBC Bitesize will select the chosen agency by 30th November.