



REQUEST TO QUOTE
TO APPOINT A SUITABLE CONTENT CREATOR / VIDEOGRAPHER
TO CREATE A SERIES OF VIDEO REELS FOR
VISIT PEAK DISTRICT & DERBYSHIRE

Client: Visit Peak District & Derbyshire

Project Lead: Rachel Briody - Marketing Campaigns Manager, Visit Peak District & Derbyshire

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Date of Request for Quote: 26 August 2026

Deadline for Submission of Tender: 6 September 2026

Method of Submission: Written proposal and quotation to be emailed to the above email address.

1. Introduction

Project Title: Visit Peak District & Derbyshire – Instagram Reels Content Creation

Visit Peak District & Derbyshire (VPDD) is the official destination management organisation for the Peak District and Derbyshire. We are responsible for promoting the destination nationally and internationally, supporting tourism businesses and driving sustainable growth across the visitor economy.

The Peak District and Derbyshire offer a diverse range of visitor experiences, from dramatic landscapes and outdoor adventures to historic towns, villages, heritage attractions, food and drink, culture and independent businesses.

As part of our ongoing digital marketing activity, we are looking to appoint an experienced content creator/videographer to produce a series of engaging, high-quality social media reels showcasing a number of areas and experiences across the destination.

The content will be used across Visit Peak District & Derbyshire's owned digital and social media channels (including Instagram, Facebook and TikTok) to inspire visitors to explore different parts of the destination, discover lesser-known places and encourage visits and onward exploration.

2. Project Overview

We are seeking an experienced content creator/videographer with strong knowledge of the Peak District and Derbyshire to create approximately seven engaging social media reels, each approximately 40–70 seconds in length.

The reels should be visually inspiring, authentic, energetic and suited to current social media consumption habits. They should showcase the character, personality and visitor appeal of each area while encouraging audiences to find out more and visit.

The seven proposed reel themes/locations are:

- Bolsover
- Chesterfield
- Ashbourne and surrounding area
- Belper and surrounding area
- Hidden Gems in the Amber Valley
- Hidden Gems in North-East Derbyshire
- Glossop

The successful candidate will be expected to develop creative approaches for each Reel, identifying appropriate locations, experiences, attractions, businesses and visual opportunities.

Local knowledge is essential. We are looking for someone who understands the destination and can bring their own ideas and insight to ensure the content goes beyond obvious or well-known visitor attractions.

VPDD will provide support in contacting relevant tourism businesses and organisations and can assist with suggestions for content and locations.

The successful candidate may also use appropriate existing footage they have previously captured during visits to the area, subject to VPDD approval and confirmation that the footage can be used as part of the commissioned content.

3. Objectives

The reels should:

- Inspire people to visit and explore the featured areas.
- Showcase the diversity of experiences available across the Peak District and Derbyshire.
- Highlight both well-known attractions and lesser-known or hidden gems.
- Encourage visitors to explore beyond the destination's most established visitor hotspots.
- Support local tourism businesses and encourage visitor spend.
- Create engaging, shareable content suitable for Instagram and other VPDD-owned digital channels.
- Increase awareness of the featured locations and experiences.
- Encourage audiences to take a specific action through a clear call to action.
- Match the tone of existing social media marketing

Each reel should have a clear and appropriate call to action, for example encouraging viewers to find out more, plan a visit, explore an itinerary or discover more experiences on the Visit Peak District & Derbyshire website.

4. Target Audience

The content should appeal primarily to leisure visitors looking for inspiration for days out, short breaks and experiences in the Peak District and Derbyshire.

Content should be:

- Visually engaging and attention-grabbing.
- Authentic and relatable.
- Informative without feeling overly promotional.
- Suitable for mobile-first viewing.
- Designed to encourage saves, shares, comments and onward engagement.
- Accessible to a broad audience, including couples, families, groups of friends and independent travellers.

Tenderers should demonstrate an understanding of how to create content that works effectively on social media and how to capture attention within the first few seconds of a reel.

5. Scope and Deliverables

The successful tenderer will be required to create seven social media reels, approximately 40–70 seconds each.

For each Reel, the successful candidate will be responsible for:

- Developing the creative concept and approach.
- Identifying suitable locations, businesses and experiences.
- Liaising with VPDD regarding proposed content and filming requirements.
- Filming high-quality video content.
- Using appropriate existing footage where relevant and agreed.
- Editing the Reel into an engaging final format.
- Incorporating suitable music/audio where appropriate and ensuring that usage rights allow the content to be used by VPDD.
- Providing appropriate captions/text overlays where relevant.
- Including a clear call to action.
- Ensuring content is suitable for Instagram Reels and VPDD's digital channels (TikTok, Facebook).
- Providing the final edited Reel in an appropriate high-resolution format to be shared across VPDD's channels
- Providing the raw/source video files from filming.

Content areas- The seven Reels should cover:

Reel 1 – Bolsover

Showcase the visitor appeal of Bolsover and surrounding area, identifying a compelling mix of places, experiences, heritage, food and drink or other relevant content.

Reel 2 – Chesterfield

Showcase Chesterfield and surrounding area, highlighting its visitor attractions, heritage, culture, food and drink, shopping, events or other relevant experiences.

Reel 3 – Ashbourne & surrounding area

Showcase Ashbourne and its surrounding area, highlighting its character, heritage, independent businesses, outdoor experiences and opportunities for visitors.

Reel 4 – Belper & surrounding area

Showcase Belper and surrounding area, including its heritage, independent businesses, food and drink, culture, outdoor experiences and other visitor attractions.

Reel 5 – Hidden Gems in the Amber Valley

Identify and showcase lesser-known visitor experiences and places that demonstrate the variety and character of the Amber Valley.

Reel 6 – Hidden Gems in North East Derbyshire

Identify and showcase lesser-known places, experiences and businesses that encourage visitors to explore North East Derbyshire.

Reel 7 – Glossop

Showcase Glossop and the surrounding area, highlighting its unique character, access to the Peak District, independent businesses, food and drink, culture, heritage and outdoor experiences.

The above provides a framework rather than a prescriptive list. Tenderers are encouraged to demonstrate their creativity and propose their own ideas for each Reel.

6. Creative Requirements

The successful candidate should demonstrate an understanding of what makes effective short-form social video content.

The Reels should:

- Have a strong opening/hook to capture attention.
- Tell a clear story within 40–70 seconds.
- Showcase the destination in an authentic and visually compelling way.
- Feature a good variety of shots, locations and experiences.
- Have an appropriate pace and editing style for Instagram, TikTok and Facebook.
- Include a clear call to action.
- Feel contemporary and engaging rather than like traditional tourism advertising.
- Reflect the character and personality of each location.
- Where appropriate, feature people, local businesses and experiences to add personality and authenticity.

Tenderers are encouraged to propose creative approaches that demonstrate how they would make each location distinctive rather than simply producing a generic destination montage.

7. Ownership and Usage Rights

All final edited Reels and raw/source footage captured as part of this commission must be supplied to Visit Peak District & Derbyshire.

VPDD requires the raw files for the sole use of Visit Peak District & Derbyshire's owned digital channels.

Tenderers should clearly state within their quotation any proposed licensing restrictions, music licensing limitations or other conditions affecting VPDD's use of the content.

Any existing footage supplied by the successful tenderer for inclusion in the Reels must also be clearly identified, with the tenderer confirming the usage rights available to VPDD.

Tenderers should confirm that all necessary permissions, releases, music licences and third-party rights required for the agreed use of the final content will be obtained.

8. Support from Visit Peak District & Derbyshire

VPDD will provide support to the successful candidate, including:

- Suggestions for relevant businesses, attractions and experiences.

- Support with introductions and contacting businesses where appropriate.
- Destination and campaign information.
- Guidance on VPDD's brand and digital requirements.
- Feedback on proposed content and creative approaches.
- Access to relevant existing information and imagery where available.

The successful candidate will nevertheless be expected to demonstrate initiative and bring their own creative ideas and local knowledge to the project.

9. Timescale

The successful candidate will be notified no later than 10 September 2026. The project will commence shortly thereafter. Indicative delivery schedule:

- Reel 1: To be delivered by mid-October 2026
- Remaining six Reels: To be delivered progressively between October 2026 and 31 March 2027
- All seven Reels and raw footage: To be completed and supplied by 31 March 2027

Tenderers should provide a proposed production and delivery schedule as part of their submission. The successful candidate will need to demonstrate sufficient capacity to meet the required timescales, including filming across multiple locations and working with businesses and stakeholders.

10. Budget

The total available budget for the project is: **£7,000** for seven Instagram Reels

Tenderers should provide a clear breakdown of their proposed costs, the quotation should clearly state whether the £7,000 budget is inclusive or exclusive of VAT.

11. Information Required from Tenderers

Respondents are asked to provide:

- Examples of previous social media reels or similar short-form video content.
- Details of previous destination, tourism, place marketing or relevant content creation experience.
- Evidence of local knowledge of the Peak District and Derbyshire, including previous work undertaken in the area where applicable.
- A proposed creative approach for the seven Reels.
- An outline of how you would approach identifying suitable locations, experiences and businesses.
- A proposed production and delivery schedule.
- Details of your filming and editing capabilities.
- Confirmation that raw/source files will be supplied.
- Details of any licensing restrictions relating to footage, music or other content.

Tenderers may also wish to provide links to examples that demonstrate their ability to create engaging social-first video content.

12. Selection Criteria

Visit Peak District & Derbyshire will score each submission against the following criteria. The proposal offering the strongest overall combination of quality, creativity, experience, value and ability to deliver the project will be selected.

Proposed weighting: Creative approach – 25%

Quality and originality of the proposed approach and understanding of how to create engaging Instagram Reels.

Relevant experience and previous work – 20%

Quality and relevance of previous social video, destination, tourism or place-based content.

Local knowledge – 20%

Demonstrable knowledge and understanding of the Peak District and Derbyshire, including the ability to identify compelling and less obvious content opportunities.

Quality and suitability of proposed production – 15%

Filming, editing and storytelling capability and suitability for the requirements of Instagram Reels.

Cost / value for money – 15%

Overall value offered within the available budget.

Capacity and delivery timetable – 5%

Ability to deliver the project to the required deadlines.

Cost will be an important consideration, but this does not necessarily mean that the cheapest quotation will be selected. VPDD will take a best-value approach when assessing submissions.

13. Communication and Project Management

A creative kick-off meeting will be arranged with the successful tenderer following appointment.

Communication will primarily take place by email and online meetings, with additional communication as required during filming and production.

The successful candidate will be expected to provide regular updates on progress and flag any issues that may affect the agreed timetable.

VPDD will provide feedback on proposed concepts and draft content within an agreed timeframe.

14. Terms & Conditions

a) General

Tenderers should note that in the event that a bid is considered to be fundamentally unacceptable on a key issue, regardless of its other merits, that bid may be rejected.

Tenders submitted after the stipulated deadline may be rejected.

No questions will be answered that provide a competitive advantage to any party tendering.

Should questions arise during the tendering period which, in VPDD's judgement, are of material significance, we will inform all tenderers and provide a formal response.

All tenderers should take any formal responses into consideration when preparing their bids.

VPDD reserves the right not to accept the lowest or any tender.

VPDD reserves the right to cancel or amend the tender process at any stage.

b) Content and Permissions

The successful tenderer will be responsible for ensuring that any third-party content, music, locations, people or other material used in the commissioned content has the appropriate permissions and licences for the agreed usage.

Any restrictions affecting VPDD's use of the commissioned content must be clearly identified within the tender submission.

c) Confidentiality

Tenderers should treat information supplied by Visit Peak District & Derbyshire in connection with this tender as confidential and should not disclose information to third parties unless required to do so in the normal delivery of the project or by law.

d) Freedom of Information

Information in relation to this tender may be made available on demand in accordance with the requirements of the Freedom of Information Act 2000.

Tenderers should state if any information supplied by them is confidential or commercially sensitive or should not be disclosed in response to a request for information under the Act. Tenderers should state why they consider the information to be confidential or commercially sensitive.

This will not guarantee that the information will not be disclosed but will be examined in light of the exemptions provided by the Act.

e) Collusive Tendering

In submitting a tender against this contract, the tenderer confirms that they have not fixed or adjusted the amount of the tender by or under or in accordance with any agreement or arrangement with any other person.

The tenderer also certifies that they have not entered into any agreement or arrangement with any person to refrain from tendering or as to the amount of any tender to be submitted.

15. Submission

Please submit your proposal and quotation by email to:

Rachel Briody, Marketing Campaigns Manager, Visit Peak District & Derbyshire:
rachel.briody@visitpeakdistrict.com

The submission should clearly identify the tenderer's name and contact details and should address each of the requirements outlined within this document.

Tender deadline: 6 September 2026

Successful candidate notified: No later than 10 September 2026

Project completion: 31 March 2027