

Market Research consultant : the ‘Fifth Corner’

Timescale: January-February 2018
£3,000 fixed fee

Four Corners seeks a consultant to scope and investigate the potential for ‘The Fifth Corner’, a proposed film production model that could provide opportunities for our participants to secure sustained creative media employment.

Background

Four Corners is a unique centre for film and photography, which has been working to widen community participation in creative media for over 40 years. A leading training provider with long track record of successfully delivering Government, EU and trust-funded programmes, we offer entirely free, specialist industry-led training in film/TV craft and production skills, led by industry practitioners. We engage and nurture talented people from diverse and disadvantaged backgrounds, helping them develop the skills and knowledge needed to pursue a career in the creative media sector, where they are vastly under-represented.

Recent trainees have produced short promotional films for local community groups as part of their intensive, six-week training programme. These include films made for Harmony Nursery; Pritchard’s Road Day Centre supporting adults with mental health issues; Renaissance Foundation working with young people; and Rise Bakery – a social enterprise supporting previously homeless people. There is an evident demand from such groups for films that promote their work. An example is the film made for Rise Bakery: <https://www.youtube.com/watch?v=w3kNs63Ur9I>

Following training, participants receive one-to-one mentoring, employability support and paid work placements, helping support them into largely freelance, industry jobs. 12+ participants each year gain placements with industry employers, paid at the London Living Wage. We work with high-quality employers such as Tiger Aspect, Wall to Wall Television, Future Now Films, Greatcoat Films, Great Lake Films, Chameleoneye Films, among many others.

New model: ‘The Fifth Corner’

Four Corners has received funding from City Bridge Trust Stepping Stones programme to investigate the potential for ‘The Fifth Corner’, a new production model that could offer employment opportunities for our ex trainees to gain industry employment and credits, supporting them into sustained employment. The aim is to provide a coherent pathway for trainees to move from skills training through work placements to working as freelancers within craft and production in creative media. The new production model could:

1. Provide paid work placement opportunities for existing trainees
2. Provide a route into work for ex trainees
3. Support ex trainees to further develop skills, confidence and track record
4. Benefit communities through a local service

The Brief work plan

We are seeking a consultant with a film/TV production background to:

- Undertake market research to investigate demand for a production model working with ex trainees; to focus on demand from community groups, charities, social enterprises, local authorities, NGOs, universities, cultural groups and others;
- Undertake an audit of existing models, delivery structure and their successes (e.g. The Service, Crewing Company, Media Trust and others);
- Compile list of organisations who would be interested in paying for future films about their company;
- Investigate funding sources for potential co-production;
- Research, identify and report on several production delivery models;
- Investigate potential legal/financial obligations, and risks;
- Advise on IP issues, contracts, rights and release

Deliverables

The consultant will submit a final report by **Friday 2nd March 2018** to include:

1. Audit of existing comparable models, delivery structure and their successes;
2. Assessment of demand from 20+ community groups, charities, social enterprises, local authorities, NGOs, universities and others;
3. Two case studies based on Four Corners' existing trainee productions assessing demand and take-up;
4. Outline of at least 3 potential delivery models, including social enterprise, not-for-profit and partnership models, identify pros and cons of each, legal/financial and quality control considerations, risk assessment;
5. List of potential additional funding sources for potential co-production;
6. Model contract templates as examples.

Person specification for applicants

- A demonstrable 5 year + track record in creative media production and/or a film/TV production company setting;
- Good understanding of the voluntary/charitable sector;
- Experience working with the trainee target group would be desirable;

*Deadline for applications: **Friday 12th January 6.00pm**, with interviews in the week beginning 15th January.*

To apply: please send a letter (no more than 2 sides of A4) outlining your suitability and track record, along with an up to date CV to: info@fourcornersfilm.co.uk