

Photography and videography brief

Championing Nature Programme – Northumberland Wildlife Trust

✉ Contact: Liz Heard, Communities and Nature Manager – liz.heard@northwt.org.uk

📅 Submission deadline: **Tuesday 19th August, 9am**

About the programme

Championing Nature is a new programme with a particular focus on bringing disadvantaged children, young people aged 16-24, and families closer to nature, and creating a lasting infrastructure legacy for the benefit of future generations.

It's a six-year, multi-million-pound programme delivered by four Wildlife Trusts, including Northumberland Wildlife Trust, made possible by the Wimbledon and Emirates partnership.

At **Northumberland Wildlife Trust**, the programme focuses on Newcastle and surrounding urban areas, supporting four key areas:

1. Education and learning

- **Educator upskilling** – free training to help educators confidently incorporate outdoor learning and nature into their teaching.
- **School partnerships** – build long term relationships with schools and other education groups to embed nature in the curriculum, facilitate visits to wilder spaces and improve school grounds for nature.
- **Nature reserve visits** – guided and self-led trips to our nature reserves or local urban green spaces to connect with nature via hands-on activities.

2. Youth activism

- We will co-create a **new programme targeted at 16–24-year-olds** to increase green skills, awareness and connection to the environmental movement.
- From April 2026 expand our existing **youth social action project for 10-15-year-olds**, supporting them to design and deliver their own environmental projects.



3. Young People's Forum

We're excited to further develop our Young People's Forum, where young people have a voice in how we shape our projects, run their own campaigns and advocacy work.

4. Holiday nature activities

We organise fun, family-friendly outdoor events during school holidays, helping families and youth services connect with nature.

Photography and videography opportunity

We are looking for a creative and reliable **photographer/videographer (or team)** to work with our staff to capture key moments, events and young people's stories. This will be used to create inspiring, authentic content for our social media, website and presentations.

We want content that:

- Promotes our work to wider audiences
- Encourages new people to get involved
- Shows the positive impact on young people, communities, and nature
- Celebrates the efforts and voices of young people

Content to include as a minimum

- **2 short videos per project area (education and learning, youth activism, Young People's Forum and holiday nature activities) each year, 8 total**
(Formatted for social media and presentations, e.g. 1–2 mins with subtitles)
- **Photography of key events and activities**
(~6 times per year)



Example content:

- A short film showing a school's journey into outdoor learning
- A promotional video for our Young People's Forum
- Clips of youth-led environmental action to share online
- Event photography for future posters and marketing

We will co-develop a **content plan** with you based on your approach and costs from September 2025.

Important information

✓ Co-creation with young people

We want young people to be involved in shaping and sometimes co-creating content. You'll help amplify their voices and stories.

✓ Media consent

Consent forms will be completed by schools, parents, carers, or young adults before any filming or photography takes place.

✓ Access and inclusion

- Video content must be subtitled for accessibility
- Imagery should represent the diversity of our communities

Who we're looking for

You (or your team) should:

- Be confident working with children and young people
- Be experienced in dynamic outdoor settings
- Understand ethical and inclusive storytelling
- Be reliable, flexible, and able to work collaboratively



Safeguarding and insurance:

An **enhanced DBS check** and up to date insurance documentation will be required for this role.

Budget and Timeline

- **Total contract value:** £12,500 (to March 2028)
 - £2,500 (until March 2026)
 - £5,000 (per year for the final two years)
- **Potential extension:** to 2031
- We aim to begin work in **September 2025**

This contract falls **outside IR35**.

How to Apply

We are inviting **expressions of interest** from individuals or teams. Please send us a short proposal including:

- Your **relevant experience** and examples of similar work
- Your **proposal** for how you'd approach this opportunity
- An **outline project plan**, with:
 - Timescales and key milestones
 - Estimated number of days per year
 - Budget breakdown
- CV(s) of the people who would be involved

Send your proposal by:

9am, Tuesday 19th August

To: **Liz Heard** – liz.heard@northwt.org.uk

