

## CALDMORE COMMUNITY GARDEN

# VIDEO BRIEF

Caldmore Community Garden  
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### 1. OVERVIEW

*Caldmore Community Garden are a community project based in Walsall. We have been running creative activities, play schemes, and community events, festivals, and performances, for almost 15 years. We are now looking to commission a video to promote our project to the wider community and present it to our existing and potential funders. The focus of the video is children's and young people's journey and growing with the Garden.*

### 2. OBJECTIVES

#### TANGIBLE GOAL #1

*To present our accomplishments to existing and potential funders in a positive and inspirational way to secure future support and funding.*

#### TANGIBLE GOAL #2

*To promote our project to the wider community through our social media and online channels.*

#### TANGIBLE GOAL #3

*To celebrate children and young people involved in our project, and to share their story with the wider audience.*

### 3. TARGET AUDIENCE

*Funders (especially The National Lottery Community Fund), partners such as Walsall Council and whg (Walsall Housing Group), and other stakeholders interested in supporting and working with a community project like ours on a more formal level.*

*Wider community and especially potential volunteers who we would like to inspire to visit and become more involved.*

*Young people linked to the project, their friends and wider networks who may not have heard of the Garden before.*

*Existing volunteers who will feel more appreciated and proud of their achievements having contributed to creating and maintaining the Garden.*

### 5. MESSAGE

*Caldmore Community Garden is a highly popular and widely appreciated community project and venue in the heart of Caldmore. It is a welcoming place that recognises the needs of the local community in all its diversity and welcomes people of all ages, cultural backgrounds, religions, genders, abilities etc. It is a creative space that works with artists and promoters to give local people a chance to experience and participate in arts and creativity. It is a green oasis in the middle of a heavily built up area, with natural environment at heart, and commitment to fun, learning and outdoor play. It offers a moment of respite for all visitors, and activities for everyone to get involved in. It is an accessible space – with free play schemes, family activities, and free events providing everyone – and*

# VIDEO PRODUCTION CREATIVE BRIEF

*especially local families – with learning and entertainment that everyone can afford. It is shaped and created by volunteers and people with community at heart, and changes all the time with new ideas, needs and inspirations. It is a project that listens and responds to what is happening in the community around it – and that's why it is so precious.*

## 6. TONE

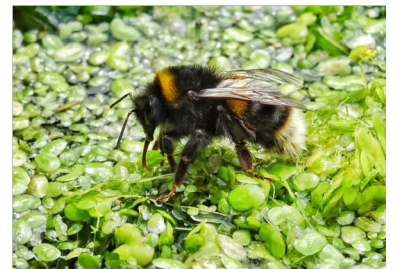
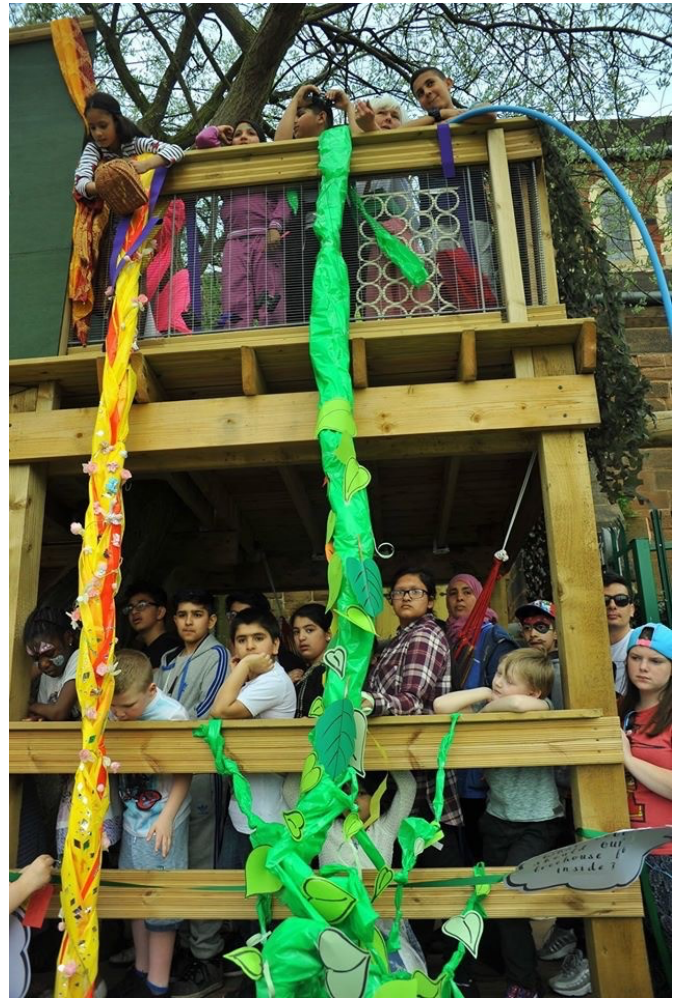
*Uplifting, positive, can-do, creative, inspiring.*

## 7. VISUALS

*We would like the video to include interviews with staff, volunteers, key partners, visitors (including children); footage from events; footage or still images of some of our regular activities; clips of nature and general look of the space, with some footage of the neighbouring area, too.*



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## 8. SCHEDULING

*We need the video to be ready to submit together with our next funding application to the National Lottery in July/August 2026. We have monthly events running from March to July 2026; there is also holiday play scheme during Easter Holidays (first week). All other activities and interviews can be arranged or happen on a weekly basis.*

## 9. BUDGET

*Between £4000 and £5500 (incl. VAT).*

*We expect that the video includes footage of at least 2-3 of our Saturday events, some regular activities, and short interviews with volunteers, visitors and stakeholders. We will organise those interviews to make sure they happen on the right day for filming.*

## 10. DATES & DEADLINE

<b>PRE-PRODUCTION</b>	2-3/2026
<b>PRODUCTION</b>	
❖ Shooting Begins	15/3/2026
❖ Wrap Shooting	15/7/2026
<b>POST-PRODUCTION</b>	
❖ Deliver First Cut	30/7/2026
❖ Deliver Final Cut	15/8/2026
<b>DISTRIBUTION</b>	
❖ Promote	7-8/2026

## 11. STRAY OBSERVATIONS

*In 2023 we worked with Junction 15 to produce Garden for All video documenting our projects and activities available at [https://www.youtube.com/watch?v=vFnkR\\_QKRSs&t=1s](https://www.youtube.com/watch?v=vFnkR_QKRSs&t=1s). We are looking for a video similar in atmosphere and energy, but with a focus on a different theme.*