**Coast to Capital Business Navigator Growth Hub**

**Video Proposal**

**Timelines**

Submit quotes against specifications by **Friday 2 December 2016.** Successful submissions will be notified on **Friday 9 December 2016** and production should finalised by **31st January 2016.**

**Location**

Videos may be conducted on company premises or at the Business Navigator office in Shoreham-by-Sea or another suitable location agreed by Coast to Capital.

**Context**

Coast to Capital’s Business Navigator Growth Hub is a free service that exists to signpost businesses at any stage to the vital support that supports their growth. A team of six expert Business Navigators have an in-depth knowledge of business support in the diverse Coast to Capital region, which covers Croydon, East Surrey, West Sussex, Brighton & Hove and Lewes. They can research potential funding options, help find a business mentor/advisor, help with recruitment, find support to help with website development, and much more. Around 7,000 businesses have been supported since the service launched two years ago.

The team of Business Navigators operate as the local contact for information on local, regional and national support. The aim of the Business Navigator Service is to help businesses in the region quickly find the most relevant support.

**Overview of project**

Coast to Capital are wanting to develop professional video testimonials of clients who have used the Business Navigator Growth Hub service.

These videos will be used as promotional resources and published on the Business Navigator website. Suitable business case studies will be selected by the Project Manager for participation in the videos.

**Structure of the videos**

Coast to Capital would like **six** videos of **three** minutes each to be produced with the following structure:

1. Introduction of the service with Business Navigator branding
2. Testimonial from a client supported by the service (either at their business premises or Shoreham-by-Sea office)
3. Brief overview of Navigator website, how to use filters, resources, events pages and Navigator team on Contact Us page.
4. Close out video with Business Navigator website link and 0800 number for contact.

**Specifications of the videos**

Each video will act as a live case study to be used a promotional material for the Business Navigator service. Specifications for your consideration are detailed below:

1. Each video should be no more than **three** minutes
2. Filmed on company premises (if appropriate) or at Business Navigator Shoreham-by-Sea office
3. Include core messages about the service (detailed below)
4. Being Business Navigator Growth Hub branded
5. Video should be Youtube capable (for suitability on Navigator website)
6. The final video should be professionally edited and produced
7. Videos need to be SEO capable and compatible with Internet Explorer, Google Chrome, Firefox, Safari
8. Compatibility with mobile platforms: Apple iOS, Android, Windows and Blackberry

**Core Messages**

Through these videos we would like to emphasise the following:

a) Profile of the business supported

b) Help required

c) Experience of using navigator service (verbal testimonial)

b) Solution found

e) Difference it has made to the business

f) End with a call to action – visit the Business Navigator site or call the team (with details)

We would also like to include some or all of the following features and benefits of the Business Navigator service

1. Free service (government funded) for an individual or business at any stage
2. Signposting service – not business advice. As it is a government funded scheme, the team must remain impartial and cannot advise clients.
3. Benefits to the business are:
	* 1. 0800 977 4146 number that is available Monday – Friday from 9am to 5pm.
		2. A website portal that is easy to use and can be used by clients to research support organisations
		3. A dedicated team of six Navigators who act as a first point of contact for businesses. They save businesses time by doing the research for them and sending a few relevant options.
		4. Options for interacting with the Navigators. Businesses can speak via telephone, email, arrange a face to face meeting, meet a Navigator at an event or arrange for a Senior Business Navigator to visit your company premises.
		5. Navigators have specialist knowledge on localised support. The team is split across the entire Coast to Capital region. As such, each area has two Navigators dedicated to attending events and remaining up to date on local support provision.
		6. No limit on engagement with the service. Business can and are encouraged to regularly contact their local Navigator for additional support and feedback on services referred.
		7. The team can signpost business to a wide range of business support including; find a business mentor, accessing finance, networking events, staff training & development, recruitment, website development and much more.