



Filmmaker Tender Documentation

The Kitchen Project

Audio Visual Brief

Submission Return Date:

14:00 20 February 2026



Section 1: Introduction

1.1 About the Food Museum

The Food Museum is the only museum in the UK dedicated to exploring the history of food. Our work is guided by a mission to connect people with where their food comes from and the impact of our choices: past, present and future.

We are a sector leader in this field. We are an Arts Council England (ACE) National Portfolio Organisation and the national Community Support Hub for Culinary Practices for the DCMS (Department of Culture, Media and Sport) [Living Heritage in the UK](#).

Our visitor experience is structured around the strapline of 'Grow, Make and Eat'. It provides a structure for the interpretation of 84 acres of land, 17 historic buildings and a collection of 40,000+ objects.

1.2 The Kitchen Project

The Food Museum was previously the Museum of East Anglian Life. We re-branded as the Food Museum in 2022 and in 2025 received funding from The National Lottery Heritage Fund and Mid Suffolk District Council to deliver The Kitchen Project. This major 5-year project (2025-2030) will support our continuing development as the Food Museum.

As part of the project we are conserving and transforming three historic buildings at the centre of the site – The Barn, The House and The Factory. New permanent interpretation within these spaces will support a coherent visitor experience which meets visitor expectations of a food museum. It will reflect the concerns, interests and experiences of a wide range of people and help us grow our audiences and deliver our mission more effectively.

An introductory film in **The Barn** will communicate key messages, connect the elements of a visit together and help visitors to orientate themselves.

A new permanent exhibition in **The Factory** building will explore how food is made and marketed in an industrial setting (from the farm gate to the front door).

A new permanent exhibition in **The House** will interpret how food is made in a domestic setting (from the front door to the table).

Please see our [Vision & Development Plan 2023-2030](#) for further information

1.3 Audience

Through the Kitchen Project we intend to grow our existing audience of mixed family groups, adults on a leisure visit and organised adult groups. A high proportion of these are drawn from the local area and have a Suffolk postcode. We currently have a strong schools audience which we want to grow further, and we additionally aim to expand our audiences to encompass a wider catchment area (within a 90 minute drive time of the museum). This will take in a greater number of urban areas such as Cambridge, Norwich, Colchester, Ipswich and East London, with younger and more ethnically diverse populations than rural Suffolk. Other target audiences include diaspora of former colonies, GRT (Gypsy Romany Traveller communities), women, and professionals working in the food sector.

Section 2: Creative Brief

The museum wishes to commission a series of films to form part of our new permanent interpretation across three different areas: The Barn, The Factory and The House. These spaces have different needs and approaches which are outlined below.

2.1 THE BARN

- 1 short interim film 'Barn teaser' [approx. 2-3 minutes, final delivery by April 2026]
- 1 final film for the Barn, including coverage of new interpretation in the Factory and the House [approx. 4-5 minutes, final delivery July 2027]
- 1 shorter cut of the final film which can be used online and before events [approx. 1 minute - 90 seconds, final delivery July 2027]

The Barn: Context

This content will be situated within the Food Museum's Grade II* listed medieval barn, the suggested first stop on our visitor itinerary. The film/s will provide geographic and intellectual orientation, introducing visitors to the site and the concept of the museum experience being structured around the themes of 'grow, make, eat'. The films should spark curiosity and interest, encouraging them to explore the different elements of our offer and reflect on the role of food within our lives.

The Barn is a free flow space where visitors can choose to sit and watch the orientation film, but is also an attraction in itself with historic features, lighting design, interpretation panels and interactives.

The film will be projected and play on a loop with short gaps between screenings. It will have ambient sound.

The film/s may also be made available online. We may also additionally wish to capture some shots in portrait format for social media use.

The Barn teaser

The Barn teaser should orientate visitors to the museum site and excite them about our wide-ranging offer and the changes we are making through The Kitchen Project. It should foreground the centrality of food to everything we do, whether that is growing, making or eating. The film should include buildings and exhibitions (including our School Dinners temporary exhibition which runs until 2027); tasting opportunities, growing and play areas, the café, animals, walking trails, and activities and events, for instance cookery demonstrations and animal feeding.

As well as showing visitors what is currently on offer, this film will also preview The Kitchen Project and the new exhibitions in The Factory and The House. This could be done through filming of museum collection objects and footage showing staff at work (e.g. object research

and conservation), as well as selected exhibition design visuals. The teaser will incorporate elements of the museum's communications strategy around this project: 'Your Museum is Changing'.

We have captured some film, including drone shots of the site, over the last year and we anticipate that you will make use of this where possible.

The Barn final film

The Barn final film supersedes the Barn teaser. It has a longer lead time and can therefore incorporate a wider range of footage of the museum taken across the year, giving a stronger sense of the changing seasons as well as calendar highlights such as the Beer Festival (July), Apple Week (October), Bonfire Night (November) and Christmas programming. The final film will also showcase the new Factory and House permanent interpretation, as well as promote the changing programme of exhibitions in our temporary exhibition space, the Bone Building.

The final film will respond to visitor/stakeholder feedback on the Barn teaser.

With its longer running time, the Barn final film will tease out more of the museum's mission to connect people with where their food comes from and the impact of our choices on the natural world and other people. Through inclusion of elements from our new interpretation, and interviews with a range of food professionals (for example, farmers/growers, chefs, cooks, writers, policy makers, journalists and broadcasters), the final film will support the museum's goal to challenge, raise questions and encourage reflection on our food systems. It will also convey food's role in creating connections and building memories.

The Barn: Creative Direction and Messaging

The tone for both barn films should be warm, welcoming, engaging and lively. They will build a sense of excitement for the visit to follow, and capture some of the magic of the museum site with its mix of natural settings and historical buildings. Both films should give the sense of an enjoyable and coherent experience across the site, foregrounding the central theme of food within the framework of museum's strapline of 'Grow, Make, Eat'. The films should also seek to convey some of the sensory elements of food production and consumption.

In addition to the talking head interviews used in the final film, people should feature strongly within both films – through footage of visitors, staff, volunteers and school groups taken on site. The film will include a diversity of communities/demographics, with particular attention to some of the project's target audiences for growth

For the teaser, the museum will work with you to develop the structure of the film and provide a prioritised list of the locations and activity we would like captured. For the final film, we will work with you to develop a more detailed interviewee list, shot list and script which builds on – and out from – the teaser.

The Barn: Aims and Outcomes

As a result of viewing the film/s, visitors will:

- Know that the Food Museum site is large
- Get a sense of the range of activities and experiences on offer across the year
- Understand that the opportunity to taste food is a central and special part of the museum experience
- Have ideas about which areas/activities they want to visit/experience
- Feel that food is an important topic that unites humanity and shapes the world around us
- Reflect on their own relationship with food (memories, values, preferences)

2.3 THE FACTORY

For The Factory, we wish to commission a group of films exploring the production process and/or supply chains for the following food and drink products:

Apple juice	Olive oil
Beer	Pork
Cornflakes	Sugar
Chocolate	Tea
Crisps	Tomato Ketchup
Milk	Tuna
Mustard	

The Factory: Context

These films are a central part of our new permanent exhibition in The Factory which explores some of our most common foodstuffs and how they were, and are, made. As the name suggests, there is a focus on how food is made industrially, exploring processes, food systems and values.

Each product has its own individual display island which will feature text, images, flow charts/diagrams and objects. Media is a key part of the storytelling of each display island and will be presented on a touchscreen built into the exhibition fabric. Interested visitors can additionally select to view short modern and archival clips which explore that particular food/theme further and provide a more in-depth historical perspective.

Each display island touchscreen will only feature film content relevant to that specific foodstuff. Some islands will additionally have digital interactives, creating engaging ways to explore aspects of that product.

The far end of the gallery space will feature a traditional grocery store and an interactive recreation of a modern supermarket where visitors can scan products to discover further production and supply chain stories.

Exhibition design is currently in RIBA Stage 4 so it is possible that up to two films could be projected in a larger format, potentially with dedicated seating.

The Factory: Creative Direction and Messaging

The films will explore different aspects of each food. Some films will focus more heavily on production processes, others will explore other facets of the food system (for instance, transportation and storage, marketing, trade/Fairtrade) and the values that underpin it (e.g. environmental responsibility, the desire for convenience).

As some foodstuffs/processes are seasonal we expect filming for these to take place across the course of a year to capture different aspects of growing, harvesting and processing.

The museum team will collaborate with the filmmaking team to develop the treatment and script for each film, determine a list of locations, what needs to be filmed, and when specific seasonal filming needs to take place. While local and national food production is a key area of interest for us, we also wish to situate some stories firmly in a global context, with some filming taking place internationally.

We want to foreground the role of people within these processes and systems and will include a number of interviews and first-hand experiences. We will work together to produce a list of interviewees and questions.

It is expected that we will feature a number of talking head interviews, some of which may have crossover with The Barn final film (same interviewee, different content). Planning for interviews will therefore take this into account.

The films will explore different perspectives and approaches, considering positives and negatives and provoking questions and reflection. We want to encourage debate and give our visitors the tools and information to make up their own minds. We also want to help them appreciate their own power to effect change (please see here for more on the museum's [Mission and Values](#)).

Key audiences for us are schools and families, so it is essential that the films work for these groups, delivering key factual objectives and conveying processes and arguments clearly.

Across the films, we would expect a consistent visual style. However, each film should also respond to individual processes and products with dynamic and tonally appropriate approaches. These will add variety and texture across the overall package of films and across the visitor experience of the Factory exhibition space. We are also open to considering different approaches across the overall package of foods, for instance the use of animation or a series of shorter films around one topic.

2.4 THE HOUSE

Up to 4 films for delivery by June 2027

The House: Context

The House explores food in a domestic setting. The exhibitions will be spread across a series of rooms of the early eighteenth-century Abbot's Hall. The themes are: How We Learn to Cook (food writing, cookery books/recipes, cookery programmes); Identity & Culture; and Preparing & Cooking, Preserving & Storing and Making Memories.

Another space will host a Demonstration Kitchen. This will be mixed use – on some days staff and volunteers will be delivering in-person demonstrations of kitchen equipment, on others visitors can use the space to create their own cookery videos and make a memory to take home or share on social media. There will be a basic kitchen set with a green screen and filming and projection equipment. Visitors will be able to select from a series of backdrops and choose a culinary script to follow.

The House: Creative Direction and Messaging

The media for The House will be developed collaboratively with the filmmaking team. It is expected that we will feature a number of talking head interviews, some of which will have crossover with The Barn final film (same interviewee, different content). Planning for interviews will therefore take this into account.

In addition to filmed interviews with individuals, we anticipate some filming with different communities, as well as the substantial use of archival content (e.g. cooking programmes and online videos). It is possible that we may choose to deliver some groups of content as audio only or through other interactives.

Section 3: General Information

3.1. Project Team

Your main point of contact will be Nathalie Morris, Head of Interpretation, Collections and Learning. Email: nathalie@foodmuseum.org.uk

Other main contacts on the project team are:

Lisa Harris, Collections Manager, Food Museum

Katherine Bridges, Curator, Food Museum

Phaedra Corrigan, Exhibition Designer

Gareth Nicholls, Graphic Designer

3.2 Accessibility

Films should be subtitled as required and the audio mix should be suitable for a hearing loop system.

3.3. House style

You will adhere to Food Museum brand guidelines, with input from the Kitchen Project exhibition design team, Phaedra Corrigan (creative direction and 3D design) and Gareth Nicholls (graphic design).

There is a requirement to include funder credits/logos on the Barn films and online content, which we will provide.

3.4 Final delivery dates

The Barn Teaser: April 2026

The Factory: February 2027

The House: June 2027

The Barn Final: June 2027

3.5 Budget

The total overall budget, including any necessary rights clearances, is £70,000

This figure is exclusive of VAT

Although the Food Museum makes no commitment of any additional work beyond the scope of the project detailed in this document, we wish to retain the services of the successful AV contractor as our preferred provider for any potential further works for a period of three years from the completion of the project.

3.6 Rights

All newly created content including, but not limited to, rushes, drafts and final cuts, illustrations, diagrams and interactive design and content, and the copyright or similar protection thereof, will be the property of the Food Museum, always recognising the creator's moral rights in such work. The Food Museum grants the creator an irrevocable royalty-free licence to use all the above for all purposes relating to the project, which shall include the right to grant sub-licences to third parties solely for use in relation to the project.

Section 4: Tender Process

4.1 Summary tender timeline

Action	Date
Issue tender	19 January 2026
Final date for questions or clarification	12 February 2026
Tender return date	20 February 2026
Interviews	2 March 2026
Appointment	6 March 2026
Agree contracts	12 March 2026
Contract start date	23 March 2026

4.2 Visiting the Museum

Tenderers can visit the Museum between the hours of 10am-4pm, Tuesday-Sunday to familiarise themselves with the museum. Please email contact@foodmuseum.org.uk to notify of a visit in advance. Please note that the Barn and the Factory are not currently accessible.

4.3 Questions and Clarifications

Any questions which have arisen from consideration of the tender documents should be directed to nathalie@foodmuseum.org.uk. Answers will be shared with all tenderers.

A copy of the exhibition design deck can be provided upon request.

4.4 Award Criteria

The Food Museum team will review the tenders based upon the following criteria. Each criterion will be marked out of 5. The figure in brackets is the weighting allocated to each criterion.

Response to the brief (5):

- Overall creative approach
- Proposed team and their roles
- Internal project management including budgeting and production schedules
- Response to the set task

Value for money (4):

- Fees, including details of how they were arrived at
- Services provided as part of the contract

Portfolio quality and references (3):

- Examples of previous relevant projects by the team

4.5 Tender Return

Please provide:

- A programme
- A cost proposal, showing how you would break down the budget to deliver the commission
- A table showing the hourly fee rates of personnel on the project and how much of their time will be allocated to the project
- Short CVs of key personnel
- A brief outline of your previous relevant experience (3 projects maximum) with contact details of at least two recent clients who are able to act as references for your work
- A creative response to this brief, explaining how you would work with us. As part of your response to the brief, we would like you to select one product from The Factory and provide a short proposal for how you would approach a short film on this topic, including its structure and content.

Tenders must be sent by email by **14.00 on 20 February 2026** to
nathalie@foodmuseum.org.uk

It is up to the tenderer to ensure their submission arrives on time. We regret that tenders received late cannot be considered.

4.6 Interviews

Interviews will be held at the Food Museum or online. The interview panel will include Jenny Cousins, Director; Nathalie Morris, Head of Interpretation; Phaedra Corrigan, Exhibition Designer; and Gareth Nicholls, Graphic Designer.

This interview must be attended by the staff responsible for the day-to-day delivery of the contract. Tenderers are to confirm in their tender any preference for the time of their interview. The Food Museum cannot guarantee to accommodate preferences.

There will be 60 minutes available for the interviews, structured as follows:

- 30 minutes to present your creative proposal and approach to delivery and project management.
- 30 minutes questions and discussion