



Online Guides

Framescape is looking for an experienced company to produce a series of **online video guides** aimed at helping beginners, particularly young people, learn how to create short films using their smartphones. These guides are part of the **Love Stoke 100** project, which encourages young people to share why they love Stoke-on-Trent's rich heritage by producing short films.

In 2025 Stoke on Trent will celebrate its 100th birthday! It's 100 years since the City obtained official City status from King George V and to remember this occasion we are curating a project whereby we challenge and enable people from across the area to create 100 short films about why they love Stoke. A quick look online or on YouTube will reveal quite a negative opinion of Stoke. Content created by people from the City and by visitors portrays a City plagued by social issues and lacking purpose or identity. The people, places and ideals that made our City and which continue to provide inspiration for current and future generations are sadly lacking. As we turn 100 we want to flood the site and our City with positivity - Positive memories, brilliant people, amazing achievements and the best of Stoke on Trent.

The video guides should be clear, engaging, and accessible, designed specifically for young filmmakers with no prior experience. Topics will include basic filming techniques, lighting, sound, editing, and storytelling, all tailored to smartphone users. The goal is to empower participants to confidently create high-quality short films that celebrate Stoke-on-Trent's heritage. The films should be short and appeal to a younger audience.

We require a series of **short, step-by-step video tutorials** that can be easily shared across digital platforms. The guides should be professionally produced, visually appealing, and designed to inspire creativity.

The ideal company will have experience in producing training content, particularly for young audiences. Strong storytelling and technical know-how are essential.

Please apply for this role by 31st January for contract start in mid February.

If your company is interested in helping us equip young people with the skills to tell their stories, please submit your proposal with relevant experience, examples of work, and a cost breakdown to lovestoke100@framescapeedu.co.uk

Budget - £6000

Framescape is a non-profit project which supports, educates and inspires current and future generations of digital and technical professionals across Stoke on Trent. Framescape is committed to supporting, educating and inspiring the people of Stoke-on-Trent to develop their creative, digital and technical skills. In doing so, we aim to enable the city's Createch community to employ more local talent and grow its share of this lucrative market. Framescape is committed to playing an active role in this journey by ensuring that The Potteries is not left behind. Together, we can help Stoke-on-Trent capitalise on the digital revolution, and, in doing so, empower current and future generations of Createch professionals to thrive.

Love Stoke 100 is made possible with The National Lottery Heritage Fund.

The National Lottery Heritage Fund supports a broad range of projects that connect people and communities to the UK's heritage.

Providing funding and support to create projects that preserve stories and memories that are important to diverse places, communities, and people across the UK.

From historic buildings, our industrial legacy and the natural environment, to collections, traditions, stories and more – heritage can be anything from the past that you value and want to pass on to future generations.

Thanks to National Lottery players, we have been able to celebrate 100 great reasons to love Stoke.