

SADLER  
ERSWELL  
S

Sadler's Wells

**Video on Demand (VoD) Delivery Partner**  
**(Sadler's Wells Digital Stage)**



## Contents

<b>03 .....</b>	<b>Project Outline</b>
<b>05 .....</b>	<b>About Sadler's Wells</b>
<b>06 .....</b>	<b>Project Timeline</b>
<b>07 .....</b>	<b>How to Apply?</b>

## Project Outline

We're looking for a delivery partner to lead on the 'build' and 'launch' phases of the digital product development cycle for two monetised offerings on Sadler's Wells Digital Stage. We have content commissioned and the model and audience in mind, but we need a partner to bring best practice experience in delivering successful VoD products to refine our approach, collaborate with us and our partners to produce the content, coordinate the marketing and release, and support us to design and deliver frictionless audience experiences on our new website as we launch its monetisation capabilities.

In this collaboration we are looking to not only deliver these experiences, but also to create processes, workflow, and documentation that can be carried into future propositions, and to learn from you as we launch our first-pay-to-access offerings on our new website. The new website will go live mid-September, with the first monetised content being announced in October and going live early November 2021.

### The project:

**Project fee: £15,000**

This project will see Sadler's Wells release two pay-to-access digital content works in November and December 2021, respectively. They will be monetised, full-length VoD offerings on Sadler's Wells Digital Stage. One will be a live capture (though not live stream) and one will be a film version of a theatrical production. Both are works by artists and companies who have a long history of making world-class dance works that have been featured in Sadler's Wells in-person programme. Both will also have audio-described versions, and a suite of ancillary content created to support their release.

### The scope:

The scope of work is to support Sadler's Wells Digital, Content, Programming, Marketing, Sales and Press & Communications teams to plan, coordinate, deliver and report on two Digital Stage offerings in autumn 2021. How responsibilities in the project will be split are represented in the chart here, with further detail on your and the shared responsibilities below.

<b>Lead Responsibility</b>	<b>VoD Delivery Partner</b>	<b>Sadler's Wells</b>	<b>Shared</b>
<i>Contracting, including rights negotiations</i>		x	
<i>Deciding distribution model, including dates and pricing</i>		x	
<i>Content oversight</i>		x	
<i>Audio description oversight</i>		x	
<i>Project management, including creating workplan, project management documentation and process</i>	x		
<i>Asset management, including audio description and ancillary assets, including uploads to CDN</i>	x		
<i>Bringing best-practice and industry case examples to inform decision-making and ways of working on the project</i>	x		
<i>User journey mapping</i>	x		
<i>Advisory to Sadler's Wells teams</i>	x		
<i>Backend setup on Sadler's Wells website</i>		x	
<i>Testing and troubleshooting functionality and user journeys</i>	x		
<i>Creating audience FAQ and support scripts</i>	x		
<i>Webpage building</i>		x	
<i>Press release, pitching and campaign</i>		x	
<i>Influencer campaign and management</i>		x	
<i>Marketing copy</i>		x	

<i>Paid marketing campaign planning and execution</i>		x	
<i>Email marketing planning and execution</i>		x	
<i>Audience development</i>		x	
<i>Organic social media planning and delivery</i>		x	
<i>Ticketing helpline</i>		x	
<i>Processing feedback</i>		x	
<i>Sales reporting</i>		x	
<i>Data analysis, tracking and reporting</i>		x	
<i>Marketing and ancillary content creation</i>			x
<i>Building process and workflow guides to templatize future work</i>	x		
<i>Artist/company liaison</i>			x

**Further detail on areas of work that you will lead on include:**

- **Project management, including creating workplan, project management documentation and process:** building an integrated project plan and keeping all relevant stakeholders on track on their areas of input for delivery. These stakeholders will include:
  - Sadler's Wells Digital, Content, Programming, Marketing, Sales and Press & Communications teams
  - The artists and companies whose work is being featured on Digital Stage
  - The filmmakers and collaborators behind each of the works and the ancillary content
- **Asset management, including audio description and ancillary assets, including uploads to CDN:** Receiving, quality checking, managing and uploading all content from internal and external partners
- **Bringing best-practice and industry case examples to inform decision-making and ways of working on the project:** specific areas of interest are around project management for digital product development cycle, user journeys, marketing for VoD, customer service and query management, and real-time iteration based on user behaviour and content performance.
- **User journey mapping:** understanding the systems that will come together to create the Digital Stage VoD proposition to then suggesting the best user experience (including communications and journey) that can be achieved within those systems
- **Testing and troubleshooting functionality and user journeys:** conducting testing, recommending actions and remediation to ensure seamless user journeys as we sync up new systems for content delivery and payment with our new website for the first time
- **Creating FAQ and support scripts:** these scripts will be used by our teams to support users from announcement, to launch, to follow up after the content is taken down
- **Building process and workflow guides to templatise future work:** these will be based on your experience, but also our work together on this project to enable self-sufficiency for Sadler's Wells on future projects

**Areas of work that we will share responsibility for include:**

- **Artist/company liaison:** While Sadler's Wells teams will remain the primary contacts for artists and companies involved, you will interact with them as needed to support the project management and media delivery aspects of the work
- **Marketing and ancillary content creation:** your involvement in this area will be mutually agreed, depending on your core competencies and capacity within Sadler's Wells and collaborator teams

## About Sadler's Wells

Sadler's Wells is a world-leading dance organisation. Our mission is to make and share dance that inspires us all.

Our acclaimed year-round programme spans dance of every kind, from contemporary to flamenco, Bollywood to ballet, salsa to street dance and tango to tap.

We commission, produce and present more dance than any other organisation in the world. Since 2005, we have helped to bring close to 200 new dance works to the stage, embracing both the popular and the unknown.

Each year, over half a million people visit our three London theatres. Many more attend our touring productions nationally and internationally or explore our digital platforms, including Sadler's Wells Digital Stage. In 2023 we're opening a fourth London venue in London's Queen Elizabeth Olympic Park, to sit alongside our Sadler's Wells Theatre, Lilian Baylis Studio and Peacock Theatre. Sadler's Wells' new space will house a 550-seat mid-scale theatre, as well as facilities for a choreographic centre and a hip hop theatre academy.

Supporting artists is at the heart of our work. We have associate artists and companies, which nurture some of the most exciting talent working in dance today. We host the National Youth Dance Company, which draws together some of the brightest young dancers from across the country. Sadler's Wells Breakin' Convention runs professional development programmes to champion and develop the world's best hip hop artists, as well as producing, programming and touring ground-breaking hip hop performances.

Around 30,000 people take part in our learning and engagement programmes every year. We support schools local to our theatres in Islington and Stratford, designing experiences for children and young people to watch, explore and critically engage with the arts. We also run Company of Elders, a resident performance company of dancers aged over 60 who rehearse with renowned artists to make new work for public performances locally, nationally and internationally.

Sadler's Wells is an Arts Council England National Portfolio Organisation.

[www.sadlerswells.com](http://www.sadlerswells.com)

### **Sadler's Wells Digital Stage:**

Sadler's Wells Digital Stage is our online programme of performances and experiences designed to entertain and connect global audiences through dance. Since lockdowns began in March 2020, this programme has been enjoyed by audiences all over the world, generating over 5 million unique video views.

As we enter a new phase of making and sharing dance in live theatres and online, we are using what we have learned in the past year to shape what we do next on Sadler's Wells Digital Stage. We want to develop our online programme to create and share inspiring work that supports artists, diversifies and expands the audience for dance, and enables participation in dance.

[www.sadlerswells.com/digitalstage/](http://www.sadlerswells.com/digitalstage/)





## Project Timeline

### VoD Target Audience:

- Global dance fans, especially those of the genres featured (ballet and contemporary dance for family audiences)
- Fans of Sadler's Wells and the artists and companies featured
- Audiences who can't or won't come to Sadler's Wells to experience the programme in person

### VoD Objectives:

- Successfully launch our new website's monetisation capabilities
- Share world-class dance in line with our mission and vision
- Sales
- Further establish brand of Sadler's Wells Digital Stage with global audiences
- Serve audiences who can't or won't come to the in-person experiences
- Test and learn to optimise our products, systems, processes and ways of working for future

### VoD Draft Timeline *(subject to review upon appointment of partner):*

#### **September 2021**

- Appoint VoD Delivery Partner
- Finalise scope and build project workplan

#### **October 2021**

- Public announcement of both VoD products
- Ongoing campaigns to support launch

#### **November 2021**

- Launch Product 1, which will be live for a week
- Gather learnings to be applied to Product 2 launch

#### **December 2021**

- Launch Product 2, which will be live for one month

#### **January 2022**

- Overall project review
- Delivery of all documentation and guides

### VoD Delivery Partner experience and requirements:

- Experience launching and delivering monetised VoD offerings on a global scale. This experience need not be from within the culture sector.
- Project management expertise, systems and processes that are ready to roll out at Sadler's Wells. We use Office 365, Sharepoint and Microsoft Teams and Planner for collaboration and workflow at present.
- Video asset creation and management experience
- UX and UI experience, with a user-centred approach to designing journeys and delivering experiences online
- Capacity to deliver the scope: while the Delivery Partner will work in a freelance capacity, this is a sizeable project, and we would anticipate the time commitment to be full-time during go-live moments and no less than 3 days per week at other times during the September-January (inclusive) period. This working schedule and rhythms should be included in your response to the brief (detailed below)

## How to Apply?

**Deadline for submitting your application is 23:59 on Sunday 19 September 2021.**

To apply for the role, you will be required to upload the following documents to our online application form;

- **Your CV, which should include all relevant experience and links to examples of work**
- **Your response to the following brief. This can take any form you think supports your application, but please ensure it is no longer than the equivalent of 2 pages of text, or 5 minutes of audio/video. In particular, we are interested in hearing about:**
  1. Your suggestions for how we optimise our monetised VoD offerings to achieve our objectives, including any thoughts on challenges or areas of priority that we should focus on in the 'build' and 'launch' phases of this work.
  2. How you would split a £15,000 project fee to include: your fee (split into relevant areas of work/phases of the project) and any additional resource you would need to bring in to supplement your capacity and/or capabilities. This fee will not need to include any spend on the film products themselves, nor on the spend for marketing, which will be separate.
  3. A topline plan for how you would execute this project, including your capacity and anticipated working rhythm at different phases of the project.

**Next steps:** If you are shortlisted, you'll be contacted from Monday 20 September 2021 and invited to interview via Microsoft (MS) Teams with Ankur Bahl and Rosanna Chianta. We hope to appoint and begin working together by the end of September 2021.

We welcome applications from people from all backgrounds who feel they align with our mission, vision and values. We are international and multicultural on our stages, and we want to reflect that in our organisation. By celebrating difference and incorporating diverse points of view and experiences, we can become closer to our artists, audiences and the communities we serve.

We are proud to be a Disability Confident employer meaning we have been certified by the government as actively taking steps to attract, recruit and retain disabled workers. We understand that some disabled colleagues will need adjustments to help them perform to the best of their ability – these can be changes to the built environment and furniture, the tools and technology they use in doing their job, aspects of the role, ongoing support or working arrangements.

Sadler's Wells also works collaboratively with Parents in Performing Arts (PiPA) in efforts to support parents and carers within the industry.

[About Sadler's Wells](#)

[See what we do](#)

[Application Form](#)

