

'About Just for Kids Law' film brief

Key contacts

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Project oversight and budgetary sign-off: Chloe Grant

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Key dates

Tender submission date	25 July 2022
Tender award date	29 August 2022
Shoot dates	w/c 12 September
Deadline for all deliverables	w/c 31 October

Background on Just for Kids Law, the Youth Justice Legal Centre, and the Children's Rights Alliance for England

[Just for Kids Law](#) (JfKL) is a UK charity that works with and for children and young people to hold those with power to account and fight for wider reform by providing legal representation and advice, direct advocacy and support, and campaigning to ensure children and young people in the UK have their legal rights and entitlements respected and promoted and their voices heard and valued.

We help children and young people navigate their way through challenging times through our unique model of working with individual children and young people which combines direct advocacy and development opportunities with legal advice and representation. JfKL has gained a reputation for taking the evidence from our direct work with individual children and young people to fight for wider reform through strategic litigation and empowering children and young people to campaign. We also draw on our evidence to equip practitioners to work for children's rights and provide them with advice and expertise.

Our [Youth Justice Legal Centre](#) (YJLC) has been at the forefront of training lawyers in representing children in court. YJLC was set up by Just for Kids Law to provide legally accurate information, guidance, and training on youth justice law.

We also lead on monitoring compliance with human rights across the voluntary sector by hosting the [Children's Rights Alliance for England](#) (CRAE). CRAE works with over 100 members to promote

children's rights and monitor government implementation of the UN Convention on the Rights of the Child.

Project overview

We want a short (3-6 minute) film to be produced about Just for Kids Law which explains:

- **Who we are** - Just for Kids Law, the Youth Justice Legal Centre, and the Children's Rights Alliance for England and the relationship between them
- **What we do** - the successful holistic casework model that Just for Kids Law offers to its clients
- **How we do it** - how the different teams at Just for Kids Law work together

We would like the main film to be able to be easily split into 3 smaller 1-2 minute films covering who we are, what we do, and how we do it. In total, there would be 4 films to be delivered at the end of this project.

The main film will be used to:

1. inform new and potential clients about the excellent advocacy and support we offer
2. inform other children's sector professionals about our work at events/conferences

We would like the inclusion of both animation and filmed segments as the narration style, with any filmed segments to be shot in our offices in London in September. To film any and all segments, we expect that we will need about 3 or 4 hours, meaning a 1-day shoot (including travel time).

Any non-animated film segments may include talking head interviews with nice backgrounds in each location, cutaways of the interviewees at work/campaigning, background music (different for each shorter film/section) and a few simple graphics we would work with you to produce.

We're planning for the main film to be launched in November in London.

We are especially interested in working with a filmmaker that can demonstrate how they're able to work collaboratively and sensitively with children and young people who have experienced trauma.

Audience

Current and potential clients, young people aged 16-25

First and foremost, it's important to note that as a charity focusing on supporting young people, the film has to feel accessible and interesting to young people up to the age of 25. The young people who will be watching the film are new and potential clients – these are young people who are potentially facing a wide range of difficult issues, such as school exclusion, problems with the police or problems with their immigration status. Therefore, it's crucial that the narrative style is detailed but easy to understand to ensure that these young people are able to understand the full breadth of our work.

Budget

We have a fixed budget of £5,000 for this project, including all work and deliverables.