



Invitation to Tender: Creative Partners

Deadline for Applications: 5pm, Monday 17th April

UCL's [Department of Imaging Neuroscience](#) is conducting a multi-disciplinary research engagement project: [OCD & the Brain](#). The project will co-develop interactive and engaging toolkits for young people living with Obsessive Compulsive Disorder (OCD), and their parents/guardians to understand the neural mechanisms of OCD.

We currently seeking tenders from creative partners, who are able to complete work in **one or both** of the following areas:

- Website Development
- Video/Animation/Illustration Production

Background to the project

OCD is the fourth most common psychiatric illness and among the most debilitating. Despite this, it is often neglected and carries a lot of stigma. [Dr Tobias Hauser](#) and his team investigate why OCD mostly emerges during adolescence, and how brain development contributes to OCD. A challenge that Dr Hauser and his team have identified in their work, is that there is often a gap between the experiences of those with lived experience of OCD and what is investigated in brain research.

The project aims to identify and address this knowledge gap. The project was designed in collaboration with lived experts and in ongoing partnerships with the charities, [OCD Action](#) and the [International OCD Foundation \(iOCDF\)](#).

Project Overview

We recently completed a series of explorative creative workshops with young people living with OCD and their parents/guardians. We explored experiences, understanding, and questions related to OCD and the brain from both the lived experience and research perspective. The insights from these workshops will inform the content of the online toolkits. The toolkits are now being further co-developed alongside a group of lived experts.

Creative Partnership

The successful applicant(s) will work alongside the core project team (the public engagement team, OCD researchers and charity partners) as well as our lived expert group to undertake the commissioned work. As well as attending regular design and development meetings with the core team, they will present work and ideas, and feed into discussions during sessions with our lived expert group. This is to ensure that the content of the website and videos/illustrations will best meet the needs of the OCD community.

Website Development

We are looking to work with a website developer to build an engaging and interactive website that will host the content of our two toolkits – one will be aimed at young people living with OCD, and the second with parents/guardians of young people living with OCD. The website is likely to include content such as: written copy, illustrations, infographics and embedded videos and/or animations.

It is imperative that visitors to the site can navigate freely through the content, with accessibility strongly at the forefront. Moreover, content should be easy to edit by the project team (researchers) to keep the information updated. The website will be managed by the project team after the development phase.

Video/Animation/Illustration Production

The successful applicant will co-create a series of engaging, animated videos and/or illustrations aimed at our two target audiences: young people living with OCD and their parents/guardians. The videos/illustrations will explain the neural mechanisms of OCD, to an audience with no prior neuroscience knowledge.

Dissemination

Upon completion, the website, videos and illustrations will be widely disseminated via our partners' platforms, both nationally (OCD Action) and internationally (iOCDF). They will be embedded within existing support services and promoted by the charity support teams. We will also run a social media campaign to promote the toolkits, and they will be signposted from the research app [Brain Explorer](#) and highlighted at patient conferences.

Timeline

The work will commence in **May 2023, with a deadline for completion of September 2023**. We expect the majority of the delivery work will be required in **June and July 2023**, and we hope that the successful applicants will be able to attend meetings on the following dates (to be discussed):

- 11th May, 6pm BST
- 25th May, 6pm BST
- 8th June, 6pm BST
- 22nd June, 6pm BST
- 3rd August, 6pm BST
- 17th August, 6pm BST

Please note that this work involves many international contributors and therefore online meetings will often be later in the day/evening BST.

Applications to tender

We invite tenders from creative partners outlining how they would undertake this piece of work within the timeline provided. Please include a clearly outlined budget, with a maximum of £15,000 (including taxes) GBP for the web development aspects and £12,000 GBP (including taxes) for the video/illustration aspects.

For the website development, applicants are expected to have:

- Proven experience of developing and implementing high quality and engaging websites and visual content.
- A clear understanding of how to produce accessible webpages.

For the video/animation/illustration development, applicants are expected to have:

- Proven experience of developing and implementing high quality and engaging videos, animations and/or illustrations.
- A clear understanding of how to communicate complex concepts in a clear, accessible way.

All partners are expected to:

- Be able to think creatively and adapt in response to the varied needs of our audiences;
- Be able to work efficiently within budget and timescales.

Tenders should be a maximum of 3 pages and submitted as a PDF via email to ion.fil.publicengagement@ucl.ac.uk.

The Department of Imaging Neuroscience has a strong commitment to promoting diversity both within our organisation and the people we work with. Applications from people from diverse backgrounds and experiences are strongly encouraged.

Contact

For all enquires and to submit your tender, please contact Joanne Thomas, Public Engagement Coordinator: jon.fil.publicengagement@ucl.ac.uk.

Tender applications close Monday 17th April, 5pm with interviews likely to be held on Tuesday 25th April.