

CTA Photography brief

About CTA

Every year, in all parts of the UK, millions of people are supported by thousands of community transport staff and volunteers to stay independent, participate in their communities and access vital public services and employment.

The Community Transport Association (CTA) is leading a thriving community transport movement in the UK. As a membership organisation, CTA provides leadership, learning, and enterprise support to member organisations so they can deliver innovative and flexible transport solutions to achieve social change in their communities.

We provide support to over 1600 members including charities, community groups, schools, and other organisations, to deliver inclusive, accessible and equitable transport solutions. We help our members to offer a range of transport services; empower them to stay relevant and responsive to key areas of public policy; and make a big difference for the people and families in the communities they work in.

We envision a world where communities everywhere can champion their own accessible and inclusive transport solutions and for this reason, we will continue to champion, connect, support, and grow a thriving community transport movement in all parts of the UK.

Why we want authentic photos to tell our stories

One of CTA's priorities is to improve social inclusion and mobility for people who may be isolated or disadvantaged in their access to transport. Usually, when people think of Community Transport, they assume it's tailored to only elderly and disabled people.

Storytelling pictures are one of the ways to dispel this myth. CT caters to a wider range of people. Our services include transport solutions for young people, the elderly, ethnic minorities, people living with disability and everyone that cannot access public transport or private vehicle. We are also committed to promoting sustainable and environmentally friendly transport options in local communities.

We would like compelling photos that accurately reflect CT as an inclusive accessible transport solution, promoting equitable and affordable transport for everyone, especially those in rural areas.

Project Timescale: We hope the project is completed within 4 weeks from kick-off in May 2023.

Deliverables

- Editing, post-production and digital delivery of about 30 photos from engaging with a CT provider, its volunteers and beneficiaries.
- A day in the life of a CT Operator, a volunteer and a passenger.
- Edited videos of about 60 seconds each of at least 3 case studies of the impact of CT on a passenger or a volunteer.

Audience type:

- The public who may not know about CT or who have an inaccurate perception of what CT is.
- Stakeholders in the Transport sector
- Health, Social care and other charity organisations that use community transport

Where do we intend to use the images?

- Social media
- Marketing flyers
- Website, etc

Exclusivity:

CTA reserves the right to use the photos exclusively as they deem fit and would appreciate that this is factored in the consultancy consideration.

Brief submission: 14th of April 2023.

For any enquiries, please contact:

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