What are the names of the apps you used?
The apps we used are FilmicPro and KineMaster.

Are there other apps available?
Yes, there are. If you cannot use FilmicPro with your Android phone, consider using Open Camera, it's a free app with a smaller feature set but produces good results.

An alternative to FilmicPro is MoviePro which is similar in operation. There is also one imaginatively called ProMovie which is also good.

Alternatives to KineMaster are LumaFusion or Adobe's Rush. Both are fully featured editing apps with, perhaps, a steeper learning curve.

There are also the built-in camera apps on any smartphone which produce good quality images but lack control functionality. iMovie on iOS is simple but effective for some applications.

I presume Filmic is OK for Android?
Yes, as long as the phone is relatively well specified. We've had issues with some older and less-featured Android phones.

Please can you explain 'layer'?
In KineMaster layers are a way of putting one piece of media over another. So captions, titles and subtitles would be layers as would 'picture in picture' effects. Cutaways, or illustrative shots, can also be added as layers over interviews or pieces to camera.

Please can you recommend a simple editing package for desktop?
On Mac, I'd recommend iMovie or Adobe Rush. On PC, Rush again - both are relatively simple. There are many editing apps available for desktop including Resolve, Premiere, Avid and Final Cut. These are professional level editing packages with many feature and steep learning curves. Bear in mind that 80% of the time, editing is TTT - timeline, transitions and trimming.

Will KineMaster allow captions to be added or do you need a separate package for captions?
Yes. KineMaster has great captioning features.

Do you record the voice over in Filmic Pro/ KineMaster or another app?
You can record VO directly into KineMaster. Or, you can import audio from other recording apps or even record the sound along with video in FilmicPro and separate it when you come to edit.

Could one download KineMaster and Filmic Pro apps to a tablet with a video recording App?
Yes. Both apps work on iPad. You can transfer edit projects between devices too.

Do you have to load video content onto a computer and then edit, or can it all be done on a mobile phone?
You can do everything from shooting to distribution using only your smartphone.

I'd definitely be interested in the quickest and easiest way to do subtitling, especially for accessibility.
There are ways to generate subtitles automatically. YouTube does this as a matter of course now. You can turn them on or off when viewing. If you have a Microsoft 365 account, their video service, Stream, does the same thing and also produces text that can be copied. The results often have to be edited if the voice recognition algorithms mis-hear what's being said.

KineMaster can be used to put on your own subtitles allowing you to set the style, position and frequency of the subtitles. It takes longer than the automatic transcriptions but usually looks better.

Easy subtitling would be great - especially in different languages for my clients.
Certainly possible if not necessarily 'easy'! You would have to get translations done then put them on as subtitles. Not difficult once you've mastered it, but inevitably time-consuming.

How do you add text / a 'slide' between segments of film to transition from one element to another? What programme would you need to use or can it all be done in the same app?
All can be done in KineMaster - coloured backgrounds, text, even imported graphics and photos can be imported and added as media on the timeline.

Do you need a separate microphone?
Highly recommended especially for pieces to camera or interviews.

Do you need a clamp to film from in the cupboard and fridge?
Yes, I used a small mini tripod along with a smartphone cage. Links below.

Are there free audio sites you would recommend?
If you mean free music and sound effects, I recommend starting with what's available for free with KineMaster - whether you buy the premium version or use the free 'watermarked' version. It has a built-in resources where you can download a selection of many audio assets.

I always have issues with my android when using an external mic- any ideas why?
Not without having it in my hands I'm afraid. It could be any number of things. Best to either contact support for the phone or the microphone manufacturer.

Can you adjust audio in the editor if it's variable?
Yes. You can set levels, add compression, EQ and even 'keyframe' the sound so that, for instance, music levels go down as someone begins to talk.

How long did it take to record the raw material for the cup of tea video?
It took me around 90 minutes.

What's the name of that type of clamp/tripod?
See links below.

Also cage recommendation in follow up notes please. Fantastic. Thank you.
Thank you! See links below.

Cages
Beastgrip: (high end)
 https://beastgrip.com/

Neewer Aluminium: (affordable and good)
Neewer Metal Smartphone Video Rig Filmmaking Recording: Amazon.co.uk: Camera & Photo

Mini Tripod
Manfrotto Pixi:
Manfrotto MTPIXI-B, PIXI Mini Tripod with Handgrip for: Amazon.co.uk: Camera & Photo

Lavalier / Tie-clip Microphones
Gyvazla:
Clip on Microphone, Gyvazla 3.5mm Lavalier Lapel Omnidirectional Condenser Microphone Compatible with iPhone & Android Smartphones or any other mobile device: Amazon.co.uk: Musical Instruments

Rode SmartLav+:
Rode Smartlav+ Lavalier Microphone for Smartphone: Amazon.co.uk: Musical Instruments

(Extension cable - useful to have when using tie-clips: Audio Extension Cable,EUI Nylon Braided 4-Pole Mini Jack Plug Extension Cable,3.5mm Stereo Jack Male to Female Cable(Support Microphone Function) for Headset/TV/Laptop/Phone(1.2 M): Amazon.co.uk: Business, Industry & Science)

Directional Microphone:
Rode VideoMicro:
Rode VideoMicro Compact On Camera Microphone - Assorted Colors: Amazon.co.uk: Musical Instruments

(also needs: RØDE SC7 iPhone Accessory - Red: Amazon.co.uk: Musical Instruments)